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**iCN Core Team**

Gerard O’Donovan, CEO
Leeann C. Naidoo, Division Head
Lovelia Caracut, Editor
Verge Gamotan Jr., IT & Creatives
Laura Jane Pauffley, Media Manager
Ruby Cordinera, Media & Design

**iCN Contributors**

Martin Goodyer (United Kingdom)
Dawn Campbell (France)
Barbara J. Cormack (United Kingdom)
Gail Morgan (United Kingdom)
Jill Badonsky (USA)
Ken Keis (Canada)
Kate Cutting (United Kingdom)
Cristina Palma (France)
Anita Mountain (United Kingdom)
Robert Holmes (Australia)
David Ander (Canada)
Erika Licon (USA)
Neli Petkova (Australia)
Pamela Caravas (Greece)
Irina Toma (Romania)
Anna Niedziela-Strobel (Poland)
Welcome to yet another exciting edition of the International Coaching News (iCN) online magazine! We trust that you are off to a fantastic start in 2014!

To help you keep up the momentum on your New Year’s resolutions, the theme for this edition is Personal Style and Wellness, which aims to help you achieve a balance of your physical, emotional, social, academic, environmental and spiritual lives. Personal Style and Wellness coaching is committed to helping attain and maintain one’s personal best, to help reach wellness goals that are aligned to who we are as individuals, not what society, family or our jobs demand of us to be.

The ICN is proud to have collaborated with several renowned international columnists, expert coaches and best-selling authors to provide insights about personal style and wellness coaching. In this edition’s feature article “What is Style Coaching”, and can what you wear really change your life? Style Coach Kate Cutting provides some thought provoking ideas on dress sense, personality and mood. Another noteworthy article is from one of our regular contributors Martin Goodyer, “Don’t Try and Balance on a Three Legged Stool When One Leg is Missing,” where he discusses how vital it is to have a balanced and healthy lifestyle, and provides some helpful tips on nutrition, fitness and sleep. “Four Creativity Coaching Tools That Promote Self-Esteem” by Jill Badonsky, describes four of the tools from Kaizen-Muse Creativity Coaching that have been test-driven with thousands of clients since 1997, which we thought you would enjoy! For the book review section, “Parlezzous Personality? Process Communication for Coaches” by Collignon G., Legrand P. and Parr J. by Anita Mountain, is a “must read” for anyone who wishes to improve their communications skills. It offers an in-depth approach to relating with others in a positive psychological frame of mind.

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. It enables you access to some of the world’s best coaches and training companies, and links you to people who are commenting and sharing ideas on various coaching initiatives and interventions. The ICN team encourages you to contribute to making the magazine a highly interactive forum. You can do this either by commenting on articles in the forums section on our website www.international-coaching-news.net/forums/, (Including leaving comments or asking our journalists questions). You can also contribute by submitting an article for publication in subsequent editions. Simply log-on to www.international-coaching-news.net/write-for-ICN and provide us with your details.

Sincere thanks to all the writers, journalists and columnists who provided us with their insights and high quality material. We endeavour to consistently feature both new and established coaches in future issues.

We appreciate your support and look forward to collaboratively working with you in building an even better and richer International Coaching News online magazine in 2014!

With best wishes

Leeann

Leeann C. Naidoo
Divisional Head: ICN

Tel: +27 84 420 3452

Disclaimer

Disclaimer: The views and opinions expressed in this magazine are those of the authors and do not necessarily reflect the official policy or position of the International Coaching News Magazine, or Noble Manhattan Coaching Ltd.
In the absence of disease there are three controllable components to a healthy life.

All three are obvious but on the whole we only pay attention to two of them. Of course, all are ultimately controlled by what we think as everything starts in the mind. Yet although thinking ultimately controls everything, the way in which we think about three particular things will determine if life is to be healthy and well balanced or not. They are like three legs of a tripod and as with a milk-maid's stool they need to be strong and balanced or we wobble and risk a clumsy fall.

The three are nutrition, physical fitness and sleep.

Sleep is responsible in whole or in part for many of the problems associated with living a healthy life. It is true that a good food regime may lead to a better quality of life. Best sellers, magazines and TV shows are full of the latest food fad. At any one time millions of people around the world are likely to be on one diet or another; their goal being to make changes in the way they look and feel to have a better life. The same is true for the physical fitness industry. Gym memberships are maintained even in the depths of economic recession as people strive to live a longer, healthier and happier life by getting fitter. Personal trainers are not the sole preserve of the rich or famous anymore and village halls are no longer reserved just for flower competitions or produce shows. They are just as likely to be home to yoga practice, Zumba classes and aerobics exercise. Fitness is something that's now available to almost everyone; its aim, as with improved nutrition, to deliver a better, healthier, longer and more enjoyable life. Yet, with the exception of specific medical expertise, sleep is largely ignored.

This is crazy, as of the three, sleep has the potential to make more impact more quickly that either nutrition or physical fitness. The health complications of being physically lazy and can take years to manifest, and a person can go weeks without eating a balanced diet without serious long term consequences. It's even possible to drink nothing but water for a fortnight at a time and survive but the same is not true for sleep. The longest a person has ever gone without sleep and survived is just eleven days.

The three are nutrition, physical fitness and sleep.

Books all over the world have shelves packed with self-help books on nutrition and fitness. These two legs of the ‘stool’ have spawned whole industries in their own name, but one is neglected. Even though it’s just as important as nutrition and fitness, sleep is largely ignored. Just a few days of missed sleep and the consequences can literally be life threatening. Even small amounts of missed sleep have an immediate and dramatic effect on a person’s quality of life; they will suffer mood swings, struggle to think clearly and feel zapped of any energy. They will be prone to making mistakes and are emotionally vulnerable. A sleepy person can put themselves and other people at risk by ‘dropping off’ when they least expect it. According to experts at least twenty percent of all fatal motorway accidents are caused by tiredness and the number increases considerably when drink-driving is taken into account - many of which are also are impacted by a shortness of sleep.

Coaches tend to work with people looking for an improved performance in some area of their life. They will either be focused on personal development to either fix a problem or enhance their potential. Whatever the issue, it is inevitable that a person going to a coach to help either turn their life around or squeeze the last drop of juice out of it will consider nutrition and fitness relevant; hence coaches are likely to focus on nutrition related to nutrition and exercise. Asking questions about sleep however may not be on the coach’s radar.

This is a mistake. Short sleep, as it is referred to by the sleep experts, is a big problem.

Ambitious achievers seek to do more in a day and may have come to think of sleep as wasted time. People with worries may be finding sleep elusive and suffering from compounded short sleep without realizing the cumulative effects it is having on them. Neither group realise that sleep is like an unforgiving lender holding a mortgage on their life. To repay the loan a person must bank the required deposit every day. Missing a few hours here and there is not forgiven. It just gets added to a new debt. It is a dangerous debt that won’t go away because sleep is homeostatically regulated by the body as a biological function over which you have no conscious control. Instead of being a friendly banker, your brain turns into a loan shark.

If you don’t get the requisite amount of sleep you develop this ‘sleep debt.’ When you develop a sleep debt your brain does whatever it can to force you to pay it back as quickly as it can. Your brain takes on the characteristics of a vicious loan shark charging ever increasing amounts of interest and making threats until you pay up. You may try and distract yourself to forget it but it’ll still be there, gathering interest and hanging over you. Strong coffee may make it go away for a while but it comes back stronger and more determined to collect than ever. The debt does not go away until it is repaid in full. Is it then any wonder that people go on vacation and reflect afterwards that ‘all they did was sleep by the pool? Or that after a busy week they can have a ‘lie in’ at the weekend but still feel tired on a Monday morning? Or that a minor illness can cause you to retreat to your bed for hours and hours of sleep at a time? It is inevitable because even very small debts add up. A small shortage of sleep that appears insignificant will build into a bigger and bigger debt unless it is addressed; whether you like it or not.

Problems that manifest as a lack of confidence, overwhelm, difficulties in holding down a relationship, challenges at work, a lack of focus or a sense of improved performance, communication issues and so on, all may be influenced by unrecognised problems with sleep. It has somehow become a ‘macho’ thing to brag about how little sleep someone is able to get by on. It’s not macho it’s monstrous. It’s not savvy it’s stupid. It’s as ridiculous as pretending that your life will improve without water, or that you are more able to use your muscles without ever moving them. It’s crazy. Otherwise harmless activities become a problem even with relatively modest shortfalls in sleep once it starts to accumulate. A modest amount of alcohol will significantly affect the motor skills of a person who is sleep deprived. Decisions that would under normal circumstances be well founded become erratic and emotions that would otherwise be stable become unbalanced. Coaching a sleep deprived person to improve their performance without addressing the sleep issue is like launching a yacht into the ocean without sails; momentum will not be maintained no matter how much a person may ‘want’ it to. The standard sleep ‘mortgage’ on life varies from person to person but in most cases will be between seven and a half and nine hours a night in an adult human being. We all know how many hours we need to get a ‘good’ nights’ sleep, so be honest about yours and if you are a coach, ask your clients to be honest about theirs. There may be exceptions but they are rare. Most people claiming to be ‘fine’ on five or six hours a night will show signs of sleep indebtedness that will cause them a problem; either by getting in the way of their desired progress or something much worse. A quick check to see how your own debt is doing is to take the average amount of sleep you get in a working week, then at weekends. Now multiple your weekly total by the number of working weeks you have in the year. Compare that with the number of hours you need for your good nights’ sleep seven nights a week and it will tell you how much you should be trying to put back into your bank on vacation. For many of us there may not be much time for anything else.

So if you’re going to sit on a stool - make sure all three legs are there before you do.

Martin Goodyer is the author of the ‘How to be a Great Coach’ series www.how2b.co.uk
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If you are someone who is destined for greater things, and you are inspired to try something new and different for 2013, then contact Leeann for a free, no-obligation coaching session. We make no apologies for helping you soar to great heights!
What do sexiness, confidence and vitality have in common?  
By Dawn Campbell (France)

Of course it’s hard to be sexy, confident and full of vitality when physically or mentally unhealthy. And who wouldn’t want to experience more sexiness, confidence and vitality for goodness sake! After all, it appears these are the very attributes of the majority of us are obsessed with if the popular press is anything to go by.

