

Julie Lines, MBA Master Executive Coach

I coach individual leaders and leadership teams to deepen their self-awareness, strengthen their leadership effectiveness, and experiment with new behaviours that build lasting capacity and capability.

With 25 years' experience as a manager and senior leader in the higher education sector, and more than a decade coaching leaders across diverse contexts, I bring a practical, first-hand understanding of the complexities leaders navigate.

My work is anchored in a commitment to helping leaders grow - personally, professionally, and with intention.

[Read more about Julie's education, experience, and qualifications.](#)

Executive Coaching

With over 2000 hours of coaching experience, I've had the privilege of working with leaders from diverse sectors: higher education, secondary education, government, Defence, and Defence Industries. Clients often share that they feel deeply supported in my coaching sessions, while also being stretched and challenged in ways that accelerate their growth.

I am accredited as a Master Executive Coach (MEC) with the Association for Coaching and hold the Professional Certified Coach (PCC) credential with the International Coaching Federation.

[Read extensive client testimonials and the outcomes of working with Julie.](#)

Leadership & Team Development

- Leadership Skills Development
- Small Group & Team Coaching
- Coaching Conversations & Challenging Conversations Workshops

As part of the IECL Faculty, I deliver coach training programs designed to build capability and confidence in the coaching profession. I am a qualified Coaching Supervisor through Oxford Brookes University.



Areas of Expertise

- Making the shift from operational to strategic.
- Developing confidence & managing self-doubt.
- Enhancing your reputation/brand.
- Building better relationships.
- Flexing & adapting your leadership style.
- Having uncomfortable conversations.
- Responding (instead of reacting) to conflict.
- Overcoming your inner critic (self-criticism).
- Learning to say no... and when to say yes!
- Transitioning to a new role, or to retirement.
- Career decisions: direction, impact & legacy.

Tools for Collecting Feedback & Raising Self-Awareness

These tools are sometimes used by organisations for pre-recruitment screening, raising self-awareness, or as part of a leadership development initiative. They can also be used to support coaching.

Hogan 360° is a comprehensive multi-rater feedback tool designed to help career-minded individuals and leaders at any level of an organisation gain a better understanding of how they are perceived by managers, peers, direct reports, and others.

Hogan Assessments assist you to understand the disparity between how you think of yourself and how others see you. Using predictive data, self-assessment answers are correlated with peer descriptions.

Who I Work With

Leadership today is complex, demanding, and deeply human. I coach leaders who want to meet that complexity with clarity, courage, and intention - leaders who bring both intellect and ambition to their work and are ready to grow. I support talented, high-achieving leaders from all sectors.

My clients are thoughtful, driven, and committed to leading with greater confidence and impact. While many hold senior roles in higher and secondary education, I also partner with high-performing leaders across diverse industries - ambitious people navigating challenging environments and wanting to lead with purpose, steadiness, and integrity.

My coaching creates space for honest reflection, practical strategy, and the kind of courageous conversations that shift how you see yourself and how you lead.

What to Expect

Before commencing a coaching engagement, we will meet for a brief 30-minute introductory meeting. This conversation gives you a chance to get a sense of me and my coaching style, and allows me to understand what you're hoping to gain from coaching. It's important that we both feel we're a good match before moving forward.

If you decide I'm the right coach for you, and I feel confident I can support your goals, we will sign a Coaching Agreement.

Coaching sessions are normally scheduled every 2–3 weeks. A six-session engagement (with 60-minute sessions) typically runs over 3–5 months, while a ten-session engagement usually spans 6–10 months.

My Coaching 'Style'

Executive coaching is bespoke and centred on your individual needs. My role is to help you move from where you are now to where you want to be - more efficiently and intentionally than you could on your own.

Working with a great coach should feel like having someone truly in your corner. I listen deeply to what you are saying (and not saying), and I ask questions that help you think more broadly, more boldly, or more clearly. Questions are a coach's most valuable tool - the right question at the right moment is often what creates insight and leads to meaningful change.

Through a process of introspection and self-reflection, I help you navigate what's getting in the way of achieving what you want and becoming the leader you're capable of being.

Every coaching session is unique. Between sessions, I provide relevant resources (articles, books, podcasts, or information sheets) to support your specific coaching objectives.

You decide the focus of each session, and you choose the actions or experiments you will take forward. Much of the growth happens between sessions as you apply what you're learning.

While many people return to the same coach for future engagements, coaching is not intended to be an indefinite relationship.

Face-to-Face, or Virtual

If you are in Adelaide, coaching sessions can be held face-to-face. I also work virtually with clients across Australia and internationally using Zoom or Teams.