

Margaret Beaton

BSc BA Honours (ClinPsych) MA (AppPsych) PhD

Dr Margaret Beaton is an executive coach to those in and on the verge of the c-suite in Australia's governments, corporations, professions and universities.

Margaret's diverse business experience has led her through many life and career transitions. She is experienced in business and organisational change and is currently a director of [Beaton Research + Consulting](#) and [Beaton Executive Coaching](#).

Margaret is a registered organisational psychologist with a Melbourne Business School (University of Melbourne) PhD in B2B services marketing.

Some of her executive coaching clients

Margaret has over 25 years experience as an executive coach to senior leaders in the Victorian, NSW and Federal governments including Premier & Cabinet, Treasury & Finance, Education & Early Childhood Development, Transport, Planning & Infrastructure and major libraries; corporations such as ANZ, UBS, Hilton Hotels, Coles, Wesfarmers, Woodside and GE; The University of Melbourne, CSIRO and Open Universities Australia; and professional services firms like PPB Advisory, Henry Davis York and Egon Zehnder.

Her executive coaching specialisations

Margaret's executive coaching helps leaders in three specialised ways, often in combination, but usually with a dominant focus.

1. Transformation coaching – helping leaders achieve personal mastery

- ✓ Transformation coaching helps leaders become more effective in several ways. They:
- ✓ Become self-aware, learn to surface and challenge their deepest assumptions and beliefs and embrace new ways of thinking and behaving.
- ✓ Create a clear sense of who they are, their identity, and who they want to become – and do this in a way that aligns their purpose with their role and the direction of the organisation.
- ✓ Learn to master the internal and external context, people and situations and adapt their style to changing circumstances.
- ✓ Develop advanced coping mechanisms under pressure and build resilience enabling them to recover from setbacks, let go and move on.
- ✓ Clarify and rely on their core values to exercise judgement, make courageous decisions and be accountable for delivering results.
- ✓ Become self-directed learners, seeking feedback and taking responsibility for their own development.

These skills equip them to lead people and teams and foster strong relationships with key stakeholders across multiple boundaries. They become the architects of organisational strategy and change in an increasingly complex, ambiguous and resource-constrained environment.

Further understanding of Margaret's approach to transition coaching may be found in these posts + [To be an authentic leader, first be true to yourself](#) and + [Do you have a personal feedback system? + Curiosity + Mindful Leadership](#)

2. Transition coaching – helping leaders succeed in changing roles

- ✓ Transition coaching helps those moving from one role to another, either in their current or a different organisation. The transition could be preparing to take on a new role, getting rapidly up to speed following a move into a new role, or exiting the organisation to embark on a new career.
- ✓ Transition coaching provides leaders with a roadmap in preparing for and planning their career change.

- ✓ They learn how to assess their capability, current and long-term needs and aspirations and how to gather internal and external market intelligence.
- ✓ Building their strategic networks becomes an integral part of this process. They become skilled in finding and drawing on sponsors and mentors to open doors and make introductions.
- ✓ Promoting themselves includes ensuring their personal brand is clear to others and knowing why it's an important asset. This includes aligning their resume with their social media profile.

Transition coaching helps clients develop the skills to navigate transitions that are seldom linear and often demand difficult personal and professional trade-offs about what to keep and what to let go. The result is a smooth and efficient transition into a new role or career with no regrets.

Further understanding of Margaret's approach to transition coaching may be found in these posts
[+ *If you keep going the way you are, you will miss the road to the future*](#) + [+ *You are no longer a person, are a brand*](#) + [+ *Does your network bind \(and blind\) you?*](#)

3. Supervised coaching – helping leaders become more effective coaches

- ✓ Supervised coaching assists a leader enhance their coaching skills so they can help those individuals reporting to them succeed. The objective might be to take a high performing person to greater heights, or someone struggling in their role to becoming more effective, someone who needs to move on clarify a new direction.
- ✓ The leader is systematically guided through a well-defined performance and or career development process in a way that enables them to receive feedback on their coaching style and effectiveness.
- ✓ Over time, working with on-the job situations their skills and repertoire of coaching tools are developed, enabling them to adapt to a variety of performance and career related coaching conversations.

Through this process the internal coaching capacity and capability of the organisation is enhanced, creating a high performing culture with engaged and productive people and teams.

Further understanding of Margaret's approach to supervised coaching may be found in these posts:
[+ *Making the Master-Apprentice model work for you*](#) + [+ *Three ways relationships shape your career*](#) + [+ *The social contract is dead*](#) + [+ *How to influence others*](#)

Margaret's executive coaching philosophy



Executive coaching deals with a multi-dimensional relationship between the coach, the individual, the individual's organisation and the external environment.

From this perspective, Margaret's approach is to offer individual clients confidentiality and security, tempered by transparency and accountability to offer the organisation a return on their investment, ensuring a win-win for all. To achieve this communication needs to flow in every direction within an envelope of complete trust in what is a complex relationship.

As a coach and adviser – not just an 'ear' for executives, Margaret employs her business acumen and deep insights into human behaviour to develop an action plan jointly with each of her clients that contributes to their personal and professional success whilst achieving improved business outcomes.

Contact Margaret

e margaret@beatonexecutivecoaching.com
d +613 8373 2602
m +61 417 309 877
Web [Beaton Executive Coaching](#)
Blog [Letting go. Stepping up.](#)