Yet for many of us, the reality is often the very opposite. Why? Possibly because we’re brought up believing self-care is selfish. Or perhaps it’s because as Materi said “so many people spend their health gaining wealth, then have to spend their wealth to regain their health.” Either way, self-care is paramount to our self-esteem and future success.

Perhaps that’s why an increasing number of us (especially entrepreneurs) need support with personal and business issues around feelings of sluggishness, fatigue and listlessness. As the old Spanish Proverb goes “A man too busy to take care of his health is like a mechanic too busy to take care of his tools.”

Of course coaches already know the number one attribute to succeed in life is health don’t we! As anyone who’s suffered poor health knows, without good health, everything else literally pales into insignificance. Yet how many of us practice what we attribute to succeed in life don’t we! As Materi said “Prevention is better than cure” that’s what practicing self-care is about.

So if our health is our wealth, all we need to do to maintain our sense of energy, vigour, liveliness, get-up-an-go, joie de vivre is to plug into the power of self-care. We need to positively, purposefully and actively take time for ourselves in a way that rejuvenates and energizes our mind, body and spirit.

Ultimately self-care makes us a better person to be around at home and a more productive person in the workplace. To deny our need for self-care gradually leads to an air of negativity, we become repressed and unbalanced.

“Now no one else can breathe for you, drink for you, sleep for you, exercise for you, eat for you, or get sunshine for you. Health is your responsibility. No one else can do it for you. Health is self-built.” Life Science

That quote details just a few of the many self-care habits we need to practice in order to enjoy a successful personal and business life filled with vigour. After all, these two sides of us don’t operate in isolation. Being physically and mentally healthy enables us to successfully merge our personal life, family relationships and home time with running and managing a successful business.

Here’s a comprehensive self-health care protocol

1. Breathe clean pure air because pollution is destructive to health and well-being.
2. Maintain a temperate climate, excessive cold or heat drains nerve energy.
3. Maintain internal cleanliness to minimise the risk of disease.
4. Drink plenty of pure water, ideally distilled.
5. Quality sleep allows the body to heal, repair and become rebalanced.
6. Eat a natural diet suited to our physiology; raw fruits, vegetables, nuts & seeds.
7. Regular fasting to improve assimilation, elimination and self-healing.
8. Expose skin and eyes to daily sunshine to top up essential vitamin D3.
9. Daily activity is key to keeping-fit, supple and mobile.
10. Rest and recuperation, essential for the mind body and spirit to develop.
11. Recreational playful activities that rejuvenate our creative self.
13. Harmonious pleasant environment to live in.
14. Community to participate and interact with.
15. Self-mastery of oneself.
16. Secure outlet and work activities that provides a sense of purpose.
17. Inspiration, motivation and commitment to achieve goals.
18. Instinct to reproduce.
19. Aesthetic pleasures from being in touch with nature.
20. Expression of natural instincts; love, appreciation, gratitude and creativity.

As HH the Dalai Lama said “If you feel ‘burnout’ setting in, if you feel demoralized or exhausted, it is best, for the sake of everyone, around you to withdraw and restore yourself.”

Only you can decide to take action and make the right choices to become the sexy confident and vital person you were born to be. You can either have more of what you’ve already had in your past, or else you can opt for something more empowering and nurturing for your future. One thing’s for certain ‘if nothing changes, nothing changes’. So don’t just read this, commit right now (literally) to taking action, what will it be?

“Health is the first of all liberties”. Henri Frederic Amiel

Share your thoughts with me and I will send you a complimentary copy of my Self-Assessment Health Questionnaire which will help you identify the gaps in your health status.

To find out how to take better care of yourself, visit www.dawncampbellholistichhealth.eu and join Dawn’s global community of fellow health seekers.
So let's explore! Let's reveal the wonderful world
perceives, judges, etc.; and acts.
really it is the 'totality of conscious and unconscious
you communicate using your mind! There are a
Something I have not only experienced, but also truly
like in their life. 'Really?' I hear you ask. Absolutely! –
many don't achieve the things they dream they would
Everyone is entitled to happiness, health, wealth, love,
'If you think you can do a thing or think
Henry Ford (1863 – 1947)
your conscious mind will often determine the path
about; and it makes your decisions. In other words,
your unconscious mind stores everything you think
consciously – your thoughts, your ideas, your 'I can
do', and your 'I can't do'.

Your own Universal Thought Process comes from understanding how your mind (conscious), your body, and your spirit (unconscious mind) work together. It comes from becoming aware of how you are unconsciously communicating with yourself, those around you and with the Universe. But how? If today you were asked to climb to the summit of Kilimanjaro tomorrow, according to research and my experience of working as a coach, your immediate thought would be 'I can't do that!' Your conscious mind is hearing what your unconscious mind is telling it. Unknowingly you have created a habit of 'no' and set your own expectations. What would happen if you were to think 'OK, although I'm not in Tanzania and I'm very unfit, I can do this; just maybe not tomorrow?' What's the reason someone may ask you to climb Kilimanjaro? What secret desire have you got? What programme have you watched, article you've read, or story you've heard that has triggered a desire to do something different. How have you been thinking about this?

Universal Communication is simply all about how you communicate using your mind! There are a number of definitions of what your mind is but, really it is the 'totality of conscious and unconscious mental processes and activities'; in other words that element or part of you that reasons, thinks, feels, wills, perceives, judges, etc.; and acts.

So let's explore! Let's reveal the wonderful world of power within yourself; of your possibilities and promise.

YOUR CONSCIOUS MIND is the part of you that thinks and reasons; it selects or rejects ideas; it selects or rejects thoughts; it chooses what you want to think about; it chooses what you want to make decisions about; and it makes your decisions. In other words, your conscious mind will often determine the path that your life will take.

The UNIVERSAL THOUGHT PROCESS is a major component of the Law of Attraction; and although there are many definitions of the Law of Attraction, it really means that you get what you focus your thoughts onto and into. Your Universal Thought Process is a combination of your communication with yourself, with those around you and in turn with the universe.

It's one of the components of the Law of Attraction in how you attract your dream life to you!

It has been said that everything you want in your life will be given to you or achieved through your unconscious mind. As you have read in this article, your unconscious mind stores everything you think
consciously – your thoughts, your ideas, your 'I can
do', and your 'I can't do'.

YOUR BODY is the part of you that you are more
consciously aware of and is merely an instrument of
your mind. Your body is moved into action through
the thoughts that you are thinking, or the habits that
you've created, or through the thoughts stored in
your unconscious mind. Actions taken by your body
could either be physical or verbal or emotional. One
important point to remember is that the actions you
select to take, determine your results.

The phrase ‘Mind, Body, Spirit’ is one that relates to
your Universal Thought Process; in that your mind
relates to your conscious mind, your spirit to your
unconscious mind; and your body to your body. One
of the secrets of achieving happiness, health, wealth,
love, friendship, true expression, peace of mind, and
everything else that you dream of in your life, is that
these three elements of YOU must be working together
and working in harmony.

Universal Communication is simply all about how
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mental processes and activities'; in other words that
element or part of you that reasons, thinks, feels, wills,
perceives, judges, etc.; and acts.

So let's explore! Let's reveal the wonderful world

‘We tend to live up to our expectations’
Earl Nightingale (1921 – 1989)

Over time the thoughts that you store in your
unconscious mind become habits. Habits you
continue to express in the words you use, your actions
and through your thoughts, without any conscious
assistance.

YOUR CONSCIOUS MIND

YOUR UNCONSCIOUS MIND

‘You become what you think about.’
Earl Nightingale (1921 – 1989)

All your successes, your pain, your pleasure, or your
limitations, come from what you are thinking about in
your conscious mind. Your five senses (hear, see, smell,
taste, and touch) are experiences in your conscious
mind; which in turn are processed as thoughts.

Everything begins with a thought, but where do these
thoughts come from? Sometimes from a conversation
with others! Sometimes from research that you are
doing. Sometimes from books you have been reading,
a film you have been watching, or a website you have
seen. Sometimes they just appear!

YOUR UNCONSCIOUS MIND is known as your
power centre; and it functions at every level of your being
and within every cell of your body. Your unconscious
mind has no ability to reject your conscious thoughts
– it has to accept them. Your unconscious mind stores
all your thoughts in an orderly manner and in just the
same way that your computer stores your computer
data – it stores exactly what your conscious mind is
thinking. More importantly though, your thoughts
are expressed through everything that you do (in your
actions), in everything you express (in your words)
and in everything that you feel (in your emotions and

‘The mind moves in the direction of our
currently dominant thoughts’
Earl Nightingale (1921 – 1989)

The UNIVERSAL THOUGHT PROCESS is a major
component of the Law of Attraction; and although
there are many definitions of the Law of Attraction, it
really means that you get what you focus your thoughts
onto and into. Your Universal Thought Process is a
combination of your communication with yourself,
with those around you and in turn with the universe.

Living your dream life is a journey of self-
discovery and achievement!

© Barbara J. Cormack

(excerpt from Creating Sustainable Change)

© Barbara J. Cormack

(excerpt from Creating Sustainable Change)
What is the most overlooked 'missing piece' when helping individuals with confidence and achievement goals? (Particularly when coaching on public speaking nerves, interview technique &/or self-assurance in the workplace.) It is how the individual presents themselves.

We are probably all familiar with, and no doubt regularly employ, the famous 'Mehrabian' model around communication (7% words, 38% tone, and 55% body language). But do we always present both sides of the 'body language' equation? Because the rarely taught subject of appearance, or the way we look, is such a critical element of the message our body language portrays.

First impressions really do count, so how we speak, the way we stand and how we are dressed will often tell someone a lot more about us, than the words that we use. If we make a “bad” first impression it has been found that it can take up to 21 further interactions to get back on a “level playing field”.

