



PETRO DE BEER

SENIOR ASSOCIATE



Petro is a Senior Associate in the CCI Professional team with extensive Talent Management and Learning and Development experience at International and Group level of JSE Listed companies. Petro guided talent transformation for the last 25 years utilising assessment batteries, and BBBEE strategies by prioritising critical and scarce positions. She has extensive management skills at both national and global levels. The top skills Petro is known for is Leadership and Relationship Management. Overall, she possesses a diverse range of skills and experiences that make her a well-rounded professional capable of driving transformation, strategic planning, and organisational development while maintaining a focus on bottom-line results aligned with people development. Petro is now in the process of completing her master's degree and the topic of her dissertation will focus on Emotional Intelligence and the Impact thereof on newly promoted Managers. Over the past decade, she has coached over 120 people successfully. From high-potential individuals earmarked for promotion to Directors needing a soundboard to make tactical decisions. She is sought after as a coach and confidant because she can relate and step into being a thinking partner to executives, yet still have the clarity of distance from within the organisation. Petro is happily married, and they have two amazing sons. Her work is her passion and to care for, support, empower and generally enhance people's lives, energises her.

QUALIFICATIONS BACKGROUND

- **HBA (Business Administration) Cum Laude** from the University of Melbourne 2009 - 2011;
- **B. Com (Equivalent Industrial Psychology)** from the University of South Africa 2013 - 2014;
- **Neuro Leadership Executive Coaching (ICF)** from the Neuro Leadership Institute 2008;
- **Neuro Leadership Executive Team Coaching (ICF)** from the Neuro Leadership Institute 2012;
- **Enneagram Assessment Coach** from the Enneagram Institute 2016;
- **Enneagram Team Assessment Coach** from the Enneagram Institute 2017
- **B Tech Honors Education, Training and Development Cum Laude** from the Vaal University of Technology 2008;
- **Learning Process Facilitator for GIBS and University of Stellenbosch Business Schools** 2012;
- **Management Development Program (MDP)** from the GIBS 2005;
- **N6 Diploma (ODETDP Practices) Cum Laude** from the University of Johannesburg 1997 - 2003;
- **N6 Higher Education Diploma** from the University of Pretoria 1987- 1992 SACE certified.



PROFESSIONAL ACUMEN

- 25 Years of Hospitality Experience and responsible for Talent and Succession Management of 96 Hotels and 13 Entertainment Centers centrally of a JSE listed Hospitality company;
- Strong Project Management Skills to execute business needs and manage virtual teams of experts to work on a common organisational development or change management project impacting 17 000 employees in the business;
- Responsible for Change Management initiatives to optimize the start-up of new divisions within the Group and Integrate newly purchased business with the Employee Brand of the business;
- Talent and career management optimisations in Abu Dhabi, Seychelles, Maia, Mozambique, Dar Es Salaam, and South Africa, for Resort Employees with specialised career roles of critical and scarce skills;
- Passionate about Organisational Development and Change Management and design and pilot unique tailored initiatives for Business entities aligned to Culture and Climate Surveys;
- Learning Process Facilitator for Tertiary Institutions such as the University of Stellenbosch and GIBBS, and facilitate leadership development, syndicate group development, and personal development to syndicate groups while they go through the journey of Executive Management Development;
- Known as a successful business coach, with the skill to develop a growth mindset with employees at all levels that can enhance employee motivation and engagement in the workplace. Petro's niche is to find innovative ways to encourage a learning culture that can provide opportunities for practical continuous development. She is known for delivering tangible business results with tailored coaching efforts at diverse companies like HYCHEM, Tsogo Sun, and Southern Sun Hotels;

PASSIONS & HOBBIES

- Part of the Doxa Deo Cycling Club and a Mountain Bike fanatic who competes in endurance races such as the Africa Ultra Mountain Bike Race of 240km in 24 hours, also known as the:
- Trans Baviaans situated in the Cape Region of Baviaans Kloof. These races are not for the faint-hearted;
- Loves deep sea diving and being in nature at every available opportunity;
- Skillful and passionate coach and mentor, that coaches from entry-level talent to CEO level, hoping to build many monuments (those that walk around on two feet), wherever there's an opportunity or challenge. (Build the wall in front of you).
- Developing others, by shifting their thinking towards taking responsibility for their own future is a natural talent that comes effortlessly.



CONTACT

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