

JULIE LINES

AC Master Executive Coach

Australia

Year in which you received this credential/accreditation/award(s):
2024.

[LinkedIn](#)
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How did your journey into coaching begin?

Prior to embarking on a coaching career, I built a successful 25-year career in higher education, where I led teams of varying sizes and held executive positions overseeing areas such as student administration and academic facilities. My background in university management provided comprehensive experience in addressing both strategic and operational challenges, as well as coordinating complex projects requiring discretion and collaboration among multiple stakeholders.



In 2008, I was introduced to the value of executive coaching through a formative experience with a coach, which highlighted the significant impact that coaching can have. Motivated by this insight, I pursued formal coach training to enhance my leadership capabilities and expand my skill set. Over time, it became evident that the aspects of my role I found most rewarding were those related to coaching, and I deeply appreciated my involvement within the coaching community.

At the close of 2014, I made the decision to transition from my long-standing higher education career to establish my own coaching practice. Recently, I marked the tenth anniversary of my business, and continue to find great fulfillment in this work. I remain passionate about my profession and frequently express that it is an incredibly rewarding vocation.



How did your development unfold on the way to achieving your master-level credential / accreditation / award?

The International Coach Federation (ICF) credentialing process was introduced to me as part of organisational coach training at the Institute of Executive Coaching and Leadership (IECL). This prompted me to log coaching hours from the outset.

In 2015, after meeting the requirement of 100 logged hours, I obtained the credential of Associate Certified Coach (ACC) with the ICF. Initially, only renewal of the ACC was planned; however, two different Mentor Coaches encouraged me to focus on the 'markers' for Professional Certified Coach (PCC). By 2018, with more than 500 coaching hours logged, I qualified for the aware of the PCC credential.

In 2019, I completed Coaching Supervision Training through Oxford Brookes University in England, where I was introduced to the Association for Coaching (AC). The AC's focus on reflective practice, executive coaching credentials, and recognition of unique organisational coaching competencies impressed me, given my focus on organisational coaching.

In 2021, I applied for and was awarded the credential of Professional Executive Coaching (PEC) by the AC. Subsequently, I met the requirements for Master Executive Coach (MEC), including more than 1500 coaching hours. The comprehensive application process included demonstrating all competencies in my coaching practice, gathering references from organisational coaching clients, and writing several reflective pieces.



What does 'mastery in coaching' mean to you?

Mastery goes beyond accumulating coaching hours. Some very 'experienced' coaches may offer valuable services yet lack alignment with core coaching competencies. True mastery requires continuous commitment to professional growth, humility, and learning. It involves engaging with other coaches through mentorship, supervision, and exposure to different approaches. Being a reflective practitioner is essential; mastery cannot be achieved without it.



In what ways do you recognize mastery in your own coaching now?

Contracting. Contracting. Contracting. Trusting myself (my instincts and my capabilities as a coach) and trusting my client.

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How might others — clients, peers, or mentors — experience your coaching as masterful?

Prospective coaching clients are often confused about what coaching is, so I'm not sure they ever choose a coach based on their credentials... but I do hope they experience something different in a coaching engagement when working with a Master Coach. At the beginning of my coaching journey I wanted to be seen as supportive and worked too hard to add value... now I make my coaching client do all the work. My clients describe me with words like: calm, warm, insightful, and quietly provocative.

I work as a Mentor Coach and I am a qualified Coaching Supervisor. I find this work with individual and groups extremely rewarding, as I can leverage my experience for the benefit of other coaches - making my impact wider than it can be through my own coaching work.

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What impact did receiving the official master-level recognition have on you?

I hold dual credentials with both ICF and AC. After earning Master Executive Coach status with the AC in 2024, I no longer feel pressured to pursue the ICF MCC and am now free to explore other professional and personal development opportunities to enhance my coaching impact.

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How do you continue developing after receiving your credential - personally and professionally?

In coaching, professional development is ongoing. There are always new skills to learn or patterns to address with guidance from mentors or supervisors. I devour podcasts and webinars—both within and outside coaching—as these broaden your perspective as a coach and your growth as a human. With a background in the higher education sector, I also keenly read new published research about Executive Coaching.

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What insight, inquiry or encouragement would you offer to someone aspiring to mastery in coaching?

I can only answer as this question pertains to AC accreditation at Master level... the AC MEC application process was demanding and required careful planning over 12 months. I created a project plan for my application and relied on 1:1 coaching supervision to stay focused. I appreciated that the AC Assessor considered my recorded sessions along with my own reflection on strengths and areas for growth (ie my ability to reflect on the recording was of more interest to the Assessor than a 'perfect recording'). Reflecting deeply for the application and obtaining client references certainly strengthened my confidence as a coach.