What does the Complete Coach look like?
By Gail Morgan (United Kingdom)

We are probably all familiar with, and no doubt regularly employ, the famous ‘Mehrabian’ model around communication (7% words, 38% tone, and 55% body language). But do we always present both sides of the 'body language' equation? Because the rarely taught subject of appearance, or the way we look, is such a critical element of the message our body language portrays.

First impressions really do count, so how we speak, the way we stand and how we are dressed will often tell someone a lot more about us, than the words that we use. If we make a “bad” first impression it has been found that it can take up to 21 further interactions to get back on a “level playing field”.

Then there is the other side of the ‘looking great’ issue too…

As coaches, we are fully aware that it is what’s on the inside that really makes the difference to a person’s outward appearance and their level of personal achievement. But it is the outside world which often influences those thoughts and emotions in the first place and managing that is not always easy. However, one area that can be totally under the control of the person being coached, or even the coach themselves, is that of personal appearance. The way someone looks externally can have a massive effect on the way they feel about themselves on the inside and this, in turn, can hold the key to so many other aspects of their overall confidence and potential.
A little knowledge can be a dangerous thing… especially with fashion!!

Well, perhaps it’s not about fashion exactly; but whilst knowing that the way someone looks is really important for their personal confidence and the impression that they give to others; not knowing how to help them get there, kind of defeats the object. And even ‘having an eye for what looks good’ can never replace a full understanding of the powerful science behind colour analysis, style and personal branding. This knowledge is the ‘missing piece’ which can turn a good coach into a great one and a client that simply ‘feels better’ into one who wins their race, gets that new job, or overcomes their insecurity battles.

The doctor who ‘looked the part’

I have worked as an image consultant for over 20 years, working with both private and corporate clients and training others to join the image profession. During this time I became an NLP Master and MBTI Practitioner and began coaching people in personal and corporate environments. Combining the image and coaching skills has given me a more holistic approach to working with my clients and I have been privileged to play my part in some fantastic success stories such as David’s… (Not his real name).

After working as a hospital doctor for several years David had collected all the experience and qualifications he needed to become a consultant; and over a period of three years he consistently applied for the position. His aptitude was never questioned and the feedback from his patients was impeccable, but he was continually rejected and was once told by a senior manager that ‘he would never make it’.

The immediate impression that I received when meeting David for the first time however, was how small and nervous he looked when not dressed in his white coat and stethoscope. And because he never went before the examining board dressed “as a doctor” I wondered if there might be a connection. Re-styling his wardrobe became a major factor alongside our coaching sessions and after 18 months David secured the consultant position he had desperately wanted for so long. On talking to the senior management afterwards, one of the people who had previously been very hard on him said that a key factor in their decision was “that he now looked the part”.

Congruency is the key to improving coaching success

So whatever type of coaching you do, my advice would be to look at all the angles, and become proficient in making your clients aware of everything that will help them… including their image. If your client’s behaviour and demeanour isn’t congruent with their appearance they unfortunately won’t be seen as believable. As humans we believe what we see and if there is a “disconnect” between how we look, sound and behave it can make us suspicious. So to complete your client’s coaching experience consider offering image coaching so that they can be congruent from the inside out.
How we feel about ourselves determines the decisions we make, the ventures we risk, and ultimately, how we navigate the course of our life. A high self-esteem fuels initiation and follow-through – it defies the limitations that keep us stuck. Conversely, low self-regard keeps us operating below our potential and robs us of our possible joy.

As a coach, you have the power to either catalyze your client’s self-esteem or contribute to its erosion. Whether you address it directly or build it through the use of coaching tools designed to facilitate your clients’ successes, a practice that elevates the client rather than adds to overwhelm will succeed with abundance and make an important contribution to the world.

The following are four of the tools from Kaizen-Muse Creativity Coaching that have been test-driven with thousands of clients since 1997. The result: Lasting successes, a practice that elevates the client rather than use of coaching tools designed to facilitate your clients’ tenacity, follow-through, and self-respect. Helping your client with the simple awareness that they can think of themselves differently and thus mobilize motivation is progress in and of itself. Complementing this awareness with planned “come-backs” to the inner critic’s claims can strengthen your clients’ tenacity, follow-through, and self-respect.

Imagine the self-esteem and impetus gained by the client who is equipped when haunted by repeated messages of “What you’re doing isn’t good enough,” “Others are ahead of you,” and “You don’t know what you’re doing,” with the simple retort, “So what, I’ll do it anyway.” Over time the inner critic’s voice is rendered ineffective due to the confidence, drive, and ensuing actions inspired by this phrase; forging forward reinforces self-worth.

Helping your client come up with replies to the ego-driven inner critic will empower drive, inspire strength, and motivate enthusiasm -- all ingredients of a strong self-esteem.

4. THE “TAH-DAH” LIST: A CREDIT REPORT
There is a to-do list and a “tah-dah” list. One is filled with what needs to be done, the other is the celebration of what was finished or enjoyed.

As a fear-based species, we may get in the habit of naturally focusing on what’s wrong, what still needs to be done, what was not done right. You and your client do need to know where improvement and progress are needed but constant focus on just the undone things will diminish positive feelings about who we are and what we have to do. Just taking a few moments to regularly make a list of all that was completed, anything the client was glad they did, can result in a feeling of fullness, a willingness to do more, and the esteem required to persevere with dreams and intentions. A playful way to celebrate jobs complete is to make a list and then exclaim “Tah Dah!”

Providing the tools that result in elevating a client’s self-esteem is truly one of the joys and rewards of coaching.
What are your stress and wellness levels?
Will they cause you to die young or at least underperform and reduce your quality of life?

"Health is not valued till sickness comes."
Dr. Thomas Fuller, British Physician
1654 – 1734

Health - The condition of being sound in body, mind, or spirit, especially freedom from physical disease or pain; the general condition of the body; general condition or state; a toast to someone's health or prosperity

Stress - A physical, chemical, or emotional factor that causes bodily or mental tension and may be a factor in disease causation; a state resulting from a stress, especially one of bodily or mental tension resulting from factors that tend to alter an existent equilibrium

Coaching involves developing and addressing the Whole Person and that includes the health and wellness levels of our clients. If they struggle with high levels of stress and poor health practices, it won't matter that we have helped them get clear about their purpose, coached them to be better leaders, or purged them of past hurts.

News research regularly reveals the rise in the stress levels of the global workforce and the grave concerns about our collective health. In the developed world, it is now estimated that over 50% of the workforce is highly stressed. The Number 1 reason for that stress is WORK.

- China now has the most stressed workforce on the planet. Over 85% of the workforce is highly stressed in the business hubs of Beijing and Shanghai.
- Canada conducted a study of young adults age 18–24. Over 90% were highly stressed.
- The US Department of Labour estimated that stress and poor health was costing the US economy US$7,500 per employee per year—over $300 billion annually.
- The UK Government now estimates that lost production due to stress and health issues is now over 10% of the national GDP.
- The five unhealthiest countries in the world are now the United States, Canada, Mexico, United Kingdom, and Australia. So much for the value of the Western diet!
- Obesity is now the Number 2 cause of cancer—only slightly lower than smoking.
- There are now more people in the world who are obese than those who are dying of starvation. Certainly, the irony of those statistics must be noted by the individuals in our profession.
I am not discriminating against people carrying extra pounds. I was in the overweight category a few years ago when I made a decision and lifestyle choice to lose over 35 pounds. Now I run and work out on a regular basis and mostly eat in a healthy way.

What percentage of illness do you think is lifestyle-related or caused, rather than by genetics? Some might think 50%, maybe even 75%. The research reveals the number is closer to 95%! Our health condition is in our hands. We really have no excuses. The power of your coaching and the clients’ choices can help turn all this around.

I think you get the point. As a professional, you want to include wellness coaching as part of your offering to your clients—or at least refer them to a professional who can address those issues.

I am offering a reality check about our health and stress levels.

It’s projected that because of our overweight, inactive society, Type II Diabetes could be present in over 50% of the adult population by 2020. The health complications from that one condition are horrendous.

Feeding them. Poor health practices and lifestyle choices are established when kids are young. Those bad habits can carve decades from their adult lives—decades, not years! There are no excuses for parents to continue feeding their children fast, unhealthy foods! Locally in my area, our education minister recently passed a law banning junk-food vending machines in schools and junk food as part of the school cafeteria program. At last, some common sense is being applied to our kids’ health!

Given current lifestyles and health trends, no amount of money in any country can sustain a health-care system. But we really don’t have a health-care system. We have a sick-care system.

Most medical practitioners do not understand or implement a preventive health-care model. We are busy treating the outcome of careless lifestyles. Your coaching becomes even more important to help shift the trend. Since our poor health and high stress levels are self-inflicted, to win this battle we must break free from some societal norms and beliefs. Each person must take personal responsibility for his or her health and wellness level! I agree with many observers that the health-care agenda is highly influenced by pharmaceutical companies and their powerful lobbies. The answer in most cases shouldn’t be to introduce another drug into our health-care system. Every element of your life and lifestyle is influencing—positively or negatively—your stress and wellness levels. Your stress levels manifest themselves—physically, psychologically, and behaviourally—in your body and your life, from chest pains to difficulty in making decisions.

Getting a handle on your current condition requires you to assess and benchmark your current levels of stress in several different areas of your life.

Why Change?

Before I list remedial strategies in the Action Steps below, are you—and your clients—willing to make the commitment to change?

• What are your reasons for taking action?
• What would it mean to you if you successfully improved your wellness and health levels?
• How could you help your clients change their lifestyle to become healthier and smarter about their choices?

If you have no real reasons to change, forget about being able to succeed in a health-improvement plan.

Your wellness picture is a result of the combination of many facets of your life to produce your overall level of health. Contrary to the public’s desire to have a quick fix or magic in a pill, improving your wellness requires a comprehensive approach. Unfortunately, many people get overwhelmed by the complexity of the effort they think is required to improve their health. They simply quit before they get started.

To address that issue, many years ago CRG developed the Stress Indicator and Health Planner.

