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by Milena Arav (Bulgaria)
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Welcome to another exciting edition of the International Coaching News (iCN) online magazine! In our 17th edition, the theme is Life Coaching – The Power to Change Peoples Lives. This edition is loaded with content on a variety of relevant topics on issues that come with the latest trends to help coaches become really successful in improving & growing their coaching businesses.

The ICN is proud to have collaborated with several renowned international columnists, expert coaches and best-selling authors to provide insights on Marketing for Coaches. In this 17th edition, look out for our feature article ‘Overview of Systematic Constellations’ by Francesco Pimpinelli from Italy. In this article, Francesco shares uses of Systemic Constellations in coaching, providing the opportunity of understanding reality as it is, beyond the limits set by our habits and cognitive framework, to discover new and fresh solutions to problems and to support the achievement of desired goals. Another noteworthy article ‘The View from the Bridge - An interview with Gerard O’Donovan’ by Malcolm Nicholson iCN Journalist from United Kingdom. In this interview with our very own CEO Gerard O’Donovan, he discusses the evolution of Life Coaching, latest trends and the growing coaching industry. In our Coaching Tools section ‘6 Most Important Reasons Why You Should Have Passion’ by Lukasz Wieczorek of Poland, this article outlines the six of the most important reasons that are based on Lukasz’ own experiences and observation of the people he work with during the coaching process. ‘How Do You Respond To Change?’ by Ken Keis from Canada, outlines how to find balance and accept the constant condition of change. Each of our columnists, too numerous to mention, has taken some really interesting perspectives, and I would encourage a thorough read-through of this edition.

Just like all our other editions, this edition is not just an interesting read, but it provides you with helpful coaching tools, personal development ideas and professional development techniques to grow your business.

We appreciate your support and look forward to your feedback!

Lovelia Caracut
Editor, iCN Magazine

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45 6 Most Important Reasons Why You Should Have Passion
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It’s been four years now since I have been practicing coaching as a professional coach and yet, I have to admit, I still find it difficult to give an answer when asked “What is coaching?” Nevertheless, there are some keywords that, from my point of view, capture the essence of it. I would say coaching is a process that takes place within a partnership based on mutual trust and confidence that, ultimately, leads to personal growth.

As I read the definition I have attempted above, I realise that, if you put it this way, coaching sounds as a really serious thing. A process usually implies middle to long term. A partnership most probably makes you think of commitment and perseverance. Mutual trust and confidence sound like a really nice thing to have in a partnership, no matter the kind. The question is how do you put it there and how do you keep it? As for personal growth, hmm… you might have it on your wish list, but you might also have heard some rumours that growing might sometimes get pretty tough. And painful. For sure you have heard or read at least once by now about that metaphor with the caterpillar who feels like her world is about to end just before turning into a butterfly. I can totally empathise how that sounds both inspiring and frightening. Who would deliberately like to feel that their world is about to end when it might already be difficult enough to live with it as it is and all they want is to make things at least a little bit better?

That’s where treasure hunting comes into place. And when you combine it with coaching, you get the Solution Focused Coaching approach, the recipe for a much more fun, lighter and brief process of growth. Let’s see how that happens.

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As they start together on this journey, the Guide and the Treasure Hunter both commit to do their best and make the best of it, knowing there are in fact no guarantees about how the game is
The search to the finding, where there seemed to be nothing now there is something, their mindset shifts and, in no time, the problem fades away and they find themselves looking at the solution. Instead of focusing on its world coming to an end, the caterpillar finds itself, focusing on its wings growing, on how colourful they are and becomes a butterfly without even knowing it.

So... suppose, just suppose, that tonight, while you sleep, a miracle happens. The miracle being so big that you find yourself living your life as the best expression of the treasure you’ve just found inside yourself.

Although Life Coaching is often talked about when someone wants personal coaching about their own life, and other niche market descriptions are used for professional and business coaching; Life Coaching can mean working with your client across all elements or segments of their life.

Dawn Campbell and I in our Holistic Wholeness Radio Show have defined a Wheel of Life for Holistic Wholeness. Each month we take one element or segment and we create a Wheel of Life for that particular element or segment.

So they start this game together, the aim of the game being for the Treasure Hunter to find the resources that he or she already has inside themselves, although at the time being, they might be out of sight or well hidden by all sorts of personal or professional challenges.

As they go along, side by side, the Guide has a strong, unbreakable belief that the Treasure Hunter already has inside and has already used all the resources that they are looking for, without them being aware of that. This belief they hold so close works like a magical flashlight that puts into sight every new hint in the game and brings into awareness every new resource that they lead to. As they listen to the Treasure Hunter’s story, for every hint that comes along the way, the Guide puts the light on, invites the Treasure Hunter to pause, to get closer, to become curious and start to explore it. What is this about?

Is it a smaller or a bigger success that they might have missed acknowledging and appreciating themselves for? Is it a quality they already had which could be expressed in more ways and different contexts? Is it a learning they already learned and could be applied in further situations? Is it a personal value they deeply cherish that brings with it all the strength they need once it is honoured? Is it a dream they held close to their heart for so long and it’s time to dust it off and let it shine? What is it?

As the Treasure Hunter pauses, zooms in and wonders, their attention naturally moves from the search to the finding, where there seemed to...
Create a Wheel of (Element/Segment) Life to represent this one element or segment with all its sub-elements or sub-segments. Draw in your level of satisfaction against each sub-element or sub-segment. You can do this with one, many, or all the elements or segments of your Wheel of Life.

Once you have completed all your Wheel of (Element/Segment) Lives, then you will be able to identify exactly what change or changes you want to make in your life.

The next steps are:
- Identify the impact, making each change(s) will make to your life.
- Prioritise the change(s) you want to make to your life.
- Create your goal for each change.
- Identify where to start by gaining clarity as to where you are today in your life, in relation to this change.

Although there is a recommendation about how many changes you try to implement at one time, it really comes down to what type of changes you are trying to make, how much available time you have, and who else is impacted. For example, if you are trying to make one small change, then making a second or even third small change at the same time may be possible.

How do you determine what change or changes you want to make? Often you will know, but the Wheel of Life exercise is a great way to either confirm what you think you know, or find out.

The Wheel of Life exercise can be done at any time and is designed to represent your life as it is today. Write down on a piece of paper all the elements or segments of importance that make up your life. I would caution you to group like elements together, e.g., 'health' could incorporate 'physical fitness', 'fitness', and 'optimum health'.

Now draw yourself a circle with rings to identify the levels of satisfaction (from 0 in the centre in 10 as the outer ring) in your life and spokes to identify the segments of your life. The ring above has 12 segments, but your circle must have as many or as few as you have defined in your life today. Once you have your own Wheel of Life, enter into it against each spoke your own elements or segments.

Clear your mind of all your current thoughts and turn off your mobile or any other distractions. It is important that you have no interruptions while you do this exercise.

Draw in against each element or segment your own level of satisfaction as your life is today and not as you would like it to be. It's important that you draw in your immediate thought as analysing at a time like this can produce inaccurate results. Simply draw a line across each element or segment spoke (from 0 in the centre in 10 as the outer ring).

One of the reasons for the Wheel of Life is to find out how well 'balanced' your life is, and you can do this by joining up these lines. This will give you your own new outer rim of your Wheel of Life.

Inevitably, it is the elements or segments with the lower levels of satisfaction that represent the areas or areas of your life that you would like to change. Take one element or segment and break that element or segment down into its component parts, i.e., for our Health show we looked at a Wheel of Life that included wellness, physical health, mental health, thoughts, personal health, the health of others, sleep, nutrition, water, fresh air, sunshine, Vitamin D, and equanimity. What sub-elements, sub-categories, or sub-segments do you have in the element or segment that you want to change?
Gerard O’Donovan has been one of the driving forces in the Coaching Industry since 1993. He is more than a master Coach and Blogger. Gerard is the founder and CEO of The Noble-Manhattan Group. Europe’s premier and longest established professional coaching and coach training organization; The Founder of The ALPHA Group- the leading Peer to Peer group to help owners of SME’s in 21 countries; The President of the IIC&M (International Institute of Coaching and Mentoring) The World’s leading accreditation body for professional coaches; The Owner and MD of Westminster Indemnity – Insurance provider and Chairman of the ICN – International Coaching News- the World’s largest Coaching Publication.

I caught up with Gerard to talk about his view of Life Coaching in 2017 and looking forward.

Malcolm: Life coaching has seen phenomenal growth in the last few years and you’ve been a driving force in it since 1993. How do you see the life coaching industry today?

Gerard: The term Life Coaching and everything behind that was really created by Thomas Leonard back in the 1970s. About five years later it came over to the UK and swept into Europe and beyond. And we have seen it go through many, many changes. Today it’s the second fastest growing industry in the world, behind the IT industry. By coaching, I don’t just mean Life Coaching, but the whole coaching piece. It was ridiculed in initially, then went through a funny period about 5-6 years ago where people were embarrassed about calling themselves Life Coaches, so many called themselves a Life Strategist or similar. Which is fine as now we are seeing people standing up and proudly embracing the terms Life, Business and Executive Coach. And then we started to get hard data in the early 2000s, with organisations coming out with measurement tools that actually prove the real benefits of coaching and how you could measure both tangible and intangible benefits.

So, what is Life Coaching? To me, it’s everything to do with your health, wealth, relationship, career, money, peace of mind, spiritual growth, work/life balance, stress. And that’s growing as well. When we launch in a new country, it goes through all the same phases, but in a more condensed way and with an individual twist – and that’s now about 150 countries!

Now it’s often the corporate that drive a lot of the development as they tend to have the budget for coaching. Many companies’ coaching budgets exceed that of training. People like Eric Smith, the head of Google has said that “Every single manager should have a coach”.

Looking at the big picture, there is a wave of aggression and violence sweeping the world right now, the way we have never seen before, not just physically, but in TV shows and films, the hero’s always aggressive and violent, leading people to choose a path that is not conducive to their health; we are all being conditioned to accept violence, aggression and bad behaviour as being the norm. And so coaching links into two elements in the world: Force versus Power.

Force is acts of aggression, violence and bad behaviour. Coaching is on the side of Power. We are about empowering people in a non violent, gentle and holistic way. And I think when people really understand that, they are drawn to coaching. Often until someone physically experiences working with a really great coach - and the positive impact it has on his or her life - they don’t really understand how powerful it is. We live in a time where we are more connected to everyone else, than we ever have been. We have got dozens of apps, enabling us to connect with other human beings and yet we see two interesting things. People are feeling lonelier and more disconnected even though we are technologically connected. There’s also a need to impress – to display significance. We have a deep seated need to feel significant and the problem with Facebook, LinkedIn and so on is that everyone is projecting an image that they are leading the most wonderful, perfect lives, with big smiling photographs, talking about their success or what a wonderful home or family or relationship they’re having. And the truth about that - is that it is not true! So it leads many to believe that they themselves are losing out by not having this supposedly perfect life. And people have this huge need for both significance and worthiness and they are feeling a lack of those in their life right now. Even as the population grows, as the world becomes smaller, becomes more connected, people are feeling less significant.

We are seeing a number of trends occurring. We see a huge increase in the number of people wanting to train to be a professional coach – for example in Turkey, which is going through a very challenging time, politically and financially; and yet they are still coming along. It’s wonderful to see.
Then we have a lot of people who have become coaches creating their own coaching models. There are new models and tools available to coaches to help them work with their clients, which is great. It can seem a little bit overwhelming at times. Nevertheless, that’s good. So we are seeing that happen.

And we are seeing coaching being embraced in places that you would not really imagine - hardcore engineering companies, mining organizations and far flung geographical areas.

