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bio • barbara goetz

With over 20 years of international corporate experience in financial services, Barbara has been successfully running her own coaching practice based out of Singapore. Following a twenty year successful career in the financial services sector, encompassing many senior leadership roles with one of the largest global banks, Barbara decided to launch her own coaching and consulting practice. She has extensive expertise in the areas of assessment and development centres, diagnostics, leadership development as well as executive, group and career transitions coaching. She serves a wide range of industries including financial services, energy and mining, pharmaceuticals, telecommunications, professional services, manufacturing, transportation and optical products.

Barbara's coaching approach is client-centered, adaptive as well as strengths-based and incorporates a global business perspective. She has the ability to build a warm rapport and establish trust with clients while going straight to the core of their issues in a supportive and understanding manner. Barbara challenges her clients to have honest conversations and to step out of their comfort zones. She helps them to translate insights into actionable development plans and encourages them to expand their capacity, make the necessary behavioral shifts and overcome deeply rooted barriers to achieve sustainable change.

Barbara runs complex assessment and development centres to help organizations select and develop the right talent. She conducts assessor trainings and facilitates team development programs and 360° feedback sessions in multiple languages.

Barbara also works as Executive Coach at the INSEAD Global Leadership Centre, coaching senior executives in groups and individually both in open enrolment and company-specific programs. She also works as a Pro Bono Coach and Mentor at the Centre for Non-Profit Leadership (CNPL), which is part of National Volunteer and Philanthropy Centre in Singapore. Barbara is well versed in numerous diagnostic tools and is a MBTI® expert.

Having lived and worked on three different continents, Barbara understands the complexity of achieving business results across cultural borders. Swiss by birth, she is a native German speaker, proficient in English and French, and conversant in Italian and Spanish.

Barbara earned a Master of Law degree from the University of Zurich, Switzerland, and took advanced training in Coaching, Consulting and Supervision from Professio, Germany.

When she is not busy working with her clients or skiing with her husband and three kids in the Swiss Alps, as a way to balance the self Barbara engages in Jin Shin Jyutsu, an ancient healing practice she trained in.

