

LOCAL GEMS

Peeler still going strong

Pembroke woman celebrates 10-year-anniversary of executive coaching business

By Mark Burridge

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Marie Peeler didn't expect to be instantly successful when she opened her executive coaching and leadership development business, Peeler Associates, 10 years ago. Looking back, Peeler said she thinks taking the right approach from day one helped sustain the business.

"I think people make the mistake of thinking that clients will just come flooding in when they open their business," she said. "But you have to take some time. Fortunately, I recognized that up front."

Peeler said after her doors opened in 2005, the business started out relatively slow. But she said she spent that time learning, and developing her abilities as a coach. Then, after she knew she could handle a full workload, she became involved in the community and started networking.

"I think a lot of people get into coaching because they think it's going to be easy," she said. "I think the reason Peeler Associates has lasted is because I was prepared for the long haul."

Peeler's business offers executive coaching and leadership development that helps individuals and organizations increase their business effectiveness. Her belief is that leaders must be developed through self-awareness, emotional intelligence, authentic leadership and systems thinking.



Marie Peeler. COURTESY PHOTO

Currently, Peeler said in addition to herself, Peeler associates offers three other coaches. She said depending on the client and what kind of coaching is needed; a different coach is assigned.

"I make sure I bring in someone with a depth of experience," she said. "My expertise is mainly in leadership."

After the business started flourishing and Peeler felt she had a solid grasp on coaching, she went to the chamber of commerce. Since then, she has been a steadfast member of the group and participates in South Shore groups as

much as possible. In addition to the chamber, Peeler is chair of the Marshfield, Pembroke, and Duxbury Business Council (through the South Shore Chamber of Commerce), and is a member and past-chairman of the board of the Old Colony YMCA. She has also participated in other boards across the South Shore in the past.

"This is my community," she said. "I do get some clients from other parts of the country, but this is where I get most of my clients."

Before any of this happened though, Peeler spent 25 years in the corporate world.

"By the end, I spent a lot of time in an airplane seat," she said. "I get a lot of clients like that now."

Peeler said she takes on eight or nine clients at any one time, which she said is a good workload, but is loose enough a schedule so she doesn't need to be constantly running around.

"I could probably cram in more if I tried," she said. "But I love my life right now."