It’s like a waterfall from business to life coaching. Companies pay for some of their managers to have their own executive coach and all of these executives are ordinary men and women - two arms, two legs, ordinary bits, they are ordinary executives are ordinary men and women - two arms, two legs, ordinary bits, they are ordinary people, who see the benefits of coaching in their working environment. Now, that then flows down and out from the workplace into the home and working environment. Now, that then flows down and out from the workplace into the home and

personal coaching.

Actually, I have a very good feeling and though I don’t have hard facts and figures I will say that the media love horror stories, bad news and so on and yet there’s so much good news out there that’s just not reported; it’s not exceptional and so on. The only constant in life is change. We are having a huge change within Europe and North America and I think it’s good. It will shake things up. Now I’m not politically aligned to any party - But I have this strong feeling that it will work out, actually very well.

The Alpha Group, which is our peer to peer executive board is growing. Our readership of iCN is increasing on a monthly basis worldwide. As long as we can continue to add value and bring interesting and helpful news and information into people’s lives then hopefully we will continue to grow. Coach Radio International is a source in two ways; For new ideas, messages and inspiration and we have some incredible shows which are free to listen to, with top coaches in the world speaking about so many different topics and subjects. We’re connected to ITunes etc. and anyone can login and listen. Or, if you are coach or a student coach, interested in building your brand and presence, you can have your own regular monthly radio show, which we are broadcasting in two ways; For new ideas, messages and inspiration and we have some incredible shows which are free to listen to, with top coaches in the world speaking about so many different topics and subjects. We’re connected to ITunes etc. and anyone can login and listen. Or, if you are coach or a student coach, interested in building your brand and presence, you can have your own regular monthly radio show, which we are broadcasting everywhere and all of these people are our family.

From the coaching perspective, I don’t see any negative impact on what is happening and what is about to happen. This is where coaching can play such a significant role to help people to readjust, reframe, set new goals, get new ideas, new careers, new directions, new paths because on the one hand it is going to be exciting, yet on the one hand negative for people.

Our plans at Noble Manhattan are about bringing our services to the desk and the homes of tens and tens of thousands more people over the next 3 to 5 years. In the last 3 months we have opened new offices in Zurich and in Richmond, Virginia. And in the next 3 months, we are going to open up in Saudi Arabia, Kuwait, Johannesburg, a second Office in Singapore, one in Hong Kong, Italy and Australia. And we’re going to accelerate from there on to the end of the year.

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I think it’s the commercial changes that are about to sweep the world in the next 5 to 7 years that will impact every man and woman on the planet and most people don’t realise it’s going to be huge. For example, driverless cars - can you imagine every taxi driver in the world out of a job? Or Artificial Intelligence - the banking and insurance industries will lose 50% of all of its workers within 7 to 8 years There will be new industries soon that don’t even exist now. And there’s a quickening of pace. And we are seeing coaching being embraced in places that you would not really imagine - hardcore engineering companies, mining organizations and far flung geographical areas.

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We are blessed. We are in an industry that is growing and is filled with really nice people and is a force for good. Coaching is all about empowering people and giving them back their power, their control, helping them to get in touch with their own values. And that’s a pretty wonderful thing.
Reasons NOT to Hire a Coach
by Sarah Wall (Canada)

You might be wondering why a business and life coach is writing about not getting hired. This article is a tribute to my personal journey over the past year in working with four different coaches – two professional coaches and two coaches-in-training.

It began in January 2015 when I embarked upon a Leadership and Life Coach training program with my respected friend and colleague, Barb Pierce of Coaching Horizons. There were three of us in the course who met weekly over a period of 10 months. We were coaching each other and clients from the get-go, which allowed me to gain practical experience right away and I was able to receive the benefits of coaching for almost an entire year.

Now I can understand the reasons why someone may NOT want to hire a coach.

Reason #1: You Don’t Want to Change

Change is a natural part of life. If we are not changing, we are not learning and growing. If you are very comfortable with the status quo and do not want to test your boundaries then don’t hire a coach.

As a typically very confident and independent person, it was difficult for me to admit my vulnerabilities in some of the sessions. I have a high respect for my colleagues who showed me this through their actions and words which inspired me to change myself, starting by allowing myself to be more vulnerable in front of others and learning that it’s ok to do so. As a coach, I should have all the answers, right? At least that’s what I previously thought. I’m learning as I go through this life journey, just as we all are.

Reason #2: You Want to be Told What to Do

A consultant will typically analyze a situation then, based on their experience and expertise, advise you on what’s best for you, whether it’s in business or your personal life. If you want to be told what to do, step by step, then don’t hire a coach.

A coach will ask questions and will encourage you to examine your values and beliefs to see what’s really motivating you. As a coachee, you end up being accountable for your own actions and you get to set your own tasks that will support you in making the changes you need in order to achieve your goals.

Continuing with the breakup theme, about halfway through 2015 I decided to hire a coach to help me navigate a career change. I had been working in the tech industry for 15 years and felt I had accomplished a lot. I held an executive position in a great company with a wonderful team, yet I was feeling that something was missing. I felt that I had reached the tip of my learning curve and was craving something more. I was contemplating leaving my successful career to pursue coaching full-time, a scary decision at the time. I approached Crystal Lee of Beyond Maybe; as we had met previously, I already liked her as a person and I knew she had experience in working with people facing a similar situation as me.

Crystal did not tell me what to do in order to make this transition. Rather she encouraged me to look deeper at what was motivating me to leave my job and to venture into unknown territory. I asked her to not let me off the hook and to challenge me to keep the big picture in mind. I gave myself action items each time we met and she was there to hold me accountable throughout my journey.

Reason #3: You Are Not Willing to Take a Risk

Coaching is different from consulting. A consultant will typically analyze a situation then, based on their experience and expertise, advise you on what’s best for you, whether it’s in business or your personal life. If you want to be told what to do, step by step, then don’t hire a coach.

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As a typically very confident and independent person, it was difficult for me to admit my vulnerabilities in some of the sessions. I have a high respect for my colleagues who showed me this through their actions and words which inspired me to change myself, starting by allowing myself to be more vulnerable in front of others and learning that it’s ok to do so. As a coach, I should have all the answers, right? At least that’s what I previously thought. I’m learning as I go through this life journey, just as we all are.

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Risks come in many forms and are entirely unique to each person. When you are considering doing anything outside of your comfort zone there is some degree of risk involved. If you are not willing to explore possibilities where there is some element of risk then don’t hire a coach.

I’m talking about reasonable risk here. A coach will not blindly suggest you jump out of a plane (unless that’s what you really want to do!). Rather a coach is there to encourage you but also recognises your boundaries and will invite you to face your fears and to explore various possible outcomes.

At the beginning of my engagement with Crystal I was not exactly sure when I would be able to take the plunge to start my entrepreneurial journey, however after about five sessions things had really shifted. The coaching, combined with the tragic loss of a friend in September, was enough of a reminder to me that life is short and I needed to do something that made me really happy. So I took a big risk in December and decided to leave the comfort of my job to venture into the unknowns of entrepreneurship. A decision I’m very happy with so far!

I believe that everyone can benefit from having a coach at some point in their life to help achieve personal and professional goals. Had I not had the opportunity of working with my coaches in the past year I would hazard a guess that I would be repeating the same relationship patterns and probably still working a 9-to-5 job that I was not completely satisfied with. Having gone through my transformation over the past year especially I can relate to the fear and doubt that often creeps in when faced with making changes and I have learned how to overcome this by tuning into my inner wisdom, understanding the workings of my mind and by listening to my heart.

ABOUT SARAH WALL

Sarah is a Vancouver-based business and life coach, yoga teacher and Reiki master, serving local and international clients. It’s her mission to see you thrive and to help you create a life you love using simple tools that can make a difference today. For support in your journey towards living a purposeful and joyful life, or to learn more about her upcoming workshops, please visit Sarah at Body Mind Spirit Coach.

How Do You Respond To CHANGE

by Ken Keis (Canada)

Change. Is it positive or negative? It depends!

Change is part of the human condition. Without change, we would not progress, discover, or develop. Change is paramount to any improvements we seek.

I’m reminded of two sage sayings:

“If you always do what you’ve always done, you will always get what you’ve always got.”

“Insanity: doing the same thing over and over again and expecting different results.”

Many individuals want their situation to be different—but without actually implementing any real changes. For example, imagine someone voices their intentions for dramatic improvements—both personally and at their company. Within just a short period of time, they have had enough change! Their intention of extraordinary growth directly conflicted with their desire to actually make the effort to change.

How many people do you think are experiencing this exact same line of thinking? Can a person experience dramatic improvements without dramatic changes? No! We can fool ourselves into thinking that convenient, minor adjustments will result in breathtaking transformations, but this is simply not the case. I submit that slow and steady does not win the race or achieve the revolutionary results we want. But neither does that mean fast is always better.

So where do we find balance and accept the constant condition of change? No matter the situation we want to improve, there is a level of change that will create the results we desire. I’m referring to the Law of Conservation of Momentum. This law states that the momentum of an object, or set of objects, remains the same if left alone, meaning the momentum is then conserved.
Without enough force behind it, the energy we expend is absorbed back into the status quo, and the new condition is not realised. Then, because we think our efforts did not work, we often stop trying, when in fact, we just did not apply enough effort to create a new condition.

Consider the following examples:

- You want to lose weight but don’t want to change your lifestyle. You start walking 1 day a week for 30 minutes, and wonder why your weight remains unchanged.
- Your child is struggling in a subject at school, so you hire a tutor for 15 minutes a week; however, the grades don’t improve.
- You want to develop a better relationship with your significant other, so you go out for dinner once a month. The relationship does not improve.
- You want to increase your sales numbers, so you make one more sales call per day. Sales stay the same.
- The local sports team is doing poorly, so they bring in a new player. The team doesn’t win any more games than it did before they hired the so-called “star.”

What do all those examples have in common? The Law of Conservation of Momentum was at work. In each case, too little effort was being applied to make any real difference!

If you are not realising the changes you seek in your life, you are not making sufficient alterations. Dramatic improvements require dramatic change. The required level of modification will be unique to every person and situation, but there is a specific level that will trigger momentum for you.

It is very important to understand that each person applies and responds to change in a different way. This can be attributed, in part, to people’s Personal Style and level of self-worth/self-confidence, as well as their health and wellness.

When you are clear about your direction and purpose, your ability to implement change, as well as be successful in the process, increases significantly. Change, for the mere sake of change, holds little value.

Remember:

- Change is constant; it cannot be avoided.
- You cannot achieve dramatic improvements without dramatic changes.

✓ If you implemented change but it did not result in your desired results, ask yourself:

  o Was I doing the correct activities to create the desired change? If not, what are the right actions?
  o Was I doing enough of the correct activities to achieve the changes I desired?

✓ The precise measure of activity necessary to create your desired change is unique to every situation; however, it is very important to appreciate that everyone initiates and reacts to change differently.

✓ Your natural ability to handle change should be taken into consideration, as should your level of confidence, health, and clarity of direction.

Change works with the Law of Conservation of Momentum. Unless there is enough momentum to alter an outcome or direction, the status quo will prevail. Further, expecting something different while you maintain the status quo is considered the definition of insanity!
Discover How to Find Clarity in your Life and Find your Place in the World, Where do you Feel Most Alive? Answering the Call!

by Julie Miles Lewis (UAE)

"If you don’t know where you are going, you might wind up someplace else."
- Yogi Berra

Feeling Stuck?

When you find yourself stuck and struggling with what to do next or where you want to go, re-examining your core values is a really good start. Your values are literally a set of waypoints on your inner compass to guide and keep you on track whatever else is going on around you. Your daily choices are a reflection of your values. When you look at your life as it is now, it is a reflection of your choices in the past. If you are not happy with the way things are right now it’s time to make some new choices based on your core values. Your values:

- Determine how you spend your time
- Who you spend your time with
- What you spend your money on
- Who you commit yourself to
- How you live your life
- How you fill your space
- Reflect on your internal dialogue, affirmations and conversations with others

Your values are critical to accomplishing great things in your life and will help you map out a deliberate plan for your future.