• In this recently updated 24-page stress assessment and health planner, you respond to 120 wellness-related questions in 5 specific sections. (Available in print and online versions)
• Your results—and your clients’ results—become a simple yet powerful roadmap to help you understand your stress levels in each section and help you proactively plan the steps to improving your health.

The following Action Steps provide a summary of the recommended steps to reduce your stress and improve your overall wellness.

ACTION STEPS

What Are Your Stress and Wellness Levels? Will They Cause You to Die Young?

1. Are you happy with your overall stress and health levels? If not, what do you need to improve?
2. What are your reasons and your personal benefits for taking action now? List them.
3. You must take personal responsibility for your levels of stress and wellness. Blaming others is dysfunctional—and it surrenders the power of your life to others.

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The 5 Assessment Sections of the Stress Indicator and Health Planner

1. Personal Distress Assessment
2. Interpersonal Stress Assessment
3. Wellness Assessment
   a. Nutritional Assessment
   b. Health Assessment
4. Time-Stress Assessment
5. Occupational Stress Assessment

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Attention: Coaches and Development Professionals

The entire family of CRG assessments in the Personality Development Factors Model® can help you benchmark the condition of your clients easily and quickly. CRG's assessments include the Personal Style Indicator, Sales Style Indicator, Stress Indicator and Health Planner, Self-Worth Inventory, Entrepreneurial Style and Success Indicator, Values Preference Indicator, Learning Style Indicator, Instructional Style Indicator, Job Style Indicator, Leadership Skills Inventory–Self, and the Leadership Skills Inventory–360°.

Note: CRG and ICN have partnered to provide you access to CRG’s Holistic Assessment System. CRG was founded in 1979 to address the concerns CRG had—and still has—with assessments like DiSC, MBTI, True Colors, and others. We started with the Personal Style Indicator, one of the first multitheory-based style tools, now available in 12 languages. Our track record is that 80% of professionals switch to CRG assessments once they learn the differences above the others.

The purpose of the more than 100 items in CRG's Holistic Assessment System is to provide you, the professional—internally or externally—the resources you need to benchmark key indicators in several areas. CRG has built a comprehensive solution for you—for personality, sales, leadership, values, stress and wellness, self-worth, learning and instructional styles, business, entrepreneurship, job fit and compatibility, communications, team-building, purpose, and more.

Because CRG tools are all self-scored and self-interpreted, you are not required to attend Certification before engaging them. It is, however, highly recommended that you attend the CRG Assessment Systems Certification Workshop. Why? Training in other assessments will hinder the proper use of CRG assessments. CRG’s 3-day Workshop takes place in Vancouver, Canada—and you have the option of hosting an event at your location. The Certification qualifies for 30 IIC or ICF CE Credits.

To learn more about how CRG can support your coaching process and business, go to www.crgleader.com/home?partner=icnmag.

Ken Keis, MBA, President of CRG, is considered a global authority on the way assessment strategies increase and multiply your success rate. In 25 years, he has conducted more than 3000 presentations and 10,000 hours of consulting and coaching. Author of Why Aren’t You More Like Me? Discover the Secrets to Understanding Yourself and Others, Ken has co-created CRG’s proprietary development models and written over 3.5 million words of content for 40 business training programs and 400+ articles. Ken’s expertise includes assisting individuals, families, teams, and organizations to realize their full potential and to live On Purpose!

Contact Ken at 604 852-0566 or info@crgleader.com

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**Develop a Thriving Coaching Practice!**

If you would love:
• A hugely successful and profitable coaching practice
• Clients you adore to work with
• Clients who rave about the life you’ve helped them live
• A coaching practice comfortably worth over £100,000 a year

Then this Coach Mentoring Programme could be for you!

It is unfortunate that so many really good coaches struggle to build and fill their coaching practice. They find client attraction and creation hard work and don’t enjoy the ‘business’ side of making proposals, invoicing and hate ‘selling’.

Other coaches simply seem to lack the confidence to get started in the business of developing a thriving practice.

That used to be true for me as well!

In working intensively with me over the coming 12 months you will learn how you have overcome all of the above and you will learn the following:
• How to approach the clients you would love to work with (private and corporate clients)
• How to enrol people as clients
• How to help clients meet significantly in their coaching with you—without the awkwardness of ‘selling’ or feeling ‘needy’
• How to become a renowned coach, with people who really want to be coached—without spending loads of money on marketing!
• How to have a coaching income well over £100,000 per year — and have fun doing it!

I will work with a small number of coaches in 2014, to enable them to achieve all of the above.

In my own thriving coaching practice, I coach CEOs, Senior Executives, housewives as well as singer-songwriters and Hollywood actors, internationally and in the UK.

What you will get in this one year mentoring programme:
• A 2 day, one-to-one intensive to find out what kind of coaching practice you would love to have; what’s been stopping you so far and how to get started!
• Further full-day, one-to-one sessions every month to develop your skills and grounding towards your goals
• 2 x one hour telephone coaching sessions each month for further coaching and monitoring

This programme is NOT for everyone — it is only if you are truly committed to having a thriving and hugely profitable practice I will choose to work with you.

So why not make the best investment for your coaching business? To find out more about what I can do for you or to apply, contact me at info@wynning.co.uk
Ten years ago, the term ‘Style Coaching™’ was nowhere to be seen. There were no ‘Style Coaches™’ to be found. Instead, there were image consultants, personal stylists, fashion consultants, and personal shoppers. So what is ‘Style Coaching™’ and where did it come from? What makes it so different to other image specializations we have seen before? And, quite simply, why should we, as coaches, managers and entrepreneurs, sit up and take notice?

Back in 2004, nobody realized that in a quiet corner of the world, a revolutionary new specialization was taking shape and getting ready to transform countless people’s lives. Meanwhile elsewhere, celebrity stylists were obliterating the airwaves with popular but ruthless ‘makeover’ shows. The public would watch in disbelief as the stylists would hunt down the country’s worst dressed individuals who were desperate for help, and then proceed to invade their wardrobes with unashamed gusto, criticize and often ridicule their choice of clothes, have them strip down to their underwear in a 360 degree mirror while exposing their vulnerabilities to the masses, and usually reduce the person to tears before announcing with delight that it was time to ‘hit the highstreet’!

The participant would then trail behind the stylist from store to store, complaining and arguing like Eric Berne’s ‘Adaptive Child’, while the stylist assumed the role of their ‘Critical Parent’. The relationship would be one of dominance and submissiveness, and for viewers, the process was almost painful to watch. Of course, the ‘big reveal’ at the end represented a climatic end to the drama. We would watch the participant’s face with curiosity as they took in the reflection that had suddenly been revealed, trying to locate themselves in the image of a stranger before them. We would listen as they said phrases like, “I’m like a new person”, and “Is that really me?”

For those watching carefully, it would be at this point that we would often see a glimmer of something profound happening… a change in the person that could not be explained only by clothes and a new hair colour. Yet, this tiny glimmer of profoundness would go unnoticed, and without nurture would quietly dissolve once again. When the makeover show would revisit the participant after 6 months had passed, it was common to see that they had reverted back to their previous appearance. In these cases, the ‘makeover’ had been in vain, meaning that it came to no real purpose, it was empty and without depth. In other instances, the changes were whole-heartedly accepted by the participant and proved to be long lasting. We would then see an inexplicable knock-on effect with almost every aspect of the person’s life. It was remarkable to witness and proved how much potential there was even in a simple makeover.

So this contrast of results leaves us with some burning questions…

- When the process worked, what was the difference that made the difference?
- When it failed to be maintained, why was this so?

**WHERE DID STYLE COACHING™ COME FROM?**

For a husband and wife team living in Ireland at the time, the answers were strikingly obvious and the potential of these answers was too important to ignore. Gary and Tracey Redmond, founders of the Style Coaching Institute™ had a unique combination of skills, which enabled them to view this phenomenon with a clear perspective. While Tracey was a professional stylist, she was also a certified practitioner of NLP, so she offered her clients a much more holistic service than those offered by traditional image consultants. She also believed in the fundamental importance of nurturing individuals and empowering them to reach newfound levels of confidence and self-esteem. For her, rapport and being able to align with another person’s view of the world was natural. The results she observed in her clients were astounding, so she started to explore and delve deeper into what was working and why. She did this with the help of her husband, Gary Redmond, who was an Accredited Life Coach, Therapeutic Counsellor, and NLP practitioner. Together they researched, developed, tested and documented a formula for change that they branded as ‘Style Coaching™’.

Through Style Coaching™, Gary and Tracey Redmond were able to distill and capture the essence of why even basic makeovers can sometimes prove to be life changing. Rather than this phenomenon being an ‘accidental’ and infrequent occurrence, the Style Coaching™ formula enabled the life changing transformation to be a simple, yet profound, product of the specific process they had defined and perfected.

In 2005, they founded the ‘Style Coaching Institute®’ and began teaching other people how Style Coaching™ works and how a person’s appearance can be used as a powerful starting point for much greater life changes. Graduates of the institute, known as Style Coaches™, began following the process with their clients, and the same results were observed. A new specialization had been born, and started to gain the attention of those who believed that people are much more than a reflection in the mirror. A Style Coach™ may have
and self-acceptance.

unique individual to shine through with confidence

their client to connect with their true self, enabling the

affect each other. An authentic Style Coach™ will help

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While many image consultants will work to create a

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inevitable result. Essentially, the positive intentions

stylist, but they are also experts in the key skills used

particular body shape, how it is possible to illuminate

all the technical knowledge of an image consultant,

colour consultant, personal shopper and personal

stylist, but they are also experts in the key skills used

in the world of life coaching and NLP.

So does this mean that Style Coaching™ is simply a

formula of 2+2+4F! Far from it! As coaches, we’ve all

heard the buzzword ‘synergy’, but Style Coaching™

really is a prime example of it in action. It may consist

of various parts, but these parts produce a combined

effect so much greater than the sum of their separate

effects. Authentic Style Coaching™ isn’t just image

consultancy with some life coaching added in as an

embellishment at the end. Style Coaching™ isn’t just

about learning ‘what to do’; it’s about ‘how to do it’,

and we all know that there is a distinct difference

between our ‘doing’ and our ‘being’.

