



**Joan Beets**  
Managing Partner

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**Practice**

Consultancy & Coaching  
Executive Search

**Languages**

English, Dutch



## Joan Beets

### Managing Partner

I have 20 years of HR experience within leading organizations in various industries, including Saudi Aramco, The Adecco Group and Givaudan. I have worked and lived in Europe, Asia and the Middle East in roles that have focussed on HR Strategy, Change and Transformation.

Combining an MBA degree from IMD with Coaching skills gained at HEC, I always strive to balance both the business and human perspective in the work that I do. I believe that the way for HR to create value is by becoming more human-focused, not less. It's about answering the question – what do you need to be your best self?

#### How I work as a Consultant

In my consulting work I focus on helping companies shape their HR Strategy, programs and systems in a human-centric way, with the ultimate aim to enable the business strategy, today and tomorrow. By creating work environments that enable people to be the best they can be, to do the things they do best, HR can unlock the people potential. I do this by helping my clients uncover and fulfill the needs of their people across their organization, be it through technology or human interaction. Together, we ideate, experiment and innovate a new vision on what it means to work at the client's company.

#### How I work as a Coach

As a coach, I like to work with people who are experiencing change in their life and have the courage to seek independent support in that process. To help them manage this period in an authentic way and make choices that align with their needs, I work with them to develop a clear perspective on their belief system. Our beliefs shape how we go through the cycle of Sensations, Perceptions, Feelings, Thoughts and Behaviour. Yet we rarely challenge those beliefs. I support people with exploring this cycle, to see what they can and cannot change and find the courage to make the changes they want to make.

#### How I work as a Search Consultant

Doing search is much like being a match maker – both parties are equally important. I try to connect candidates and organizations that can support and challenge each other at the same time. And I do that by challenging them to think about where they want to be in the future because, as the saying goes, "What got you here won't get you there". We live in a borderless time, where the world is now truly our oyster, so it's time to think boundaryless!

#### Consulting Specialties

- Employee Experience / Customer Experience
- HR Strategy & HR technology
- Business Transformation with a focus on culture & Leadership
- Future of work & HR Upskilling

#### Coaching Specialties:

- Career Coaching
- Leadership Development
- Self-Awareness

#### Search Specialties:

Human Resources at CHRO+1 and +2 level.

Our sweet spot is International candidates for multinational companies.