Finding Clarity

Getting crystal clear on what you want to be, do and have gives you a head start on the journey to your personal and professional mountaintop. By identifying and focusing on what you do want (as opposed to what you don’t want) it’s easier to make decisions and take action towards your goals. Once you have decided what you want, create a clear picture or a movie in your mind of how your life will look when you achieve your goal. Vision boards are a fabulous creative way to add life to your intentions – create one and keep it in a place where you can see it daily. Think about who and what you will need to bring your dreams to fruition and every day do three things to move you closer to your goal (3 phone calls, emails, conversations, steps that keep you moving).

*If you don’t know what you want write down a list of what you don’t want and then note what the opposite is – for example – I don’t want to work full time makes it clear that you prefer to work part-time or on a consultancy basis. You can use this “don’t want” to “want” technique in all areas of your life – it’s amazing how much clarity you get on exactly what you want by knowing what you don’t want!

Your Place in the World

Where do you feel most alive and at home in the world? In the city, by the ocean, in the mountains, on a football pitch, stage, or a yoga mat... there is no wrong answer to this question – it’s where you feel in your element and are able to share your natural gifts and talents with the world. Having a globe or a wall map is a great way to mark out where you are now, where you have been, where you are going for holidays or work and where you have friends and family. When you do this you soon see how connected you actually are. Venturing out of your normal environment and exploring new terrain offers you the opportunity to discover more about yourself, others and the world you live in. Be a Glomad (a global wanderer!)

Answer Your Calling

Following your calling is one of the most important and fulfilling ways to unlock your highest potential and experience more joy in your life; the alternative is boredom and a slow emotional death. Merriam-Webster defines a “calling” as “… a strong inner impulse towards a particular course of action especially when accompanied by conviction of divine influence”. What strong desires are calling you to do a certain kind of work, to live or travel to certain places or develop closer relationships with people so very different from you? Big and small callings give you the opportunity to experience more of what brings you alive, a way to bring your love, special talents and energy to the world.

Warning – it’s not always easy to follow your callings; they often defy logic or what people around you perceive as being normal. “Get a proper job”, why do you want to do that, you should be doing this, how could you give up a great career, it’s dangerous, it’s silly, how could you leave your hometown, what will your parents/peers/friends think”…. any of these sound familiar?

Callings often start as gentle whispers and get louder and louder until they have your full attention. Sometimes it’s repetitive signs, conversations, clues or messages you get out of the blue that “wake” you up to your calling. On a flight back from Hong Kong to Dubai I watched a movie Mr Popper’s Penguins, I was then served a Penguin biscuit. A few days later on my 50th birthday I was given a book Things to Do Now You are Fifty the page I first opened read, “Go to Antarctica”. I put out the call for a team of women and within months had recruited the first and only team of breast cancer survivors to go to Antarctica, a videographer and sponsors to get team kit, produce a film and a book – amazing what happens when you follow your calling!

Bright Idea

Make a list of what is calling you however wild it may seem. What’s actually stopping you from answering the call? Write down your list of reasons (excuses) for not making the move. What will happen if you don’t answer the call? What will happen if you do answer the call?

Have fun exploring – take the road less travelled, follow your heart, begin with the end in mind, do what love and love what you do.

Move and the Way Will Open

ABOUT JULIE MILES LEWIS

Julie Miles Lewis – author of Moving Mountains, speaker, explorer. Julie Miles Lewis is a high energy catalyst for personal and professional transformation. Tapping into her own unusual adventures in business, the wilderness, sports and life she has already enabled hundreds of women and men to step out of their comfort zones in the spirit of love and adventure and reach new personal and professional heights.
Overview of Systemic Constellations
by Francesco Pimpinelli (Italy)

What are Systemic Constellations?

‘Constellation’ is a technical term used in human science to identify a system as a set of elements in relationship to each other, such that the word Constellation may refer to any set of related elements in a team, an organisation, in relationships or with respect to key elements of a project.

The Systemic approach enables one to see a situation or a problem within its entire context, working with the elements in the current system, so as to understand which elements in the Constellation, or relationships amongst its elements, are functional and which ones have a disruptive influence.

On this basis, it is then possible to transform issues and obstacles to bring order and harmony into the system, by changing how the elements operate and relate to each other. In this way we move the Constellation from a problem space to a solution space.

The use of Systemic Constellations in coaching provides the opportunity of understanding reality as it is, beyond the limits set by our habits and cognitive framework, to discover new and fresh solutions to problems and to support the achievement of desired goals.

Where do they come from?

Systemic Constellations are a methodology created in Germany over the last twenty years and are now spreading around the world. The main principles have been defined by Bert Hellinger in his work on Family Constellations.
He has been influenced by different disciplines and therapies such as Gestalt, Transactional Analysis, Psychodrama and Virginia Satir’s family sculptures.

Hellinger has created an innovative and new approach to family therapy, which has opened up a new understanding with amazing results. He has discovered the Orders of human systems and how to use them to bring harmony, healing and reconciliation in families, groups, organisations and communities within countries. Based on Bert Hellinger’s work, Systemic Constellations have been further developed by Gunthard Weber (applications in organisations), Insa Sparrer and Matthias Varga von Kiebed (structural approach).

Nowadays Systemic Constellations are a larger set which includes Family, Organisation, Psychosomatic and Structural Constellations, to name a few applications.

Hereafter, we are specifically interested in the new field of applications which fit the context and the practice of coaching, so that what we can leverage the power of Systemic Constellations in coaching.

• Systemic Constellations are different from Family Constellations, although they are built on the same theoretical foundation
• They can be easily used in a business coaching practice without using the circular structure of family constellations, which is not applicable in a business context

THE SYSTEMIC VIEW: Organisations, Teams and Individuals

An association, a company, a business function, a project, a team, just like a family, all systems are composed of related elements. They all have a structure, a goal, and are animated by visible and hidden dynamics.

In a company we have three main dimensions -organisational, team and individual – and it is important to consider them all. Life within an organisation, no matter what kind of company or which industry, is normally animated by reaching objectives, managing resources, implementing processes and procedures, dealing with changes and overcoming challenges.

Then we face the dimension of teamwork and cross functional collaboration, where alignment, clear rules, cultural attitudes, interpersonal relationships and cooperation are the critical success factors. Effective teamwork and collaboration are key enablers to organisational effectiveness and business success.

Finally, at the individual level, we deal with issues like performance, skills, attitudes, motivation and development. When we work with people we consider a whole view of the human being including body, mind and emotions. We know how people can make the difference when they are passionate and committed to what they do; the sustainable success of a company is based on all these factors, their balance, and their overall coherence.

A Systemic approach makes the Coaching process more accurate and efficient, allowing one to achieve objectives quickly and easily.

How a Systemic View is crucial for Leaders

In our current economic context, leaders face an increasing level of complexity and an unprecedented speed of change which puts them under huge pressure to provide, in a short time, the business results expected by the stakeholders. Very often people face this new challenge with approaches that worked in the past, but are no longer relevant.

A typical case is that of companies still relying on an old business model and sales approach, missing the fact that the world has changed forever and that they are required to urgently re-align their business, according to a customer centric approach in the new global business context, with different speeds of growth, demographics, digital media, social systems and purchasing preferences.
Today’s leaders need to make a radical shift in their approach, attitudes and their view of the world. The Systemic view and Systemic Constellations can be very helpful in supporting them in this new journey in a variety of ways.

### Ecology of decisions

The effect of our decisions has an effect in time and space. **Time wise** it is important to consider the lessons and the learning from the past, and equally as important to consider the medium long term implications of our decisions. **Space wise** it is important to consider the effect of changes both inside and outside the organisation.

Nowadays, **what** we do and the results we achieve are somehow a given, **How** we achieve those results makes the difference in our overall performance. This places an enormous amount of stress on people’s weaker spots which are generally related to personal leadership, emotions, personal balance, people management, cooperation and work-life integration.

### Systemic Constellations in Coaching

Systemic Constellations provides a powerful set of tools to enhance your coaching practice. They are an effective methodology for use in individual, team and group coaching, to support clients in achieving their goals. They assist in finding solutions to important issues: personal, relational, operational or organisational - for example, evaluating the consequences of a decision, clarifying steps towards a project’s success or identifying the key critical factors of a change management program.

During coaching, Constellations can powerfully impact the performance of the individual, team or organisation, assisting the coachee to:

- Explore a practical situation or relationship from a different perspective, to uncover how things really are and find new ways to act
- Evaluate the effects of a specific business decision, a new strategy or an innovative business project in advance, in order to minimise risk & maximise investment
- Transform a difficult relationship or a toxic team dynamic creating a more productive work environment
- Experience sustainable changes in individual attitudes and behaviours by acknowledging, expanding and integrating personal resources

The unique feature of Systemic Constellations is that they enable one to transform a specific situation – personal, relational, practical - by working in the system, **without the need for the presence of other people** who may be involved. The change happening in our inner world will affect our outer world. The solutions steps impact reality directly as well as people even if they are not present and do not directly take part in the work.

### Applications

Everything is a system and interconnected, everything and everybody are defined by relationships. This idea looks familiar when we think of a biological, mechanical or abstract system of interconnected elements. But paradoxical as it may look, without the relationships we would not know we exist as human beings!

As any human being is a system made up of body, organs, emotions, feelings, ideas, beliefs and values, Systemic Constellations can be used for personal development and transformation, by working on different inner parts of an individual to mobilise resources, overcome limiting behaviours and support the achievement of a specific goal.

We can also carry out the “systemic diagnosis” of a company in order to check its health and the relationships among its functions (purchasing, logistics, production, marketing, sales, after sales support), look at the relationships with customers, partners or suppliers, and verify the effects of a reorganisation beforehand in order to implement what is useful in order to maximize the positive impact on the business.

Should you wish to experience coaching based on Systemic Constellations or you are interested in the training to develop these skills in order to use Systemic Constellations in your coaching practice, please refer to our web site [www.SystemAlive.com](http://www.SystemAlive.com).

### ABOUT FRANCESCO PIMPINELLI

Francesco Pimpinelli has been a Coach and a practitioner of Systemic Constellations since 2002, with broad experience in utilizing this method in the business context. Through the years he has refined my competence to use it in a way which is simple and approachable to everybody.
The difference between us as individuals and the universe in which we live is that the universe has no choice about whether it will expand – it simply expands. But because we are born with the gift of free will, we have the ability to allow ourselves to expand, to identify the next version of ourselves that is longing to be expressed, and to consciously align with that expansion. And, because we have free will, we also have the power to resist, block or sabotage that expansion, whether consciously or unconsciously.

No matter what your current reality right now – whether you are just barely surviving or you are content and thriving in most areas of your life – there is always another level of happiness, fulfillment, and self-expression that is available to you. When you cooperate with that expansion, meaning you embrace rather than suppress, resist or deny whatever life is causing you to desire, you feel eager, passionate, engaged, and alive. And when you don’t give yourself permission to cooperate with the evolution of your own desire – either because you doubt your ability to achieve it or because you don’t believe yourself worthy of receiving it – your experience of life becomes one of hopelessness, despair, and resignation.

So, what is it that determines which path we as individuals take? What causes someone to harness the power of their own free will to stop allowing fear, doubt and limiting beliefs to block their expansion, and to actively seek to become all that they can be? I have observed, both in my own life and in the lives of thousands of people whom I have coached over the last twenty years, that there is one factor that consistently has the ability to call us forward, to inspire us to cooperate with our own expansion, and to support us in stepping into the next evolution of ourselves. That factor is the presence a coach who holds us in the light of our highest vision of ourselves.