Unlike the vast majority of celebrity stylists, a
certified Style Coach™ embodies the ethos of a coach,
and grasps the importance of self-image psychology.
While many image consultants will work to create a
new look for their clients, Style Coaches™ work with
their clients to explore beyond the surface layer, while
at the same time recognizing that the inner-self and
the outer-self are inexplicably linked and powerfully
affect each other. An authentic Style Coach™ will help
their client to connect with their true self, enabling the
unique individual to shine through with confidence
and self-acceptance.

A large part of being a Style Coach™ is the ability
to share guidance on which styles will enhance a
particular body shape, how it is possible to illuminate
our positive features and colour characteristics, how
we can nurture our physical and emotional selves
through personal grooming, and how to use our
appearance as a mode of non-verbal communication.

However, Style Coaches™ would never wish to project
a fictitious image onto a person, through telling them
exactly what they should wear. This is like trying to
tell someone who he or she is, rather than genuinely
listening and being curious about the individual. Their
aim is to help a person to discover and reconnect with
their best version of themselves; to see in the mirror
a congruent reflection of the positive image they hold
of themselves in their mind.

When makeovers fail to provide long-term positive
benefits it is usually because the individual’s inner
self-image and outer self-image are not in alignment.
The external appearance may have been changed,
but if on the inside the person still sees himself or
herself as ugly, inferior, less than, or worthless, then
a reassessment of the external appearance will be the
inevitable result. Essentially, the positive intentions
of an image consultant are thwarted by an internal
factor that they are unable to competently work with.
They are left wondering why the changes didn’t work,
and feeling mystified about what they could have done
differently.

One of the magical differences about Style Coaching™
is that it offers practical opportunities for
psychological theories such as psycho cybernetics
(Maxwell Malitz), and transactional analysis (Eric
Berne) to be explored in a light-hearted and accessible
format, as well as techniques and methods from the
fields of NLP (Bandler and Grinder), and general Life
Coaching. In the past, these theories could tend to be
quite heavy, but through Style Coaching™ they can be
merged into a seemingly simple process of personal
styling! It is certainly true that like a person, Style
Coaching™ is so much more than it may appear to be.
What you see happening on the surface layer does not
begin to do justice to the dimension of depth that’s simultaneously present.

WHY SHOULD WE SIT UP AND TAKE NOTICE?

As managers, coaches, and entrepreneurs we are always
looking for ways to achieve better results, to
bring out and enhance more of our own potential, and
that of our team members, and of course we also want
to discover new ways to connect with our customers
on a meaningful level. After all, ‘selling’ these days is
not what it used to be! Instead of the outdated hard
sell methods we used to see, today it is much more
about building relationships. Selling has taken on a
more human form, and non-verbal communication
is a vital aspect to be considered. We’ve all heard that
first impressions count, and that we need to ‘dress for
success’, but more than this, our image can be used as
a powerful tool for communication. Our appearance
silently sends out messages about us, so we need to
understand what these messages are and how we can
design them for accuracy. If your appearance speaks
volumes, then it makes sense to ensure it is saying the
right things!

Style Coaching™ is proof that what you wear really
can change your life. Far beyond clothes, accessories,
colour coordinating and makeup, it’s about the
multiple ways in which we can successfully build self
confidence, reconstruct a positive self-image, and access
an abundance of self-esteem. The ability to do all of
this, without needing hours of therapy, is quite
incredible and makes Style Coaching™ accessible
on a massive scale! Simplicity really is the ultimate
sophistication and can bring about some of the best
results.

Style Coaching™ opens the doors for us to move
beyond previous self-limiting beliefs, and embrace
our full potential on every level. It’s little wonder that
in less than 10 years, authentic Style Coaching™ has
journeyed from being an unheard of term, to being
a trademarked formula used by over 1000 Certified
Style Coaches™ in 56 countries around the world,
with an International Association of Style Coaching™
now headquartered in Great Britain. Style Coaching™
has touched the lives of thousands of individuals
and is having a dramatic impact on the world of Life
Coaching, as well as Image Consultancy, offering both
sectors a mutually transformative way of working
with clients and achieving the fulfilling results that we
all want – which ultimately is to improve the quality
of life for the real people we work with.

“The ‘self-image’ is the key to human personality and
human behaviour. Change the self image and you
change the personality and the behaviour.” – Maxwell
Malitz

ABOUT THE AUTHOR:

Kate Cutting is a co-director and master trainer of the Style Coaching Institute™ – the only training company in the world offering a Diploma Certificate in Professional Style Coaching™. Kate also serves as VP of Member Communications at the International Association of Style Coaches™ where she writes weekly articles and a monthly ezine, distributed in 56 countries. As the Style Coaching Institute™, Kate works alongside the co-creator of Style Coaching™, Tracey Redmond, as the co-author of the institute’s training publications. However, Kate’s greatest passion is her long-term role as a mentor to Style Coaches™ during their training as well as throughout their careers. Because of her belief in the transformational power of Style Coaching™, she is dedicated to increasing the public awareness and continually developing the professional standards for the field.

Kate was recently honoured to write the foreword for ‘Branded for Success’, a publication written by one of Asia’s leading Style Coaches™ Lionel Lim (winner of the 2012/2013 Successful Entrepreneur Award, Mister Singapore United Nation 2011, Singapore’s Most Loved Beauty Professional 2011 and Giant Stars Most Confident Smile Award 2006).

Alongside her expertise in Style Coaching™, Kate is also a licensed NLP practitioner and accredited Life Coach.

Website: www.stylecoachinginstitute.com
Email: info@stylecoachinginstitute.com
Tel: +44 208 133 9003
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The Job Delusion
by Kevin H. Boyd
“Not a get rich quickly scheme”
By Cristina Palma (France)

If you really want to understand and put things into practice to become wealthy sooner than later, then this book is for you. Not a “get rich quickly scheme” but certainly a sustainable and viable one, The Job Delusion written by Kevin H. Boyd has not only managed to share the experience of his author on how to achieve an effortless successful financial life, but most of all, it gets us inside the job of becoming rich in a rewarding manner, congruent to one's life purpose.

Easy to read, fast to accomplish, the book proposes different options on how to invest money that you have or do not have in order to increase passive income and generate more sources of abundance in your path towards a purposeful life. Although the author does not intend to give us a quick rich scheme solution, he certainly fast tracked to the gist of what it takes to move forward on the idea of effortless financial success.

Easily divided in three parts and accessible on any tablet as well as on hard copy, this smooth reading explains the myth on how we limit our abundant life by providing a practical revision on limiting beliefs and guiding us on how to grow and nurture a Millionaire Mind, “Rich people believe ‘I create my life. Poor people believe life happens to me.”

Sometimes being financially wealthy has nothing to do with actually making money, and very quickly you would discover this while reading The Job Delusion. Mastering your old beliefs about money, creating the conditions to attract it, this book explores and challenges us on how we ingrow our “financial blue print” and its impact on our capacity to generate fluent financial income. How committed are you to becoming rich? What does inner peace and meditation have to do with your financial wealth? These are some of the questions that The Job Delusion addresses in order to move you forward on your financial goals.

Not everything may be what it seems and sometimes you will have to make tough decisions to let go of an old and fierce idea, but through this book you will learn the practicalities and simple questions you may need to ask yourself when getting what you want from the passive income the Real Estate market generates.

Although the last part of the book focuses on the development of passive income through buying rental properties in UK, Kevin H. Boyd guides us through the nitty gritty of the process of getting the bureaucracy moving forward to your benefit; the right networks, house versus flat investment, and bank lending versus partnership investments are some of the insights you will find in this book, which can be apply on property purchases in any market around the world.

Totally interactive thanks to useful links to inspiring authors pages, valuable sites containing wise tips, information and in-depth data on each subject will be thrown to you in this reading which will not just let you to sit on it; The Job Delusion is all about putting in ACTION all you need to start living and making a real financial wealth, while bringing you satisfaction, independence and the eagerness to thrive a meaningful life.

Financial wealth is not merely about getting your bucks into the bank account, but more importantly about finding your centre and a significant purpose to give back to the World.

Parlez-vous Personality? Process communication for coaches by Collignon G., Legrand P. and Parr J.
as reviewed by Anita Mountain (United Kingdom)

This book is a “must read” for anyone who wishes to improve their communications skills. It offers an in-depth approach to relating with others within a positive psychological framework.

Whilst the original work stems from Transactional Analysis (TA), through Process Communication Taibi Kahler has developed a self-contained and comprehensive package in which training can be undertaken should the reader wish to take this further.

In the opening paragraph in the introduction to this book the authors put the PCM approach into action, highlighting the different communication styles for each personality type. Whilst they do not state this overtly, reading this paragraph it is noticeable that this is their intention. For example: "We believe you will certainly find a rich source of material that will add value when applied in the workplace" and "Those who care about people and want know how to further improve the quality of their relationships will love this book” and “People who need to grasp the nettle of tricky situations……” etc. Each of these sentences is designed to appeal to a different personality type, outlining one of the benefits of PCM, namely to not only understand the different personality types but to also know how to relate with each within a positive, rather than pathological, framework.

This comprehensive book outlines: the psychological needs; preferred environments; perceptions or ways of viewing the world; management styles they prefer to use and that are effective with them; the distress sequence; the process failure patterns and the psychological issues for each personality type. The authors offer both depth and breadth in terms of theory and yet have also managed to include practical tasks to enable application of that theory. At the back of the book there is a section which has seven case studies which are intended for practical application. This is an excellent and creative way for the reader to apply the theory.

