

BARBARA PATTON

PROFESSIONAL BIOGRAPHY

Barbara combines over 25 years of business experience in some of Ireland's leading corporates to support and challenge her clients to deliver the results they seek.

Executive & Board Experience

Irish Permanent plc.

Marketing roles with:

AIB Capital Markets

Showerings (Ireland)

Guinness Group Sales (I) Ltd.

Fellow, Past Chairperson, Marketing Institute
 Non-Executive Director, The National Lottery
 Non-Executive Director, EBS Building Society
 Non-Executive Director, Young Social Innovators

Marketing to Magic

Barbara has a life-long interest in human behaviour, first expressed in her executive career through marketing and corporate leadership. Her interest evolved to coaching as she discovered she could support people to change in ways that made real and positive differences in their lives, and in the lives of those around them.

Education & Coaching Accreditation

MSc Business & Executive Coaching, Smurfit Business School

MBS (Marketing) Smurfit Graduate Business School

Diploma in Team Coaching, Smurfit Business School

Psychometric Assessor, OPP & Brentfield Consultancy

'Time to Think' Facilitator



COACHING PHILOSOPHY

Barbara brings an empathic, calm and client-centred coaching style to her work and particularly likes to work with clients to develop new perspectives:

"A key focus is to support my clients to think things through in new ways, giving them space, time and tools that allow them to get a new perspective on an issue, to free up their thinking. They then retain that ability long after the coaching has finished."

In directing her own career, Barbara learned to use a point of difference as leverage rather than a liability:

"In the early stages of my career, there weren't enough women in senior leadership roles. I was 'the first' and often 'the only' in a number of the roles I held which wasn't always comfortable. It became easier as I found the opportunity in being different."

What does Barbara see as critical to the success of leaders in the coming decade?

"An ability to connect with, and influence, others beyond traditional boundaries of role or structure will be fundamental. It is a challenging demand, and the cornerstones that underpin it are self-awareness, self-management and continuous curiosity."