Whenever we find ourselves stuck in a rut, stagnating on an important goal, or just not feeling as content or inspired as we’d like, it’s important to acknowledge the underlying reasons for that. We all know that change can be scary. It’s our human nature to cling to what is familiar and known, even when it no longer serves or inspires us. In order to view our expansion as a gift rather than a threat, we need a solid support structure around us that allows us to see ourselves as our full potential and find the confidence to continually ask for and receive more.

I can look back at every major turning point in my life – whether it was my decision to leave my first marriage, to indulge my interest in learning about the spiritual laws that underlie everything in the manifest universe, or to leave my career in corporate America to pursue my passion – and honestly say that I would never have been able to effect these great changes in myself if it were not for the presence of a great support system. I have had a coach (and at times a combination of many coaches) every step of the way. Thanks to their clarity, accountability and commitment to holding me to my highest vision, my life continues to be one joyful process of expansion after another. Today I train and certify coaches because I know the value of this type of support, and I also know how difficult it to make lasting change without it.

Living in an ever-expanding universe means that new energies, new possibilities and new desires are always moving through us. We have two choices – to cooperate with this process or to resist it. When the voices of doubt come up, having a support structure in place helps us to align ourselves with that which is in the process of becoming. A coach who helps us to update and expand our vision of ourselves is like consciously creating a bigger container for the new energy to flow into. This vision allows us to cooperate with this new energy as it is manifesting – or, at the very least, to not get in the way of it.

When you make the choice to let life have you – to go with the flow, to allow your desires, and to cooperate rather than resist your own expansion – you open the door to the new version of yourself that is waiting to be revealed. Your greatest self is not something that needs to be created. It’s not something you need to strive for. It’s simply something that you acknowledge and claim for yourself. Your greatest self already exists within you, and is just waiting to be discovered. A good coach will show how to access it.

Nearly a hundred years ago, astronomer Edwin Hubble made the discovery that the universe we live in is not static, but rather exists in a continual state of expansion. And because we as human beings are an inseparable part of the rapidly expanding universe in which we are born, we too are constantly being called to expand.

As human beings, our greatness lies not so much in being able to remake the world as in being able to remake ourselves.

- Mahatma Gandhi
John was struggling with how to handle a difficult situation with a key relationship at work. He went to his coach, Stephanie, and asked her advice on what he should do. Rather than telling him what to do, or even giving her direct input, Stephanie replied, “John, let me tell you a story …” She went on to tell a story about an experience she had and the consequences of her decision over the years.

When she was done, she paused and waited. After a few seconds of silence, John smiled and said: “Got it. Thanks.” Her answer had made him consider his situation in a new light, even though Stephanie hadn’t directly answered his question.

Throughout history and across cultures, stories have been used more than any other form of verbal expression to communicate foundational life lessons. If you read the Greek philosophers, the wisdom literature from Asia, and the literature across the centuries designed to teach guiding principles for life – the “authors” used stories grounded in daily life rather than just stating the principle. For example, check out our fable, Sync or Swim, which is a story version of the 5 languages of appreciation (similar to “Who Moved My Cheese?”).

Some people are natural storytellers; people listen to them, laugh, and enjoy hearing their stories. For the rest of us, we need to work at it a bit. Otherwise, our stories seem to fall flat with little impact on our listeners and sometimes there is just an awkward silence when we finish. So here are some tips for learning to tell effective stories.

Where to Get Your Stories. There are several sources for stories, but the best one is your life. You’ve gone through some situations that were challenging, hair-raising, and funny. You were there so it is easy for you to remember. Some personal experiences and the stories that flow from that have to do with direct life experience. You were there, felt the feelings, know what the dangers were, and how you felt when you got through the situation. Other experiences are more indirect. You were there, but it was someone else going through the situation and you watched what happened (think about your parents while you were growing up, situations with your children, trips with friends).

A second treasure trove of stories are those told by others. This can include stories told by friends and family, stories told by authors in books, or the situations created and demonstrated in movies and TV shows. (By the way, movies are the modern cultural equivalent of orally told stories in past cultures.) YouTube videos also provide good visual short stories. Note that trying to retell a story you’ve heard told by a friend can be difficult to tell effectively to others (especially if you only heard it once).

Practical Suggestions. When telling a story, start by giving the context and setting (the “set up”) for what happens in the story is critical. Some people start into a story without giving the listeners any clues either that they are telling a story or what the overall context is. Next, share the main character’s perspective on what is going on – how did they see the situation? What were they feeling? This heightens the interest and energy level. Then, make sure you get the sequence right. Not much “kills” a story more quickly than the storyteller having to go back and correct themselves (“No, that’s not right.”) about what happened and when.

Clearly describing the challenge or dilemma (along with the person’s feeling response) is the next critical step. Make sure your listeners know what the problem is that the character is facing, and their emotional response to the situation. Tell what decision was made or the action chosen and then describe the result and its on impact you and the others in the situation. Sometimes listeners “miss” an important part of the story or the context and need to be told exactly what happened and why it was important. If needed, tell the lesson you learned. In many stories, this is obvious, but sometimes the lesson you learned is important to delineate.

Storytelling in the context of the coach/client relationship can play an important role in that it is a practical way to get a message across without being didactic. Stories can also help clients look at something from a different angle or perspective. However, storytelling is an art. Sometimes we just need to stop and reflect, and then think about the best way to share the story in a way that will connect emotionally with others.
Life Coaching: The Power to Change People’s Lives
by Diane Dutchin (Canada)

I like to describe life coaching as teaching an individual how to improve the quality of their lives. Coaching has been around forever...yes, forever. However, it was only labelled or recognized within the sporting profession. Take any gifted or talented player, they have a coach because they want to excel and improve their game. Within the coaching body, there are various specialities like career, workplace, relationship, confidence, professional, sport, financial and so on. There's no one coach who specializes in every area of coaching...never buy into that myth.

You will not go to your GP general practitioner to have your teeth clean would you? No, you'd visit your dentist. Likewise, you shouldn’t go to just any coach. You would interview 2-3 potential coaches to find the person who you feel a connection with, who based on your research has the skills, schooling, experience and passion to work with you to achieve results.

Latest trends in Life Coaching: I just googled life coach and came up with 16,700,000 results in (0.47seconds), and that’s just on Google. Coaching services are used more with employees and not only management teams. Coaching courses are being offered in well known universities and not only private colleges. Regulating life coaching is another movement that will eventually catch up to other professions like counsellors. Why? Simply because coaching works! Coaching gives you the tools to be successful in a particular area you want to either change, improve and may be struggling in.

How life coaching enhances almost any aspect of life: I'm of the belief that every person needs a coach at some point in their lives. Spiritually, emotionally, mentally, physically, sexually, relationally, socially, financially. Regardless of how “put together” you might appear, you can benefit from solid practical coaching to improve and enhance your life. In essence, making in better, richer, more fulfilled and rewarding. I connected with a client through her workplace extend health coverage. She didn't feel there was anything specific to work on, but reached out because it was covered. However, after asking a few questions and using her she shared to ask a few questions, she became aware of a particular area that actually needed some TLC. What's your area that's been neglected?

What life coaching can do for an individual, what does it offer? Life coaching gives you the tools to reach your goals, bring a dream to fulfillment, and helps you reconnect to what matters. The process of coaching is like going on a journey of self-discovering and growth. It opens the door of self-realization of your gifts, abilities and strengths in how to be YOU, not a carbon copy of someone else.

What are the coaching tools used to succeed with life coaching? There are a number of different coaching tools and techniques used to facilitate this service, it's not only about questions and answers. Each coach has a different style, and so are your preferences. Do you want a coach to push you, or not so much? Do you prefer lots of hands on interactive tools or not so much? Ultimately the depth of your success depends on you taking action. Awareness and action are important pieces to your coaching experience.

Success/inspiring coaching stories: Success is a personal thing and can only be measured by you, because my definition of success might differ from yours, yet both of us can be equally successful. It's what fulfils you! A recent client was referred to me with concerns about her weight, yet what we ended up working on being her financial health. Once she started to change her mindset, approach and take action, her confidence grew. This confidence flowed over into the area of physical wellness with noticeable changes. The quality of her life improved better, richer, more fulfilled and rewarding. I let her live her life.

If you are on the fence about pursuing coaching, let me strongly encourage you to do it. Do it because you will be better for it. Where to start? Do your research, read up about the coaches, contact them for an interview. This is called a strategic session and can run between 30 – 45 min. Based on your take-away and intuition, make the decision who you’ll work with. Listening skills, asking personalized questions, and hearing you are a few things you want to pay attention to. If the coach you’d like to work with fees are out of your price range, don’t be afraid to let the coach know...in most cases they will work something out that’s manageable.

ABOUT DIANE DUTCHIN

Diane Dutchin is Certified Personal & Professional Development Growth Coach.

Diane coaches women on how to improve the quality of their lives by being their best selves. Personal development is not only a passion of Diane, it is an active part of how she lives her life.

You can connect with Diane on LinkedIn or Twitter.
Reconnecting the dots of your life
by Cristina Nicoleta Burca - iCN Journalist (Romania)

This is how life can be experienced when all parts – physical, mental, spiritual – are aligned; when all dots are reconnected.

The statement belongs to Marco Nunzio Alati, M.S. in Biotechnology, Mentor and Practitioner of The Reconnection and Reconnective Healing. These are two revolutionary paths, founded by Dr Eric Pearl more than two decades ago, which complement everything that was created before and use energy frequencies to heal and balance the individual.

More about the Reconnective Healing practice, benefits, mentorship and global trends, in the interview below with Marco Nunzio Alati.

What is the Reconnective healing?
Reconnective Healing (RH) is a crucial point of this new leading form of energy health care. There are no diagnosing or treatments, there is only interaction with the RH frequencies, that bring about healings that many treatments, there is only interaction with the RH frequencies, that bring about healings that many
times are instantaneous and lifelong.

Reconnective Healing is comprised as a wide spectrum of frequencies that allows our cellular structure to vibrate in a more coherent and harmonious way, bringing a shift in the amount of biophotonic light that our tissues are able to emit and receive. This quantum energy field, according to Dr Gary Shwartz of University of Arizona, leads us into a state of “quiescence,” an abundant development of our body and its vitality. There are currently more than 2000 independent studies that support this fast-spreading new form of healing, with over 150,000 people trained all over the globe, many working in hospitals, independently, or in one of the many Centrums that are exclusive to this field.

What is the difference between RH and other practices, such as: The Reconnection, Qi Gong, Reiki or meditation?

Reconnective Healing is a wide spectrum of frequencies that science tells us to include every other energy healing modality (like Reiki, Qi Gong, Jen Shin etc.) plus a spectrum that science detected for the first time. It allows us to go into a deep state of meditation and reset a coherent state of balance, physically, mentally, emotionally and in other ways we don’t have words to describe. Since I have a master in Biotechnology what attracted me the most was the huge interest of the science towards these frequencies. What science tells us is that these frequencies are able to shift the amount of light that our cell structure is able to emit and receive, bringing a harmonic development and restoring its vitality.

A different process is The Reconnection – continues Marco - even though it carries the same spectrum of frequencies. The Reconnection is a once in a life process of evolution, which accelerates and expands your life path in a way you never dreamed of. It reconnects (back) the meridians of your body with the meridians of the Earth and the Grid of the Universe. This leads you to uncover all your true potential, awakening your talents and releasing your old programs and beliefs coming from family, society etc. Science tells us that The Reconnection seems to effect and restructure the DNA itself. It’s a really intense and deep process.

However, if for other practices, both the practitioner and the subject have to be in the same place, for the Reconnective Healing, distance and live healing have exactly the same outcomes. In addition, RH is an easy, non-invasive way that everyone can learn how to do – admits its founder, D Eric Pearl - to help heal others and themselves.