Whilst this book is directed at coaching the model is useful for anyone working in an organisation who wishes to be effective in their communication with others. It differs from some approaches which talk about moving to a different personality type with age and different stages of life, or implying that people do not change. Instead PCM talks about “phasing” where a certain percentage of the population “phase” into another type, making this a dynamic model. This means that we all have these personality types within us to different degrees making it possible for us to “reach” those parts of us to enable improved communication with different people. I find this a refreshing perspective and one which is borne out by both my professional and personal experience.
There is a section on its use in team coaching and how the profiling instrument provides an overview of the strengths of the team as well as the areas where they need to develop strengths. This is a creative way to use the profiling instrument and one that should prove popular with those of us who undertake team coaching. I for one will be making use of PCM for this purpose.

What lets this book down is the change of name of some of the personality types in the latter stages of the book, for example “Workaholic” instead of “Thinker”. This is clearly an oversight in the editing process when certain sections must have been cut and pasted in. However, for those unfamiliar with the model they may well become confused with the sudden introduction of a different name.

The approach is validated through a range of research projects which are quoted throughout the text. This is a helpful addition particularly with those who value the statistical evidence of claims – myself included! I think it is better to be true to yourself, and amend turning those into positives, to pitch the opposite. But a risk taker. Marg is an adrenalin junkie!

In summary, Kahler has brought together his earlier contributions to Transactional Analysis and taken on to develop a self-contained heuristic model for organisational use. This book and the associated training that goes with it will be of benefit to those who work with or in organisations and who wish to improve their “batting average” when relating with others.

In terms of obtaining a copy of this book, unfortunately it is only available through John Parr, one of the authors. Therefore if you wish to purchase a copy you will need to contact www.processcommunication.co.uk

Amita Mountain, MSc CTA (P/O), FTOL, Teaching & Supervising Transactional Analyst (with Organisational and Psychotherapy Specialties), AC Accredited Executive Coach, Certified PCM

Finding Your Unique Style
By Robert Holmes (Australia)

Just how important is it to find your unique style? In the world of peacocks and tuna fish, it's life and death. The male has to stand out against the crowd! In a highly competitive environment of coaching, it is important for us to find our unique intelligence, the differences that make what we are offering special.

Let's explore the process for finding your unique style. A core principle in marketing – spending good money promoting your services – is finding the unique selling point. Public relations experts assist corporations to define their vision statements and public profile, very carefully polishing branding so that their offering is special and different. With a bit of work, we can do the same for ourselves.

We are not differentiated from our service in the mind of our customers – in fact our service is judged by our public relations experts. Person and company merge: the CEO's reputation is a 2002 study of corporate reputation found that, “50% of a corporate reputation is determined by the CEO’s reputation”. Person and company merge: the leader’s profile becomes the company’s public impression. (1) Agent Jay Oatway calls that being a brandividual. (2)

Our CV or resume is not the only document people look at to decide whether we are worth the going rate for our service. Increasingly people review Facebook profiles, LinkedIn profiles, Google+ accounts and web sites which all give insight to the person and company they are dealing with. Do these all carry a common theme and message for brand “you”? (3)

FINDING YOUR BRAND

Thought leader Matt Church runs workshops on finding people's unique intelligence, helping individuals tap into their passion and focus. (3) His framework, used loosely below, is very helpful for starting the journey on finding our style. Let's run through it together with an example – a friend of mine called Margaret. She is an executive consultant and director who has recently entered the life coaching field. If you have the time, grab a blank sheet of paper and a pencil – or your tablet computer and try this exercise…

1. The climate

List the various adjectives that describe you. These will be climatic words, global and general to describe the feel of who you are.

Margaret thinks about recent conversations with her spouse, her business partner and a close friend. They describe her as:

• Driven and ambitious,
• Observant of people's body language,
• Empathetic, able to build rapport quickly,
• A strategic thinker who is not intimidated by board level or political discussions and
• A risk taker. Marg is an adrenalin junkie!

2. Negative traits

Next draw up a table with three columns. On the far left write down your top five negative traits. In the centre convert into the opposite version. On the far right write down your top five negative traits. In the news? Here is Margaret's table:

<table>
<thead>
<tr>
<th>Negative trait</th>
<th>Opposite version</th>
<th>redeeming spin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical</td>
<td>Accepting</td>
<td>Insightful</td>
</tr>
<tr>
<td>Cold</td>
<td>Warm</td>
<td>Analytical</td>
</tr>
<tr>
<td>Harsh</td>
<td>Soft</td>
<td>Direct</td>
</tr>
<tr>
<td>Defensive</td>
<td>Open</td>
<td>Careful</td>
</tr>
<tr>
<td>Aggressive</td>
<td>Passive</td>
<td>Loyal</td>
</tr>
</tbody>
</table>

Margaret was told in a recent performance review that she was critical, cold and too harsh with her direct reports. Many style experts will tell you to work on turning those into positives, to pitch the opposite. But I think it is better to be true to yourself, and amend the bad trait. Put a spin on it the way a political analyst would. Margaret's tacit criticism is actually useful insight when delivered well. Her coldness is often
3. Describe your personal brand

Drawing from the general adjectives in step 1, and the right hand column of redeemed or “spin” traits in step 2, choose just 3 that describe your personal brand. It might seem a bit limiting to rely on just three, but you describe more than 200 species of fruit bearing tree as “apple” trees. That’s just one word. Margaret has a number life aspects to consider:

- As a wife and mother Margaret is clear, present and practical.
- As a friend Margaret is loyal, careful and observant.
- As a life coach Margaret is present, observant and insightful.

She needs to pick her best three.

4. Use your brand

Now that you have three words to describe your personal style, take action. If you don’t already have one, get a social media profile (use Facebook, LinkedIn, Twitter, Google+ or whatever you like).

Margaret’s profile now reads, “Highly observant, deeply insightful and powerfully present. Margaret’s life coaching style is described as empathetic, yet direct, being able to rapidly bring change and breakthrough.” Her picture looks like a cross between Margaret Thatcher and Oprah Winfrey: serious, powerful and feminine.

Discover your personal style, then make use of it to define your brand. You are unique, stand out and it’s worth being more like you.

5. Communication touch points

Now we need to expand our description by talking a bit about what it’s like working with you. How are you different from others? How do these unique styles display or express themselves through your dress, office, services and colour choices? What is your signature style? Are you creative or careful? What’s your personality like? Are you arty or straight laced? Controlled or daring? Think of Edward DeBono’s six hats, or Steve Jobs in his black skivvy and Derren Brown’s crazy taxidermy. Margaret hates the way some people turn up to work in t-shirts and she can’t stand seeing women follow the stereo type short skirt and makeup. She is a blouse and pants girl.

The more information you have about your clients, the more you can understand the feelings and beliefs that drive their outcomes. The more client data you collect – the more equipped you are to be a remarkable coach.

The use of journaling is greatly underrated in the coaching world. And it’s a shame. Journaling can make you a better coach and accelerate your clients’ results. Here’s how journaling can boost your coaching business:

- Prove Your Value

Clients who journal can reference their strides to success in past journal entries. When you respond to journal entries with feedback and questions, a conversational thread of development is recorded. Journaling with your clients solidifies the impact of your coaching.


Robert is the CEO of Fraser Holmes Coaching, one of Australia’s largest coaching companies. Robert has written over 240 hours of ACTP coursework and is the author of six books on leadership, coaching, community and theology.

One Shocking Tool That is Taking the Coaching World by Surprise

By Davida Ander (Canada)

How much do you know about your clients? Do you know about their aspirations? Do you know about their sore spots? Most importantly - do you know about the way your clients think?

The more information you have about your clients, the more you can understand the feelings and beliefs that drive their outcomes. The more client data you collect – the more equipped you are to be a remarkable coach.

The use of journaling is greatly underrated in the coaching world. And it’s a shame. Journaling can make you a better coach and accelerate your clients’ results. Here’s how journaling can boost your coaching business:

No Lost Traction between Sessions

When clients journal every day, they stay in tune with their thinking and their desired results. As a coach, you can help your clients stay on track and form healthy day-to-day thinking habits. When you reconnect for a subsequent coaching session, you are up-to-date with your client’s progress and can jump right into the heavy stuff.

Access a Wealth of Information

The best way to learn about your clients is to ask them questions on an ongoing basis about every aspect of their life. When you ask your clients to journal, you can automatically send out homework assignments that prompt them to reflect on anything and everything: their past experiences, regrets, struggles, embarrassments, pet peeves and future goals. When you have access to this information, you can begin to identify the beliefs that drive and interfere with your client’s actions. This is when coaching breakthroughs can start happening.

Form a Deep Bond Quickly

When you communicate with your clients through journaling, the high frequency of contact paves the way for a trusting relationship. Clients come to appreciate and look forward to your comments on their journals. You become a mentor in their daily lives, and someone with which they can connect deeply.

Proof Your Value

Clients who journal can reference their strides to success in past journal entries. When you respond to journal entries with feedback and questions, a conversational thread of development is recorded. Journaling with your clients solidifies the impact of your coaching.

Davida Ander is the Communications Coordinator at Frame of Mind Coaching, the parent company of JournalEngine software. Davida has written for various publications including the Worldwide Coaching Magazine, National Post, the Ryerson Review of Journalism and Outdoor Fitness Magazine. Coaches who are thinking about incorporating journaling into their coaching business can sign up for a complimentary 14-day JournalEngine trial at www.journalengine.com. Davida can be reached at davida@frameofmindcoaching.com.
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A Perfect Addition to Your Coaching Tool-Kit

“E.Q. Librium: Unleash the Power of Your Emotional Intelligence; A Proven Path to Career Success” and the USA Best Book award winning companion activity book, “Getting to E.Q. Librium” are perfect additions to your coaching tool-kit. Together, the books can be used to help leaders and employees to identify emotional patterns and become aware of unconscious signals being communicated. The books provide practical strategies for reframing situations and navigating emotions, leading to improved leadership, and other important soft skills.

Author Yvette Bethel is a Fulbright scholar, EQ practitioner, change consultant and trainer. According to Bethel, “Emotional intelligence is a foundation for individual success and organizational success. Studies have shown that improving emotional intelligence of individuals can improve the organizational climate and overall performance.”

