



Cass Coulston

Founder, Beacon Consulting
*Passionate Leadership and Team coach and
Researcher of Thriving teams*
www.beaconconsulting.london



Background and Experience

I am an experienced business leader, psychologist, executive and leadership coach. I am passionate about helping individuals, teams and organisations to thrive, by using the power of evidence-based psychology and coaching to do so.

I have held several senior leadership roles within FMCG for almost 20 years, leading cross-functional teams of 150+ as both Commercial Director and General Manager, so I have a great understanding of the challenges that people, and organisations face and what they need to feel engaged and energised.

Working with Cass

With an ability to cultivate empathy, resilience and new thinking, I am passionate about empowering people to develop the mindsets, practices and habits that lead to sustainable growth. I will challenge and support leaders and teams to become better learners, creating a safe space in which to explore limiting assumptions and harness strengths. I will use various coaching methodologies and techniques and adapt to my clients' learning styles. These include Solutions focused, Neuroscience, Positive psychology, Cognitive behavioural and Somatic coaching.

I love working with individuals and teams at all levels of organisations to achieve their goals across a range of areas, including building more connected stakeholder relationships; developing authentic leadership and influence; creating impact and presence; embracing personal and professional change and developing resilience and proactive wellbeing.

I am also committed to continually learn and develop myself, so that I can bring the best to every client I work with. Currently undertaking a PhD in how to create thriving hybrid teams means that I will also use the very latest thinking in psychology to inspire positive change.

Clients

I have worked with an array of clients across several industries and countries, most recently in India, where I worked for 5 years. Clients include Boston Consulting, L'Oréal, Matrix, Fuller's, Ikea, Deloitte, DST, SS&C technologies, Louella Belle and the Blo Bar group.

I am also a guest lecturer with King's College, London, running lectures for final year BSc students on leadership and coaching and learning & development.

Professional Training and Qualifications

- PhD Organisational Psychology, researching virtual and hybrid teams (in progress)
- MSc Organisational Psychology (distinction)
- AOEC practitioner diploma, executive coaching, accredited: Middlesex University, EMCC & ICF
- ICF accredited coach - (PCC level in progress)
- MBTI step I and step II practitioner
- Strengthscope practitioner
- Systemic team coaching certificate, AOEC, ICF accredited
- Neuroscience and the Journey to coaching mastery, Association for coaching
- Resilience for coaching certification, Association of Coaching
- Mini MBA, CEDEP, INSEAD, global leadership for growth

Personal Passions

My biggest passion is my 3 boys, Jasper, Rufus and Zander and helping them grow into young men of great character. I love to travel, explore new cultures and wildlife, with a huge love of tigers and gorillas! Travelling to Antarctica on a research ship has been my most profound travelling experience so far. I am also an avid runner of half...not yet full... marathons.