I have facilitated many cases, and I have witnessed so many miracles happening... but maybe my first client’s experience is the one that I love the most: my MUM! Right after my Training Program I came back and without explaining anything I told my mother to lie down and close her eyes. I have facilitated three healing sessions and the reconnection and something major happened. My mum broke her ankle in 2004. She had to put prostheses and she ended up limping and having so much pain. After this journey, she did not even realize what was happening until one day one of her friends visited her and she was shocked to see my mum walking much more comfortable and stable. That is when she realised that also 90% of her pain was gone. RH is a day by day process, a constant evolution that, if you are lucky, you will recognise.

Not only does the Reconnective Healing trigger the recovery of physical injuries, but it also helps on the emotional, mental and spiritual sides, as testified by subjects. It helps to calm down a busy mind, and bring more energy and vitality,

Benefits. What are some of the most notorious results so far?

Stay in your present, have fun and enjoy the magic of every single moment. And by doing it your purpose will come to you, will dance towards you.
I was actually a research scientist with degrees in Biotechnology and Industrial biotechnology. I travelled to different countries like Spain, Italy (where I am from), and Canada and worked alongside other research experts in my field. One day, at the request of a friend, I grudgingly decided to have a session with a Reconnective Healing Practitioner. Those thirty minutes lying on a massage table with the practitioner gently waving his hands above my body, changed my life forever. I felt a pulling sensation from my feet all the way to the top of my head, along with a feeling of little explosions in my veins. It wasn’t so much the physical feeling that was the life changer it was my whole being that I felt was changing. My awareness and the course of my life path seemed to naturally evolve into something natural and beautiful and perfect – for me. After that incredible experience, I decided to take a leap of faith and change careers.

Marco is a member of the exclusive association of Mentorship of Reconnective Healing, currently represented by the 120 best and most distinguished Practitioners all over the world. Potential mentors and educators of new local practitioners apply for “Mentor Entry Qualification Program” and study the art, the philosophy and the science of Reconnective Healing at a deeper and higher level. Marco Nunzio Alati went through a 11-month intensive training programme and examination in order to get his mentorship. He is now one the most requested Mentors from Dr Pearl’s cabinet.

**RH Practitioners. What are the steps to become one? What are the costs?**

Everybody can learn it through a 5-day training program. Costs are around 1500 USD. But as of 2017 there is going to be level 1 training program entirely online, with a special price.

**RH clients. Frequency, length and costs of sessions recommended.**

RH consists in 30 min sessions, one up to three sessions. We recommend only three sessions because we don’t want people to be dependent on RH. It’s like watering a plant, you water it once, twice and three times… but you need to leave the plant to be nourished by the water, the soil… and so on… no need to keep watering it. So, interacting with RH frequencies is like showing a beautiful doorway. Then it’s just up to the receiver to take the responsibility to go through that door. The recommended price of the reconnection is 333USD dollars for all practitioners.

**What is the job of an RH Mentor?**

Mentors have different privileges and duties. They are allowed to judge and evaluate the integrity, education and the practical accuracy of Reconnective Healing practitioner, they are entitled to provide two different services: Mentoring and Credentialing.

Mentoring is the coaching part of his job and it can be done one on one or with a group of students. This service is based on the necessity to give potential practitioners and/or new practitioners to review the technical part of this modality and to answer any question regarding the business, marketing and promoting steps, the philosophy and the science behind Reconnective Healing.

Credentialing is the fundamental role played by the mentor of assessing the professionalism of new potential practitioners. Mentors have the responsibility to judge potential practitioners through a rigorous test, and they get to decide either to officially certify potential practitioners, as Reconnection-Certified-Practitioner or to reject their request cause not ready yet to own and fully embrace this work.
Why Does The Average Business FAIL In Less Than 3.5 Years?

(Evidence Indicates it’s due to the lack of a consistent way to generate SALES)


Finally, the pathway for any company that wants one, to have their own 24/7 Sales Capability.

FACT: The vast majority of coach/business owners are what’s called TECHNICIANS, in that they love to do what the practice does … namely coaching.

But who or how does the business find a constant stream of clients, when Technician types don’t like all the selling stuff?!?

Business Connectors do almost ALL the jobs most Owners seem to HATE!

• Why don’t companies claim grants they’re often entitled to?
• And why don’t they sort all their insurances out to get the best terms?
• How come things like Terms n’ Conditions are never properly set up?
• In fact, why do – most? – companies have no ‘Joined Up’ way to market themselves?

The list goes on … and on. The fact of the matter is that there are lots of ways for owners to increase profit-Ability, many of which are Free by the way.

Why aren’t companies picking up all this money that is getting ‘left on the table’?

1. Because they’re usually too busy – given the day to day demands of the business.
2. These are areas they know very little about.

The Solution

Work with A Business Connector … or perhaps even get trained to be one yourself.

(NB. Every business is going to want access to one – or more in the coming years!!)

Get Better Connected …

• If you’d like to explore how to collaborate more effectively (in your local area and beyond).
• Or if you’d like to take the “3 Minute Checklist Challenge’ to increased profit-Ability.


Many of us have life passions, hobbies, or interests. Some appear already in the early years, the others we discover much later. Some of them last nearly throughout all our life, whereas others are as an intense flare-up – they appear as quickly as they extinguish. There are so many ways of passions realisation as many individuals there are. There are an infinite number of them and you can find them everywhere and in everything. You just have to care. It is often the case that our passions come to an end, when we enter into adult life. We concentrate on a job, house, family, children, we grow lazy. We forget about what gave us a power to act, what gave us a respite from everyday life, we forget the things we did before with joy, what gave us plenty of energy while doing those things. Our desires from the past slowly disappear, our dreams and plans just pass away ...

Sometimes we remind ourselves about them, and sometimes we don’t even try to ask ourselves questions, which would help dust them off and help them to shine again, or help us find some new ones. We often tell our friends about how great we used to play the guitar once, how well we cooked someday, about our gaining medals and our beating the records long time ago, about our black belts in all kinds of martial arts, about our abilities of talking in foreign languages and gain ever greater skill and craftsmanship-regardless of whether it is a martial art, fishing or reading books. There is “10.000 rules” saying that even if we do not have abilities in a specific...
It is never too late for passions

Regardless of how long we will still live it is never too late for passion. No one has said that in order to start doing something, you need to watch for age and other people who have similar passion. An older person who decides to begin to run, does not have to beat the 20-year-old record. If we just have to compare, the only what makes sense, is to compare us only to ourselves, to realize how we acted a few months ago. Then we can see how we have developed, how much better we perform an action now, what progress we have made. In Kung-fu school which I attend - exercise 4-year-olds and people much after 60-years. Passion can also have different dimensions. You can be fascinated with horse and horseracing - you do not need to have a 1.5 meter height and 40 kg in weight as a Jockey. So if you hear either from others either in your head that you are too old to do something or it is too late for something – just today let the warning red light lit and remind you about limiting belief.

As most of us know, conventional medicine places high importance on the concept of the medical ‘specialist’. The idea is that each component of a body needs a particular person with a specialist skill to fix something when it breaks down. This is a relatively new idea in terms of human history-the past 150 years, more or less – and it allows many different doctors to treat the multitude of ailments that we humans tend to suffer from. Not only are there different medical systems dedicated to the mind and body, but also to the myriad parts that they consist of. After all, how can any one person expect to have enough knowledge to treat all problems of both mind and body? That’s how the thinking goes.

It is argued that it takes years of research, study and practical experience know in-depth how the parts of the mind or body ‘work’. That is necessary to have vast knowledge of a specific part of a broken-down body or mind in order to be able to fix it. This is a valid argument; imagine car mechanics not knowing how the different parts of a car ‘work’; the mechanic does not need to have the 1.5 meter height and a bodyweight of 40 kg in order to be able to fix it. This is a relatively new idea in terms of human history-the past 150 years, more or less – and it allows many different doctors to treat the multitude of ailments that we humans tend to suffer from. Not only are there different medical systems dedicated to the mind and body, but also to the myriad parts that they consist of. After all, how can any one person expect to have enough knowledge to treat all problems of both mind and body? That’s how the thinking goes.

But a Life Coach’s work often falls between or encompasses different niches, so they need to be skilled at bringing balance, happiness and success in many diverse areas of their clients’ lives. This is where the Holistic aspect comes in. The word ‘holistic’ is bandied about so much these days that it is in danger of losing its meaning, which is essentially ‘whole’, and its impact, which is potentially huge. Furthermore, Holistic Life Coaching is considered rather ‘woo-woo’ in some circles. But, with the growing use of Mindfulness techniques in the workplace to counter stress and optimize output, what was once thought ‘new age’ and ‘alternative’ is now becoming more and more mainstream. Techniques that were once considered ‘out there with the fairies’ – meditation, yoga, tai chi, to name but a few – are often now just part of a busy executive’s normal day.
So what exactly is a Holistic Life Coach? It is someone who is skilled, experienced and qualified to coach clients to their desired outcome, but while also using the full force of their intuition to guide them to which tool to take out of their toolbox and use in any given session or moment. A Holistic Life Coach could be compared to the physicians of old who had vast knowledge of the human condition; the ones who had an understanding of how the mind, body and spirit interplay, woven together intricately to create the whole (holistic) person. Where did these physicians find the information they needed? They tapped into their intuition and found it in the deepest part of themselves, as now do Holistic Life Coaches.

In this modern world of, “I’ll believe it when I see it”, our intuition guides us to be more geared towards, “I’ll see it when I believe (or think) it”, and that what we perceive around us is nothing more than the reflection of our own minds; something that our minds have created - a hologram, some say. The holistic viewpoint informs us that, logically, we are part of a continuum connected not only to our fellow human, beings but to the whole planet and everything living on and in it. Quantum Physics teaches that this connection functions inside the invisible energy that surrounds and permeates each one of us; through what is called the Zero Point Field. It means that if we all share the same invisible energy space, then our actions, thoughts and knowledge must impact on everyone and every living thing around us, and vice versa. Therefore, it is not such a stretch to realize that tapping into this invisible energy field also allows us to tap into our own – and sometimes others’ – intuition force, for all the answers to everything.

This is what a skilled Holistic Life Coach does when working with a client. The coach will have at their disposal a wide range of previously learned skills - tools - that will be intuitively picked up and put down as and when needed as a session progresses. These tools can range from NLP to hypnotherapy, from energy healing to EFT (Emotional Freedom Technique). A good Holistic Life Coach will know, intuitively, exactly the right moment to move from one technique to another, thereby informing the client that the session is being fine-tuned especially for them, to tackle their unique challenges.

In fact, all good coaches use their intuition, sometimes with awareness and sometimes not. The difference with a Holistic Coach is that they are prepped to tackle any aspect of life’ work without necessarily knowing much - if anything - about the particular subject at hand, simply by tuning in to their intuition for guidance. The right words come, the right questions get asked, with inspirational information simply arriving directly from the all-knowing Zero Point Field. With practice, it is infallible.

The Industry Secrets to Selecting a Good Coach

by Karen Meager and John McLachlan
(United Kingdom)

It seems that anyone who’s anyone has a Coach nowadays. And with good reason, working with a Coach can help you plan your career, make good decisions impacting your life, challenge your thinking and overcome obstacles that get in the way of you achieving your dream. The concept came from the sporting profession, people who had a coach were much more successful than those who trained alone. Most really successful people have had a coaching or use a Coach on a regular basis. Your success greatly depends on choosing both a good Coach and ones that’s right for you.

As experienced Coaches and Coaching Supervisors we want to promote the value of Coaching and continue to improve the quality of coaching offered. Clients and organisations have bad experiences because they have incompetent and poorly trained coaches. The problem is how do you know how to sift out the good from the bad and the ugly? The good news is it’s much easier when you are well informed.

There are some basic elements, all good Coaches should fulfil. Coaching is an unregulated profession and sadly there are some unprofessional people out there claiming to be a Coach so do your due diligence before going ahead. When searching for a Coach be sure to check out that they meet these:

They have a qualification that includes face to face training.

