

Mentor Profile

Mentor Name **Margaret Berrill**

Pen Portrait

I am a versatile, motivated, well qualified general manager with corporate and SME experience. With a successful track record in Finance, Operations and Sales & Marketing, I left corporate life for a marketing role in a national charity. Now self-employed, I help others improve their businesses through consulting work, training, coaching and mentoring, as well as teaching management qualifications.

I am passionate about good leadership and life-long learning.

What is your greatest achievement so far?

Successfully renegotiating and retaining a £5m p.a. contract after business changes meant that the existing service was not sustainable

Name an organisation (other than your own) that you see as the perfect one and why?

Virgin – it's a very interesting, high profile model of entrepreneurship and success that is not afraid to admit when it makes mistakes.

Name a business leader that you admire and why? Richard Branson.

He surrounds himself with good people who stay a long time, and seems to have developed a model that encourages innovation and maximises performance for stakeholders.

Why are you passionate about mentoring?

We all need a sounding board - someone who can help us to look objectively at our work and think beyond the day to day.

Who or what has been your greatest inspiration?

A Finance Director when I was in a middle management role, who helped me to recognise my capabilities and empowered me to stretch up and achieve greater things.

Professional Qualifications:

BSC Hons Psychology, MA Policy Organisation and Change, Certificate in Education, Diploma and Certificate in Coaching, Diploma in Strategic Business Coaching (DSBC) incorporating a Diploma in Business Support (DBS) Certificate of Lifelong Learning in Leadership Capability (Distinction)

Experience:

I have been coaching and mentoring people from all walks of life and size of business for over ten years though I have gained my qualifications in the past seven years. I have mentored people from traditional businesses and social enterprises.

Skills and Expertise:

I am good at seeing through complex situations, identifying what works with whom and when and then helping people apply it. I also have significant skills and experience in strategy, having sat on a number of Boards over many years.