A Perfect Addition to Your Coaching Tool-Kit

“Author Yvette Bethel demonstrates a wide spectrum of detailed knowledge and research on the fascinating subject of Emotional Intelligence. Of the many books I have read on this topic, Ms. Bethel’s book stands out. She backs up her expertise with assorted references, quotations, true story examples, personal experiences, and a comprehensive bibliography. She definitely has a grasp of her subject matter and empowers her readers with the same. Ms. Bethel arms you with knowledge and skills to handle life in the workplace and at home.”

Atlanta Success Coach

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ETHICAL LEADERSHIP - Because it’s everyone’s business
Many of us know the extensive health benefits of meditation, including neuroplasticity—the brain's ability to change structurally and functionally [for the better]. But, is there a way to reap the extensive health rewards of meditation without having to sit down and meditate for an extended period of time? Can we get the vast health advantages of meditation by integrating meditative practices or principles into our common daily activities?

Yes, yes, we can! Living and being in a perpetual Zen state, and getting the awesome health benefits of meditation can be incredibly practical and easy to do.

In Case you are Unaware of the Astonishing Health Benefits of Meditation, Here is a Brief Rundown

A study published in the journal of Social Cognitive and Affective Neuroscience reported that meditation reduces anxiety ratings by as much as 39 percent. When we experience a scary or upsetting sensation, it triggers a strong reaction in our medial prefrontal cortex, making us feel scared and under attack. Our Blood pressure also typically elevates, heartbeat speeds up, and stress hormones called glucocorticoids flood the bloodstream. Meditating weakens this neural connection, so we don't react as strongly and are able to recognize and manage unhelpful habitual thoughts and behaviours, and prevent a relapse.

Researchers from the University of California, Los Angeles, found that mindfulness meditation was more effective than drug treatment in preventing relapse in patients with recurrent depression. People suffering from depression that were trained in mindfulness meditation were typically able to better manage their moods and avoid negative thoughts, leading to improved quality of life and reduced medication use.

Meditation enables the release of good chemicals such as endorphins and dopamine, which enhance positive moods and creativity. Meditation has also been associated with the development of our emotional intelligence—ability to understand and manage emotions, as well as gaining a greater sense of compassion for oneself and others. Pro-longed meditation of 5 years has been linked to larger hippocampal and frontal volumes of gray matter resulting in longer-lasting emotional stability.

3. Pain Management
Meditation significantly reduces brain activity in the primary somatosensory cortex, an area that is crucially involved in creating the feeling of where and how intense a painful stimulus is. FadelZeidan, Ph.D., lead author of a study published in the Journal of Neuroscience, noted "that only a little over an hour of meditation training can dramatically reduce both the experience of pain and pain-related brain activation." According to Dr. Zeidan, meditation produces real effects in the brain, and can provide an effective way for people to reduce their pain without medications.

4. Increase of Cognitive Functioning
Meditation has resulted in an increase of gray matter and thicker than average cerebral cortices—vital for memory, awareness, concentration, thought and language. Long-term meditators also have stronger connections between brain regions and show less age-related brain atrophy. Eileen Luders, an assistant professor at the UCLA Laboratory of Neuro Imaging, and colleagues have also found a correlation between years of meditation with a higher amount of gyrification in the brain—"folding" of the cortex, which may allow faster processing of information.

5. Depression Management
A key feature of depression is excessively dwelling on sad thoughts. In a pilot study in 2008, Willem Kuyken, head of the Mood Disorders Centre at Exeter University, showed that mindfulness meditation was more effective than drug treatment in preventing relapse in patients with recurrent depression. People suffering from depression that were trained in mindfulness meditation were typically able to better recognise and manage unhelpful habitual thoughts and behaviours, and prevent a relapse.

Researchers from the University of California, Los Angeles, found that mindfulness meditation also helped to decrease feelings of loneliness among the elderly. Another study also suggested that mindfulness yoga is beneficial to pregnant women, who are at greater risk for depression.

6. High Blood Pressure
In 2008, Dr. Randy Zusman, a doctor at the Massachusetts General Hospital, asked patients suffering from high blood pressure to try a meditation-based relaxation program for three months. These were patients whose blood pressure had not been controlled with medication. After meditating regularly for three months, 40 of the 60 patients showed significant drops in blood pressure levels and were able to reduce some of their medication.

7. Cell Regeneration, Live Longer
Research done by the University of California, Davis, Shamatha Project demonstrated that participants who engaged in a three month intensive meditation retreat significantly developed higher telomerase—an enzyme that helps build telomeres. Telomeres are protective DNA sequences at the ends of chromosomes that ensure genomic activity during cellular replication. Longer telomeres means you are likely to live longer.

Get The Amazing Health Benefits of Meditation, I Did!

In May of 2005, I fell from a cliff while hiking which resulted in: a skull fracture, brain haemorrhage, two lumbar vertebrae fractures, shattered coccyx, left leg fractured in three places, and right leg all bones knee down shattered and came out of my heel. I later got severe osteomyelitis in my right foot and was told that it was unlikely I would walk again. I used various meditation techniques to facilitate my impeccable recovery. After being in a wheelchair for almost a year, I walked with a normal gait in less than two weeks. As an attorney (now full-time coach) with a heavy workload, however, I had to be creative in incorporating meditation into my daily life to ensure that I would not be in any pain, or have other adverse side effects. Like Dr. Robert Youman, George Mason University professor, I knew that if I incorporated principles of meditation, particularly mindfulness meditation into my daily life, I would be able to get the amazing health benefits from meditation. And I did.

10 Practical Meditation-Oriented Activities

1. Stationary Cardio
Aside from the endorphins and a protein called BDNF (Brain Derived Neurotrophic Factor, a protective and reparative element to our memory neurons) we release with only 20 minutes of exercise, stationary cardio is a great way to integrate meditation into our daily life. We can listen to a recorded guided meditation, practice focused visualisation, or repeat a mantra. Studies suggest that the cognitive rewards gained from mindfulness meditation can be achieved with only 20 minutes a day.

2. Washing Dishes
While you are washing your dishes, turn your attention and focus on your breathing patterns or simply focus on the dish you are washing. If thoughts or sensations about your day arise, passively observe them for a while, and then redirect your focus to your breath or the dish you are washing.

3. Mindful Walking
While you are walking, turn your attention to your feet. What impressions or feelings arise every time your feet touch the ground?

4. Mindful Eating
Take notice of everything that takes place as you are eating—the texture, flavour, smell, sound, taste, and whether you are enjoying each bite.

5. Mindful Observation
Pick a location where you can practice observing everything with the candid gaze of a child, free of judgment or analysis.

6. Gentle Stretching
Wake up in the morning and engage in at least 5 minutes of gentle stretching. Scan your body as you are stretching. Have every movement be complimented with a rotating inhale and exhale.

7. Folding Clothes
Take a few seconds to feel the fabric of your clothes and passively observe what, if anything, the touch of the fabric triggers.

8. Doodle
Have something on your mind? Express it by allowing yourself to passively doodle it away for a few minutes.

9. Showers
While you are in the shower, turn your attention to how the water feels streaming down your body, the smell of the shampoo and soap, as well as the sensations of washing your hair and body. Then, take notice of how you feel after you get out of the shower.

10. Object Watching
Take 2-5 minutes to watch an object and focus on your breathing.

Remember, a few minutes here and there throughout the day adds up, allowing you to gain the amazing health benefits of meditation in a very practical and easy way.
Looking at the theory of thoughts in relation to physicality and the mind are interchangeable and therefore anything that contains mass and energy, entities and were the major belief system until Einstein proved the science of the power of mind over matter.

We now know that the body and mind are interchangeable and therefore alternations in thinking effect our biology, we also know that the environment we put ourselves in directly affects our chemical composition. In the Neuroenergetic Kinesiology Triangle of health there are three dimensions that make up our being. These are the psychology aspects, energetic structures and anatomy and physiology. This theory states if one dimension is unbalanced it has an effect on the other two and if one then works on one side we are directly affecting the others.

In Coaching Kinesiology the psychological aspect of the being is represented by thoughts and emotions and worked on using coaching techniques. The anatomy and physiological component is based on addressing how stress related to the issue is affecting the body and its functioning. Finally the third element the energetic component, is addressed by the Coaching Kinesiologist through balancing the Chinese meridians and Indian Prahnic pathways known as Chakras and Nadis.

During a coaching kinesiology session the client both sits in the chair then assumes a prone position and emotion of the situation to be in the space and atmosphere is very important and the session is generally carried out in a quiet location with perhaps some relaxation music whilst the balance takes place. Atmosphere is very important and the session is generally carried out in a quiet location with perhaps some relaxation music and oils burning.

Although the actual process may vary between coaches the primary method of communicating with the body through “Muscle Testing” will remain the same. When the brain in communicating with the muscles, the motor neurons pathways work productively and our muscles react correctly to a given stimulus, but when stress is evident in the neural pathways our muscles give a weakened response. Due to this we are able to use the muscle to ask the body the location of any stress and the way it is held with a correct response. These differences in muscle response enable us to locate dysfunction in the body or any mental stress that may result in a suboptimal condition. Dr. David Hawkins an American psychiatrist and spiritual author Hawkins take teaches that any true/false statement can be tested with kinesiology and that there is a universal consciousness which knows the answer to all questions. Because we are connected to this higher consciousness when you hear an authentic statement your arm stays strong.

Coaching allows for breaking patterns, creating new neural pathways in the brain as new belief patterns are created. Coaching also allows the client’s story to be heard and also have the client have awareness for the proceeding kinesiology balance. For example you can be working to change a long held negative belief and the five neural processes in the brain concerned with fear, caring, panic, rage and seeking. It is useful to test this system and release any stress that may be held for the client here. Often releasing stress can peel another layer back for a client and then coaching once again can be used to further investigate the client’s issue.

Coaching and kinesiology hold many similarities and complement each other. Kinesiology like coaching has the client interpreting the information presented by the practitioner, for example if there is an imbalance in the throat chakra related to communication the practitioner informs the client who then makes sense of this. Kinesiology is strongly related to the intentional process, the intent is to manage an issue and release any stress around that issue. The process also encourages the client to take control and be responsible for any work that may be required after or between sessions. As with coaching, kinesiology allows the client to take the practitioner only as far as they feel safe. The kinesiologist can hold the client in a particular conversation having awareness of stress and then release stress when client not prepared to continue any further.