An online coaching qualification has no value, it’s a person to person process so needs a great deal of the training and practice to take place face to face. Ask the Coach how many face-to-face training hours they have had. The number of hours will vary and obviously the more they have had the better, but our suggestion has been wary of anyone who’s had less than 50 hours.

They are Supervised in their Coaching Work.

All good coaches should be in supervision. This is not a management process, but a supportive one where a more experienced Coach (or sometimes group) supports them with their clients, their development and helps them make good choices for their clients. This is all done confidentially so your identity is never revealed. If a Coach tells you they are so experienced they don’t need a supervisor, don’t touch them with a bargepole. This demonstrates either arrogance or naivety - do you really want to work with someone who believes they know it all?

ABOUT JEAN GILHEAD

For many years, Jean Gilhead has been deeply involved in personal development, life coaching and communication skills training, running courses on structuring personal and business presentations for individuals and companies.

Many clients have made the transition from living a life they believed they were stuck with to one that fills them with energy, joy and inspiration. Jean’s e-book, ‘Practical Mindfulness’ is published by Bookboon and available to buy online.

Jean inspires and motivates people all over the world with her coaching and complementary tools, using them to draw out individual potential while enabling clients to re-discover their own personal power.
They should be a member of an organisation that has a Code of Ethics and a Complaints Process

Some Coaches are members of Coaching organisations, some are members of Therapeutic Organisations and some are members of a modality specific organisation (e.g. NLP). All are fine as long as they have both a code of ethics and a complaints process for yours and their protection.

They should have Professional Indemnity Insurance

This is a very basic thing that should be in place for all professionals working as a Coach. If a Coach is not insured you have no comeback if there is a cause for complaint, an uninsured Coach also indicates a lack of professionalism on their part.

WARNING SIGNS

It is normal to have a conversation with a Coach before you start working with them, some do this face to face, some via Skype or FaceTime, some by phone. This is your opportunity to ask them questions and tell them a bit about what you want to work on. During this and the first few sessions there are some warning signs to look out for, which might indicate a lack of competence:

- They don’t agree a number of hours or sessions with you. Some people have an ongoing agreement with their Coach but we would advise against starting out with something open ended.
- They don’t offer you a contract, detailing number of sessions, cancellation policy etc.
- They talk more than you do, mostly about themselves
- They tell you what to do or give you overt advice (particularly early in the process)
- They make you feel small in any way (unless self esteem is your issue and you are likely to feel like this about anyone)
- They make inappropriate remarks about sexuality, gender, age, race or disability
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We all have a compulsion to strive for others’ acknowledgement and recognition for our achievements. To get this recognition, we must share our ideas and accomplishments with the world. Mindy Gibbins-Klein explains how to do this.

Why do most people refrain from expressing themselves? Despite having heard many different answers to this question in the past, the majority of them can be categorised as ‘fear’. Regardless of how experienced, or well-educated we are, fear can creep up to put a downer on our ambitions. And while it’s a useful thing to have our wits about us in dark alleys, they often cause nothing but detriment when working towards a positive goal.

‘I have nothing to say’. Are you sure about that? Or is it just that what you have to say has already been articulated? It is very common for people to feel that a point already made is not worth repeating – and this can be true – but every perspective is different, and perhaps you could have contributed a point that the other person missed. Most people are happy to listen if there is something new to gain, just one little nugget of information. You are easily capable of producing that.

Philip Cox-Hynd, a client of mine and highly respected change management consultant, is no stranger to these sorts of feelings, and identifies the source of them. He believes a perceived gap is to blame for new ideas being shut down before they are voiced. The voids between yourself and whoever you are sharing your idea with, and between your current position and wherever you stand to be should your idea be shot down, add pressure to the situation, and often result in bottled-up creativity. Perceptions about what is at stake and where we belong in a hierarchy are common traps experienced by the rookie and the expert alike.

‘Is my idea important enough?’ is another concern often voiced by senior and well-established professionals. No scale for the measurement of importance has ever been invented – it is one of those concepts which is entirely subjective. What one person may define as important, another may define as useless, and nobody’s idea of importance is any more accurate than another’s. The issue of importance has often developed from very basic hesitations, such as ‘What will people think?’ and ‘Will people like me?’

When we ask ourselves such questions, we resign our own value to the estimations of other people. How different would our world be today had Gandhi fretted about dissent, or Einstein believed his teachers when they told him he would amount to nothing? Although
some leaders (mostly those concerned with saving face) may insist that they couldn’t care less whether their colleagues liked them or not, such a concern is quite a natural one, and is often masked purely to maintain a veneer of control and professionalism.

‘Our fearless leader’. It may sound good, but it’s as deceptive a concept as the others. Despite the official honour of being in charge of people or things, no such distinction can make a person literally fearless, and every single person out there is affected by feelings of anxiety or fear at some point. Even the greatest, strongest leaders in history, says Churchill or Napoleon, felt intimidated and overwhelmed at some stage in their careers – the difference is that they did not allow such feelings to dictate their actions. As effective leaders, they recognised such insecurities as destructive to their efforts, and actively ignored them.

If your contribution is not valued as you would have liked, what is the worst that can happen? We may dread it happening, but you are highly unlikely to be laughed at in a professional setting. It’s far more likely that you will find opposition from the odd cynic who does not understand your idea or what value it will bring. To counter this, focus on being confident in your idea, and do a little research. Ideas can be disputed, facts not so much. Offer a couple of facts to support your idea or what value it will bring. To counter which distract you from your main goal.

If any of these obstacles are causing serious detriment to your journey, get resourceful and see what is around you. Whether it’s self-help literature, training courses and groups or coaching, there is always something you can be doing to improve your odds of getting your point across and seeing the fruits of your labour.

There is a moment, a powerful moment, in which, as a life coach, you can actually see and feel a person changing for the better in front of you. It’s this moment, I believe, that drives every life coach, every coach for that matter and plenty of humans who are not coaches, to continue in the work of changing people’s lives in a positive way and for their own greatest good.

For me, it goes back to a distinction that I’d like to elucidate here. It’s called the ‘Awakener’.

**ASLEEP, AWAKE, AWAKENERS**

In my opinion, there are currently three groups of humans in the world. We have the Asleep, the Awake and the Awakeners.

**The Asleep**

Those we’ll call the Asleep can be found everywhere. These are people who seem to go through life on some kind of automatic pilot. They wake up, they go to work, they possibly hate their job or their boss, and at the end of the day they head home to sleep in order to go to work again. The weekends are a much needed recovery place for this type of people. The Asleep are people who are caught in some kind of rat race, spending their time, energy and life in pursuit of, well, not very much.

**The Awake**

The group we recognize as the Awake is a much smaller group. A general estimation is that more than half of the population – around two-thirds or even as much as ninety percent – is more or less ‘asleep’. So, that leaves us with around about ten percent of the population who is more so awake or in the process of awakening. These are people who are actively investigating their identity, their selves. They are people who are in the pursuit of personal development; asking questions like: Who am I? Why am I here? What is my purpose? And those are people who look around for help.

**The Awakeners**

Fortunately, there is a group of people – a subset of the Awake – who can be described as Awakeners. Now, these people are very much proving something to ourselves, and providing ourselves evidence of our own abilities. Making such progress will help you on the way to achieving your goals.

Time, discipline and confidence. Having a negative mindset about our own abilities causes a negative chain reaction when it comes to achievement. If a dominant voice in our heads assures us that our ideas are not worthy and that’s a lot of hassle will be saved by abandoning them, we are less inclined to resist distractions. We might plan our time less efficiently, or find our minds wandering to other topics, or simply accept defeat, and when this happens, the little nuggets of gold you uncovered are buried all over again. It is imperative to disregard influences which distract you from your main goal.

If any of these obstacles are causing serious detriment to your journey, get resourceful and see what is around you. Whether it’s self-help literature, training courses and groups or coaching, there is always something you can be doing to improve your odds of getting your point across and seeing the fruits of your labour.

**ABOUT MINDY GIBBINS-KLEIN**

Mindy Gibbins-Klein MBA FPSA FRSA is a multi-award-winning international speaker, author and thought leadership strategist. Her flagship book 24 Carat BOLD outlines the four attributes found in true thought leaders. Her latest book The Thoughtful Leader takes thought leadership to a new level.

Founder and CEO of REAL Thought Leaders, The Book Midwife® and Panoma Press, Mindy has authored and co-authored eight books. She is also a regular contributor to the business press on thought leadership and raising your profile.
a self-selected group. They are strong-willed people who have decided – and no one has told them to do so – that it is their life’s purpose to contribute to the awakening of others. These are the people who find a deep, heartfelt satisfaction when they assist others in the process of their own awakening. These are people who emerge from the group of artists, scientists, parents, innovators and, of course, life coaches, who make it their life’s work to wake up and stimulate others. Hence, the Awakeners.

**What can an Awakener do?**

The question naturally arises: What can an Awakener do? How can an awakener actually make that active contribution to someone else’s awakening? It turns out that the process of awakening others is not something that can be approached with any expectation of success. The process of awakening – especially to your own life’s energy – is a process that cannot be forced. You can’t grab someone by the shoulders, shake them a little bit and say aloud: “Wake up!” with any expectation of success. The process of awakening depends on the process of awakening others. Hence, the Awakeners.

When I was in the process of writing my book ‘The Awakener’s Handbook’, I had an essential epiphany, a realization if you will, that the process of awakening is often attached to the idea of energy. In other words, if your energy is constantly low, you’re depressed, upset, feeling stuck and lost. That’s the opposite of the awakening space. However, if your energy is consistently high, you find clarity, you find ease and flow, you find easy relationships, work opportunities and financial rewards. You find it all when you have terrific, consistent energy.

**Techniques to Get to High Energy**

There are a variety of techniques to get to high energy. Among them are:

1. Eating terrific food, which is to say, paying attention to what goes in your body
2. Going to high-energy places – places that bring you to a high-energy state
3. Connecting with and working with high-energy people who lead you in a consistently positive space

4. Having high-energy sound and colour around you

Those are some of the important things that are, personally for you, energy-raising. But, among those, the major and most effective way of raising your energy is to be spending time with the high-energy people. In other words, the function of life coaching is to give energy to those you coach. You do that consistently through your interactions and your consistent assistance to those people, whether they are physical or virtual, in terms of where you help them focus.

**The Awakener's Handbook**

In my book ‘The Awakener’s Handbook’, I had an essential epiphany, a realization if you will, that the process of awakening is often attached to the idea of energy. In other words, if your energy is constantly low, you’re depressed, upset, feeling stuck and lost. That’s the opposite of the awakening space. However, if your energy is consistently high, you find clarity, you find ease and flow, you find easy relationships, work opportunities and financial rewards. You find it all when you have terrific, consistent energy.

**An Alliance between Coach and Client**

There’s nothing that changes a life as effectively as having a consistent focus in a positive direction. This, in fact, is the heart of the mission of a life coach. Life coaching is a designed alliance between coach and client. It is a means for the coach to figure out what their clients’ picture of ‘perfect’ might be and then keep them consistently focused in that space. The life coach consistently helps people maintain a high-energy focus on the things they love, because when people do that, those things tend to manifest better for them. So, the life coach is an Awakener and their function is to contribute energetically to their clients by keeping them focused in a positive space.

