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## Yale comes calling for Falmouth businesswoman Eleanor Beaton

Wendy Elliott

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**FALMOUTH - Falmouth resident Eleanor Beaton has been elected as one of eight international advisors to a new women's leadership program at Yale University's School of Management.**



Eleanor Beaton

Beaton is excited about the appointment, which she says is a prestigious position for a girl from the Windsor area.

Her new connection, she believes, will allow her to “help even more diverse women reach the top in business.”

The Visiting Women's Executive Exchange Program (VWEEP) described Beaton as an “internationally recognized women’s leadership expert, speaker, certified coach, corporate trainer and award-winning writer.”

“We are extremely grateful and optimistic to harness Eleanor’s experience helping up-and-coming women leaders develop their craft,” said the VWEEP program manager, Zachary Avina, “And we know that Eleanor’s brand recognition, journalism experience, and motivational attitude will contribute nicely to our program and help it prosper.”

Beaton runs the consulting firm Impact & Influence for Women. She views it as a global training and development company that helps high potential women reach the top. Her work often takes her to big cities, like Toronto and Houston.

She has gained this kind of resume while living and working in rural Hants County, which Beaton considers an achievement in itself.

Because she travels frequently, Beaton says she and her husband juggle priorities seasonally and call on her mom for back-up childcare for their five- and nine-year-old children.

Her lifestyle often brings something different in terms of perspective to the urban working situations she finds herself in, she says.

“I’m well based here facing the American market,” Beaton adds. “For now, this is a good place to be.”

Primarily a business and speech writer, the Wolfville native has won awards for her coverage of fast growing, women-led companies and she has co-written several books.

She wrote *Moving Dirt: the History of Nova Construction and Offshore Dream*, with Jim Meek. Beaton also collaborated *Bet On Me: Leading and Succeeding in Business and Life* with former Home Depot chief executive officer Annette Verschuren. Beaton says e-books are soon going to be the predominant technology in terms of publishing.

As a consultant and coach with over a dozen years experience, Beaton has worked closely with celebrity entrepreneurs, leaders of major corporations and founders of international movements. They include Dragon’s Den alum and businesswoman Arlene Dickinson, the co-creators of the Dove Real Beauty Campaign Janet Kestin and Nancy Vonk, and Canada’s two-time top female entrepreneur, Kelsey Ramsden.

A graduate of the United World College of the American West, the University of Toronto, the University of King’s College and the Martha Beck Coach Training Program, Beaton studied English, economics and journalism.

Go online: <http://eleanorbeaton.com/about>