**The Awakening Moment**

The awakening moment can be exceptionally fascinating. For this, I’ll have to tell you a little story about what happened to me as recently as yesterday. It happened that I was talking to someone who might become a potential client of mine. After a couple of minutes during that very first meeting, it became clear to me that this potential client of mine (let’s call her Ms. Mysterious X) was not really presenting her true self to me. She was imparting to me a version of herself that was, to some extent, calculated to impress. Maybe that’s a New York thing or maybe it’s a people thing. Either way, it didn’t feel genuine; it was not grounded and I was not convinced. So, after completing our conversation, we decided to come back for more talk. In the second hour, I began to ask questions. Those questions were designed to delve into her truth. The further we went into her truth, the more her walls fell away. Her masks began to fall apart and dissolve until her true self was revealed. That self was sweet, graceful, grounded, and had a real purpose. The energy in her words gave credence to her purpose. In other words, when she was discussing things that were actually fake, she was wearing a mask, saying what she felt the world needed to hear. They didn’t have good energy, didn’t feel positive. But, when she gradually let all that go, letting the ego recede and coming back to the position of truth, her words’ energy changed and became more passionate. Her words had more depth and there was a feeling that was easy to sense, even though we were only speaking over Skype. Those words were authentic and so, her true mission began to reveal itself. She became more gentle and more favourably inclined. His face changed and she looked more relaxed. I saw her begin to transform in front of me.

And by the end of the call, as we’d investigated this true self and brought that to the foreground of her consciousness, and to the beginnings of a consistent focus, she thanked me and she said that she felt changed, even by this one call. And it’s that hour spent in the service of others, spent with a focus on awakening others by a contribution of energy that is life-changing. It’s those moments spent in helping this client focus in a positive direction that she didn’t even know existed until we began our process that were decisive for her and so rewarding for people like me, life coaches of the world, Awakeners of the people. It has been so much the better yet.

So, for those who are considering life coaching, all I say is this. If you identify with the Awakener’s role, if for you the most satisfying thing is to change the lives of others, then there’s every chance that you have the power to do so. So I’d advocate, do everything you can to get into the position where you begin to be of assistance to people in this way. And as they give you the feedback, that feedback will in turn feed you. You will realize that you have found your own purpose.

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**ABOUT TIM LEVY**

Tim Levy is an author, speaker, consultant and coach working with CEOs and entrepreneurs on clarity, strategy and mindset. He runs a strategic marketing agency out of Austin, Texas. He routinely speaks for leading organizations like Vistage International, CEOspace International and Secret Knock. Tim’s intention is to radically accelerate and enable highly purposeful CEOs and entrepreneurs in their business and personal lives.
International Accreditation Body Gets New Name

The IIC&M are going through a comprehensive rebranding campaign that includes a positive change of name to International Authority for Professional Coaching & Mentoring (IAPCM). This welcome name change accurately reflects why they exist, how they deliver an inclusive accreditation service, and what the benefits are – for everyone.

David Monro-Jones, COO said ‘As an independent not-for-profit organisation, run by coaches and mentors, with over 15 year’s accreditation expertise, we are an authority on accrediting professionals in our industry. We don’t have our own training course to plug, and we are not driven by shareholders. Therefore, our sole focus is to make sure every single step of the accreditation process directly benefits our members, including the hiring public’.

David goes on to say ‘These changes are long over-due and are in direct response to demands for a website that represents our international members, an accreditation process that is more inclusive, vigorous and representative of high-impact practice and last but not least, we’re addressing the number one reason why more than 50% of businesses fail in the first year - we are launching a practical business programme called The Business of Coaching; a free monthly educational module which is linked to a member’s CPD, which means when practitioner’s up-grade their accreditation status, they’ll also have the opportunity to further develop relevant business skills to support their clients. This level of value added support is unprecedented, and will go a long way to plugging the much needed gap between skills and business acumen’. Business Connectors do almost ALL the jobs most Owners seem to HATE!

The difference between certification and accreditation is often misunderstood:

- Certification is verification related to products, processes, systems or persons
- Accreditation is verification related to demonstration of competence to carry out specific tasks.

So accreditation is higher than certification, for example, students receive degrees, a type of certification, but it’s the university that has their courses accredited – often the reason why a student will select one university over another that does not have an accredited programme.

Increasingly, the public are demanding to work with accredited professionals, it’s a key differentiator in choosing an expert, so make sure you stand out in the sea of sameness by becoming accredited now by visiting www.coach-accreditation.services

Our Co-Creative Partnership

by Gary R. Gasaway (USA)

Coaching is the essence of knowing the strengths of the individual and then identifying the limitations to improve that individual to be the best they can possibly be. Coaching is a co-creative partnership. There is no true authority figure – just the client and I working together for more joy and happiness in life. It’s truly inspiring the client to transform unwanted conflict to achieve positive solutions.

As a certified professional life coach, I see myself as a co-pilot. By guiding my client (the pilot), I am there by their side to coach them; but at the same time, hold them accountable as they are in charge of living (flying the plane) their life. Because the client is in charge of their life, they also direct their own destiny with me by their side.

The partnership component is a very important one for me and I want the client to use me as the resource and supporter that I am. I am always just as enthusiastic and committed to my client’s goals as they are. My clients are smart, honest, and trustworthy people who want to invest in themselves to achieve a fulfilling and balanced lifestyle.

For the client and me, it is a solid partnership that is held together by three important emotional connections: mutual trust, respect, and value. We must trust, create respect, and show value to one another. Through these three emotional connections we develop and grow – together.

The relationship between a coach and client is co-creative, meaning that we are equals and both have an active role. I am not a therapist, counsellor, or consultant. I am simply a trained and certified professional coach using honed communication skills to support the client as an attached thinking partner. Together we create synergy – resulting in meaningful change and taking dynamic actions towards the client's goals.

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The relationship between a coach and client is co-creative, meaning that we are equals and both have an active role. I am not a therapist, counsellor, or consultant. I am simply a trained and certified professional coach using honed communication skills to support the client as an attached thinking partner. Together we create synergy – resulting in meaningful change and taking dynamic actions towards the client's goals.
My coaching is a support system that provides your goals for a more satisfying and happy life. This then creates forward movement towards your own individual extra efforts. To further explain, I then discuss what we can accomplish together:

Together, in our co-creative partnership, we will:

- Identify your goals
- Identify the barriers to obtaining those goals
- Find solutions to the barriers
- Find reasons to believe in yourself and how you will succeed
- Celebrate your efforts and accomplishments along the way

Additional benefits: My coaching will promote an introspective journey and discover more of who we are and where we truly want to go in life.

Lastly, I share that I am living proof that if the client has goals to focus on, and believes that they will succeed, they will then see it through. I assure them that I will fully support them as they continue to discover what those goals and successes are in our co-creative partnership.

What makes you an expert in your field? Deep knowledge of your subject matter, a breadth of experience, and dedication to ensuring you remain au fait with current research and trends affecting your sector all play a part.

If you’re a seasoned operator who ticks all these boxes, sharing your expertise online can be an excellent way to build a profile as a trainer, as well as a respected professional and subject matter expert.

Formalising your online offering into a niche ‘academy’ offering short courses and seminars can also be an opportunity to develop a potentially lucrative income stream, if yours is an offering suitable for monetisation.

Do it well and there’s the potential to reach an audience of millions, without incurring the prohibitive start-up and operational costs typically associated with establishing and running a traditional bricks and mortar education venture.

In your favour, is the fact that study and professional development have become far more flexible propositions than they were a decade or two ago, when formal courses and high priced seminars were often the only options available to those seeking to update or expand their skill set.

Fast, ubiquitous internet access and the public’s high level of comfort with internet based learning mean online trainers can now compete on equal or stronger footing with their real life counterparts.

The global boom in online training shows how many businesses and individuals are doing so. Market research firm Global Industry Analysts estimated the global e-learning market would be worth a whopping $US107 billion in 2015, as organisations of all stripes look at the internet as a lucrative income stream, if yours is an offering suitable for monetisation.

Sound like a lot of trouble to get your own venture of this nature off the ground? Online training provider The Course School turns the business of setting up your own school into a step-by-step process which guides you through the business of developing and producing your own online tutorials and training clips.

The Course School grew out of one of Australia’s most successful online course technology platform, YesCourse. Students of The Course School then move over to the YesCourse platform so they can efficiently facilitate and run their online courses.

Founder of The Course School, Shilpa Bhoraskar’s formula for turning professional expertise in marketable study materials has paid dividends for more than 2500 students around the world.

Could the strategies and techniques which have helped these professionals build a thriving base of customers for their specialist courses be used to create a similar sideline venture and an income stream for your business?

How Professionals can Profit from Running an Online Course
by Kathryn Price (Australia)
Are FREE consultations costing you too much?
by Kelly Clifford (United Kingdom)

Spending too much time on non-chargeable work. We’ve all had it happen, or at least I know I have many times in the early days. People come to you asking for a “quick favour” or can I “pick your brains” on something. Then the email from them comes through with a long list of questions, at which your heart sinks.

90% of business support professionals that I come across tend to meet with most or all people that approach their business without any pre-qualification as to whether they are a potential client or not. Their first response is to say let’s get a meeting in the diary or meet for coffee because they are just so excited to have a ‘lead’.

Now I’m not saying that you shouldn’t offer FREE consultations if that is important for you, but what I am saying is that you should be pre-qualifying who you are doing this for more. If there is little or no likelihood that the connections can add any ‘value’ for your business, then you need to question whether that is the best use of your time. ‘Time is money, after all, and any time spent on FREE consulting is less time that you could be spending on chargeable work from which your revenue is derived. The opportunity cost of FREE consultations can be huge in a typical business.

For example, to demonstrate the opportunity cost, say you spend 1 hour preparing for, 1 hour travelling to, 1 hour during, and 1 hour travelling back from the meeting (which is not an uncommon occurrence in many businesses) – that’s four hours of your time taken up for that FREE consultation. If your hourly charge rate is, say, £100 then the cost of the ‘FREE’ consultation to you would be £400.

That’s revenue you could have been earning during that time. Of course, if that FREE consultation leads to a four or five figure piece of work, then that’s an acceptable return on investment. The key difference is to be stacking the cards in your favour by ‘qualifying’ the conversations you have to remove some of the risk, so that the conversations you do have are more likely to lead to more client wins.

Remember also that with FREE consultations no financial commitment is being made by the prospect. They have no vested interest or skin in the game. I am a big proponent of the school of thought that people value things more when they pay something, however small, towards it. It shows that they are committed, and this can be used as a pre-qualifier in its own right. Consider that if somebody is not prepared to pay a relatively small amount to get access to your expertise – you need to ask whether they will commit to the fees associated with a bigger piece of work from you.

An extract from ‘The Profitable Professional’ (£14.99, Profit In Focus) by Kelly Clifford.

ABOUT KELLY CLIFFORD
Kelly Clifford is a profit specialist and the author of ‘The Profitable Professional’. He is the founder of ‘Profit in Focus on a mission to help businesses to profitably THRIVE. Get a FREE preview of his book by clicking here.

Why Our Accreditation Status Matters
by Adele McCormack (United Kingdom)

Many of us can relate to the fact that we are drawn to certain careers based on our historical experiences, which in turn forms our values, and ultimately shapes us for the type of professional that we become, or at least aspire to become.

Personally speaking, I trained as a counsellor for drug users, following which I had a desire to become a child protection social worker, yet I found myself working as a social worker in the field of mental health. Perhaps it was my own experience with teenage depression that led me to this point. Nonetheless, I was less than inspired with the approaches we were trained to use to help people. Of course, these approaches evolved over the years, and we increasingly moved towards strengths based techniques, but I still felt it was not enough; I intuitively felt we were limiting people from achieving their full potential.

Life coaching came into my life while I was going through a divorce. I trained with other students and we offered each other support and reciprocal sessions to build our practical skills. In some sessions, I explore issues around my divorce, in others I worked on my career frustrations. Gradually, I started to believe anything was possible as new feelings about different opportunities came into my life; it was exciting, and I thought ‘Yes, this is what I want to do’.

Consequently, I ended up living the life I dreamt of living; a life where I learnt to fly a plane, to run not one, but two marathons, I got promoted at work, I quit smoking and I lost excess weight; all amazing transformations and I’m still experiencing this drive today.

Speaking as someone who knows about the endless possibilities, post-divorce, it’s probably not surprising to know that I now support others going through a divorce. Perhaps more importantly, I help people transform their lives and achieve great personal growth.

My coach training provider required me to attend a residential, and it was there that I first heard about the IIC&M; a professional body that accredits coaches and mentors. I immediately applied, and my Accredited Practitioner Coach certification status was granted when I qualified as a coach.

As a social worker, it is mandatory to register with the HCPC in order to practice, so it was natural for me to apply the same professional standards of accreditation to my coaching practice, not least because getting, and retaining my accreditation is further confirmation and endorsement of my hard work.

Being accredited is an integral part of building my coaching business; to be able to say to clients ‘I have been recognised as being a high standard coach, and my practice is monitored, and here is where you can complain in the unlikely event you are not satisfied’. I believe being able to say
that holds me to account, it keeps me on my toes to retain a high standard of coaching, plus it’s a useful differentiator when talking to prospective clients.

During the first session, I have with a client, this differentiator also fuels a powerful conversation in establishing that I am the right coach for them, that I care, and that I am able to guarantee them a high service. Just the other day, I secured a new client, who is himself a qualified solicitor, he expected me to be accredited too and would have questioned the absence of an accreditation on my part.

So being accredited is helping me to build a pipeline of new business from solicitors, because they know I have the credentials to support their clients, and they trust me. Without this important accreditation, I would not have secured this line of referrals.

Unfortunately, I have also had clients say they have had bad experiences with other coaches, including a lack of recompense for their troubles. It’s scenario like these that damages the public perception of our profession. I know clients come to me because my website clearly states who I am accredited with, and what that extra level of assurance provides them. Our clients are buying a product and a service, so deserve to be reassured, as mine are, about the guarantees of quality of service they can expect to receive from me.

I remember updating my LinkedIn profile to include my trained and accredited coaching status, only to see people I knew who had not done any coaching training, branding themselves as a coach. I invested a lot of time, money and energy into my accreditation, it’s part of my coaching journey, and I am now an Accredited Senior Coach, yet I know these people have done nothing professionally. I don’t know about you, but I wouldn’t dream of waking up one day and deciding to declare myself a doctor just because I had correctly diagnosed a headache, so what gives people the right to declare themselves a coach?

When you go to a doctor, you naturally expect the doctor to be trained and registered with the GMC. I doubt you would be willing to let a doctor treat you without that accreditation status, so why should the coaching industry be any different?

I think this discrepancy lies in the fact that coaching and the general world of therapy tends to work on intangible issues; confidence and self-esteem issues, mental wellbeing, anxiety, depression, and limiting beliefs are not physical ailments. You cannot put a plaster cast on to fix them, so they are difficult to quantify.

On a political front, more attention is finally being placed on the mental wellbeing of our nation. The government is aiming to achieve parity of esteem for mental health because the current cost to the UK economy for work days lost due to mental health sickness is a staggering £70 billion per year. It is also recognised that 1 in 4 people will suffer with their mental wellbeing at some point in their life. This includes stress, low self-esteem, feelings of panic and fatigue. All these scenarios may be symptoms that our clients experience, so as a collective group of coaches, no matter what your niche, we are all working to improve the wellbeing of our clients. Therefore, we are all working with their mental health. The political drivers to achieve better parity of esteem for mental health provision should bring with it a greater level of expectation from the public to have coaches who are not only trained, but also accredited. So, if you are not yet accredited, now is the time to do it.

Adele McCormack is passionate about raising awareness about accreditation and what it means to commit to an industry set of standards and ethics; one that includes a formal complaints process that protects clients and coaches alike.

Adele writes extensively about the importance of accreditation, which she believes is what is needed to establish excellence within our industry. Consequently, she is a volunteer in the IIC&M. As head of the Excellence Department, Adele dedicates a lot of time researching the coaching community, and explores what clients want from their coaches.

If like Adele you too are passionate about protecting your integrity, safe guarding your client’s wellbeing, and you value the coaching industry as a profession, then you’ll want to become accredited sooner rather than later. To find out more see http://www.iicandm.org/
Holding a Space
by Malka Ahern (USA)

Recently after an initial session with a new client I received an email containing the following...

“I have to tell you that the most impressive aspect of our session tonight was that you didn’t “give up” on us. If someone had told me what I told you about our marriage, I would have thought, ‘Not much hope’...”

So what do you do with a new client who has been married for forty years, started seeing a serious decline in the marriage twenty years ago and has been to a variety of therapists over the past fifteen?

One of the most important things that we can do as coaches is to hold a space for our clients. A space where they can dream, feel free to explore, and know that the magic isn’t gone, it just took a detour.

Aligning with clients in this way is just the first step.

Most people tend to see things as all or nothing; everything else seems to be flyover country. What a concept, there’s a whole spectrum of choices to work with between the two poles. How much easier can this make every aspect of life for our clients?

The metaphor of an angle can also be quite useful. When they come to understand that by increasing just a few degrees will put them in a completely different place ten miles out, it furthers the idea that extremes are not needed to make a significant difference.

Next is showing them that leaps and bounds are not needed but small steps which they can make some progress in every day. Starting today! This can bring a sense of purpose and vitality into every aspect of their lives.

Holding a space, enabling the present through the future, and empowering them with tools for the journey; it can take so little to make such a big difference in someone’s life.

Recently after an initial session with a new client I received an email containing the following...

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Noble Manhattan Coaching Ltd P.O Box 2142 Weymouth Dorset DT3 5YS
Phone 0044 (0) 1305 769411 Fax 0044 (0)870 312917
Лайф Коучингът – силата за позитивни промени и изключителни резултати в живота ни

by Milena Arav
iCN Journalist (Bulgaria)

Започвах своя разговор с Борислава Лобошка - акредитиран Старши житейски и бизнес коуч, консултант личностно и организационно развитие, НЛП Мастър, Изпълнителен Директор на Коучинг асоциация България

**М.А.**

Здравей, Борислава, би ли споделила с нас, от своя опит, как лайф коучингът помага да засилм почти всеки един аспект на нашия живот?

Коучингът е сравнително нов метод, който през последните години бързо придобива популярност, именно поради изключително успешното си приложение в редица области както на личния живот, така и на бизнеса.

Обикновено клиентите се насочват към коучинг, защото искат да променят нещо, да се справят с даден проблем или да постигнат повече в дадена област. Друг път клиентите, споделят: „просто нещо ми липсва, но не знам какво точно“. Независимо от темата, с която стартират коучинг взаимоотношенията, най-общо казано, коучингът целя да помогне на клиента да постигне живот, който го удоволетворява.

Коучингът фокусира вниманието на клиента върху наистина важните за него неща, за да си поставят конкретни цели, свързани с тях. В последствие, коучингът помага на клиента да състави план за тяхното осъществяване, както и да премине успешно през всяка от стъпките до постигане на желания резултат.

**Б.Л.**

Коучингът насърчава повишаване на себепознанието и самоувереността, поемането на лична отговорност и инициативността. Насочен е към постигане на резултати като инициирания. Работи за отключване на потенциала и креативността и разкриване на пълния потенциал на клиента. Всичко това се случва чрез серия от сесии, през които клиентът трябва да премине успешно през всяка от стъпките до постигане на желания резултат. Колко сесии ще се проведат, зависи от специфичните нужди на клиента и предпочитанията на клиентът.

М.А.

С какво ти самата се чувстваш удовлетворена в работата си с индивидуални клиенти?

Б.Л. - Бих казала, че да имаш лайф коуч е нещо като да имаш свой собствен треньор по всеки аспект на живота. Коучът помага на клиентите да превърнат мечтите си в конкретни цели и да извървят пътя до тяхното постигане. Всичко това се случва чрез серия от сесии, като клиентът може да се довери на метода! Все пак е важно да се проявява любопитство към конкретните ситуации от различен ъгъл, да открият и да разширят нови перспективи и възможности.

**М.А.**

С какво ти самата се чувстваш удовлетворена в работата си с организационни клиенти?

Б.Л. - Чувствам се удовлетворена от възможността да правя нещо, което обичам. Въвеждам, че когато правиш нещо, което обичаш, то е всичко друго. Бих казала, че да се развитици и да продължаваш да се развива, така че да ги подпомогнат цели и да опозная себе си още по-добре.

М.А.

Какво би казала на някой, който искам да вземе решение дали да приеме предложение за нова работа или да остане на старото си работно място? Веднъж – биха довели до фрустрация, стрес, чувство на неразбираемост, без да дава оценка на дадената работа или да споделя лични становища. Тогава бих казала: "просто нещо ми липсва, но не знам какво точно". Независимо от темата, с която стартират коучинг взаимоотношенията, най-общо казано, коучингът целя да помогне на клиента да постигне живот, който го удоволетворява.
и ограничения, с които се сблъскват или който сами си поставят. Удовлетворена съм от това, че виждам как клиентите ми поемат отговорност за решенията, действията и бездействието си, стават още по-осъзнати и започват да се чувстват по-добре и да живеят още по-пълноценно.

Когато започнах да се занимавам с коучинг, аз самата отделих време и синепреромките приоритети, така че да съответстват на личните ми ценностни. Направих някои смели промени. Установих, че сред нещата, които лично за мен са важни са: това да усещам, че работя върху собствения си развитие, че уча и откривам нови неща; да виждам резултатите от работата си и отвъд от нея да е полезен за другите; да разполагам със свобода и гъвкавост, така че да мога да прекарвам достатъчно време с близките ми, да пътувам, изобщо – да имам баланс в живота си. В момента съм удовлетворена и защото се занимавам с дейността, с която професионално се занимавам, до желанието коучингът да се превърне в тяхна нова професия. Според мен това повишава квалитета на обучението, което клиентът ще получи, и до по-добро проявяване на различните тенденции се наблюдават в него?

Спомена ми, че коучингът е сравнително нов метод. Въпреки това, какви различни тенденции се наблюдават в него?

Всичко веднъж хората започват да си забелязват в практиката си кои инструменти използват най-често? Или някой, който счита за изключително ценен.

Не мога да кажа кой инструмент използвам най-често, всичко зависи от казуса и начина на това, како който клиентът възприема и структурира собствената си реалност. Няма универсално решение, което да е еднакво добро за всички клиенти.

За много полезни намирам инструменти, които провокират клиента да види ситуацията от различен ъгъл, като Перцептивни позиции, осъзнание, съдържание и такива. За много полезни намирам инструменти, които провокират клиента да види ситуацията от различен ъгъл, като Перцептивни позиции, осъзнание, съдържание и такива.
Edzőként én adtam a kezébe azokat az eszközöket, amik teljesen egyénre szabottak és közös kikísérletezés eredményei, továbbá azt a tudást is átadtam neki, amivel képes az új életmódot megtartani.

Könnyű dolgunk van abból a szempontból, hogy hihetetlen hatékony és széles választékú eszköztárból válóathatunk fittnesz edzőként. A mozgást megszeretni és viszonylag gyorsan elénni egy-egy pozitív fizikai változást, mindenképp hatalmas motiváció a vendég számára. Sokszor áll elő azonban olyan eset is, amikor a fizikai változások gyorsabban annál, hogy a kliens azt mentálisan is egyidőben-párhuzamosan-egyenlései felgyorsulják. Ilyenkor a coaching tipusú támogatói munka elengedhetetlen és erre csak az edző maga képes, hiszen nálá van az irányító.

A jó edző tehát kell, hogy értsen a szakmának ehhez az aspektusához is. Ugyanakkor, mivel ez az alapváltozásból kímélődik, ezért lütrü, hogy ki az az inspiráló és értő személyiség, akihez vendégként kerülünk.

Azt gondolom, hogy a life coaching maga önmélyítően sosem lehet olyan hatékony, mintha azt más szakmákkal együtt összegyűrve használjuk, hiszen a life coaching, -ahogy a neve is elárulja- az élet végtelen számtani területére hivatott támogatást nyújtani, nem állhat tehát láb nélkül a levegőben.