Generally the coaching kinesiology process is a three part session. The first part of the session is about identifying the issue, gaining some background and investigating the context of the situation. This can be conducted either through coaching alone or with the use of muscle testing in accompaniment to check for any stress along the way. Having the client communicate their story out loud allows the energy and emotion of the situation to be in the space and the client’s presence. Following this the practitioner will scan the body using muscle testing to see where the client is holding stress, this can include holding stress in our emotions, thoughts, spiritual being, soul
Desperately seeking...  
the starter motor for good health.  
Could it be wellness coaching?  
Pamela Caravas (Greece)

Abstract

The article aims at making two main points. Firstly, to introduce wellness coaching after establishing the limitations of life coaching as regards wellness goals, therefore, suggesting additional training in wellness terms for those who wish to work in the particular field as coaches. The analysis of the current societal manifestation of an unhealthy lifestyle also pronounces the emergence of wellness coaching as the nudge sought for by scientists looking for a suppliant to the expert approach and the mere reference of evidence-based knowledge in order to create a permanent healthy lifestyle shift.

This article is intended for coaches seeking to deliver more specific value to their clients aiming at making a healthy lifestyle shift and suggesting that specialty training in wellness coaching for professional nutritionists, fitness trainers and sports coaches may accelerate the wellness process and success rate of their clients.

Desperately seeking... the starter motor for good health. Could it be wellness coaching?

"We know that working out is good for the body. But now research says it also makes us smarter and may help fight breast cancer and Alzheimer’s". This being the title of the feature article on the cover of a reputable weekly magazine. An additional detail making the feature article ever more attractive is the caption right under the cover title (Exercise and the Brain): “with Harvard Medical School” – who can doubt the credibility of the findings when such a prestigious university is involved? All well and within the sphere of common understanding and acceptance levels of an average human interested in his physical fitness up to this point. But it was the final paragraph that persuaded me that our profession as coaches may be a surprise gift to all those who wish to make healthy changes in their lives. It is promising being the maintenance of a healthy weight and exercising for life.

The plethora of humans who have wilfully decided that they are one of those with the “I don’t feel much like-exercising genes” practically attempts to nullify the positive effects of exercising making Michael Craig Miller, M.D., to conclude “…let’s hope that scientists will soon find that gentle nudge – new information, a form of psychotherapy or a medication-, that will help you feel like [exercising] and keep you moving!” (Miller, 2007). And so began my search for that starter motor, in essence searching amidst the mind games played ever so often in the human brain that prevents one from reaching his own optimal performance, his personal best, in all aspects, professional and personal.

As Timothy Gallwey brilliantly analyses in his Inner Game theory (1975), humans do need to work with Self 1 and Self 2, to silence interference (Self 1) and achieve their best performance (Self 2). Being a firm believer of the ancient Greek adage “a sound mind in a sound body” and applying Gallwey’s approach to this, I could not help but wonder: does there not exist an extra “nudge” that can silence interference and assist individuals in persevering not only on the sports field, where coaching evidently started, nor just in the professional and life arenas, where it has successfully been applied for the past decades, but also as regards their good health as specified in the aforementioned article? The majority of researchers in health and medical publications seem to wonder pretty much the same: since humans are sabotaging themselves by making unhealthy lifestyle choices and their conclusions point down to lack of motivation, this being the elementary root of all well-being gloom, why does knowledge not seem to be enough?

It seems as if the wealth of wellness related information has become an obstacle in itself, thus preventing people from taking control of their health and from making even the simplest health investments (Arloski, 2009; Miller, 2007; Moore & Tschannen-Moran, 2010). In the mid 1970s, it became obvious that limiting the length and quality of life was one’s own choice (Arloski, 2009). The power of destructive habits also has a say in the emergence of this paradox. The seeming difficulty of breaking a habit has been leading humans for eons to resort to quick fixes which ultimately lower their self-efficacy (Bandura, 1997; Outshoog, 2012).

The attention paid until recently on how to get the individual from the negative to the zero point was supported by the traditional models in psychology, but was not sufficient to successfully urge him to enter the positive (Linley & Harrington, 2008). As soon as the shift from wealth to well-being started to appear as the desired goal in an attempt to promote human progress, coaching psychology in addition to positive psychology emerged (Linley & Harrington, 2008), to save not just the day, but the entire humanity. In its inclusive definition, coaching psychology came into being to enhance well-being and performance in personal life and the professional arena (Palmer & Whybrow, 2005) - where I stand a little longer is the direct connection of well-being to wellness. Personal life goals are part of the larger well-being sphere within which coaches are called to facilitate optimal functioning, both of which include wellness issues, and performance. Taking into consideration the perspective of positive psychology which supports that “the study of health, fulfilment and well-being is as meritorious as the study of illness, dysfunction and distress” (Linley & Harrington, 2008:45) and goes on to encompass the study of human strengths and virtues as central to the psychology of the human condition (Linley & Harrington, 2008), I could not help but wonder, once again: wellness goals seem to be a twist within the broader spectrum of life goals, but perhaps they need handling in a more specialised manner?

Well-being revisited  
The healthy lifestyle mentioned above has been defined as the attention given to specific dimensions which include self-responsibility, nutritional awareness, stress management, physical fitness and environmental sensitivity (Andell, 1981), while for Hettler (1976) wellness encompasses the occupational, physical, spiritual, intellectual, social and emotional dimensions to which the National Wellness Institute (USA) added four more, namely those of sexuality, self-care, safety and the environment. Jack Travis developed his own Twelve Dimensional Model of wellness (2004), while prior to this he had presented in 1988 the O’chevy Model of Health and Disease (O’chevy, 1988) which allows us to see with obscuere clarity the pertinence of coaching to wellness (every apparent state requiring and higher self planes of consciousness. As stress is then released using tuning forks, acupressure, or affirmations the client progresses into a deeper relaxation state. From experience this space allows the brain to switch off and the client can experience insights pertinent to the coaching session. As their energy is shifting during the session the client often has a deepened awareness of what they need to do. People have described this state as similar to meditation or a light hypnotic state, although the practitioner has not used any hypnosis training or suggestion on the client. At the conclusion of the balance the client generally feels relaxed and homework is set for the intervening time before the next session.
change according to the client, needs in most cases to be addressed at below “sea level” as is depicted in the Iceberg Model- the apparent state being merely the tip). The top-six health behaviours- regular exercise, healthful fat intake, at least five servings of fruit and vegetables daily, limited drinking, non-smoking and maintaining a healthy weight – are followed serenely by only one in twenty adults (Berrigan, 2003). My experience from operating for more than a decade in an environment promoting primarily physical fitness and, by extension, wellness has led me to conclude that the issues most clients requested coaching for were extremely specific and manifested themselves as lack of willpower and discipline, which in turn were experienced as failure. These issues included health levels, workplace wellness, negative lifestyle habits, emotional fitness, social relations, nutrition, stress, physical fitness, and sleep.

More specifically, when dealing with each of these I occasionally encountered the following sub-topics. (Table 1)

<table>
<thead>
<tr>
<th>Health levels</th>
<th>Workplace wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>making and keeping appointments with doctors, harmedness, knowledge of physical assets (body &amp; mental), going through treatment, cholesterol levels, thyroid issues</td>
<td>relations with co-workers, subordinates, managers, within and outside work environment, communication, work-life balance</td>
</tr>
<tr>
<td>Negative Lifestyle habits</td>
<td>Emotional fitness</td>
</tr>
<tr>
<td>moodiness, anxiety, fear, addiction, anger, paranoia, depression, work-life balance, nurturing, alcohol dependence</td>
<td>mindfulness, anxiety, stress, self-determination, self-motivation, emotional intelligence, self-esteem, self-efficacy, positive psychology, relaxation</td>
</tr>
<tr>
<td>Social relations</td>
<td>Nutrition</td>
</tr>
<tr>
<td>family, friends, acquaintances outside work, communication</td>
<td>weight loss, weight control, unhealthy eating habits related to health issues not weight control</td>
</tr>
<tr>
<td>Stress</td>
<td>Physical fitness</td>
</tr>
<tr>
<td>solution oriented behaviour, goal oriented behaviour, chaotic thinking, repugnant reactions, self-efficacy, resilience</td>
<td>fitness goals, sports goals, gym memberships, sports club memberships, home workouts, accountability</td>
</tr>
<tr>
<td>Sleep</td>
<td>disadvantage sleep patterns</td>
</tr>
</tbody>
</table>

Wellness coaching – a definition

Nutritionists, personal trainers and sports coaches primarily use the expert approach. The evidence-based facts and figures illuminating a rather unhealthy society point to the need for the adoption of the coach approach by these experts. Wellness coaching is more focused on the athlete’s or client’s mental makeup and develops appropriate strategies aimed at helping the individual’s mental approach to performance (as defined by Galloway in the Inner Game). In addition to the principles of coaching psychology and positive psychology, it also draws upon those of sports psychology, as well, since the latter – since

wellness, as can be concluded from Table 1, is more specific and requires special training.

Conclusion

Specialty training and coach practice may soon prove to be fundamental in the wellness field as the negative lifestyle choices ostensibly made after reasonable thinking are not so much at all products of such thinking. Instead, they are impacted by hard to discern urges. Therefore, the urges related to wellness issues can be grouped into one form of training that will facilitate the coach approach used by a professional to address those concerns expressed by the client. Needless to say, the wellness coach must himself be a beacon of wellness, looking the part, engaging in sports activities or exercise regimens and understanding the thresholds of pain and resilience a person may have when seeking to lose weight or eliminate mild problem drinking, for instance.

Coaching offers a new perspective to the “soul mind in a sound body” adage, but with limitations as regards general life coaching practices since wellness is a distinct field altogether. Individuals who wish to offer their services as wellness coaches, should undergo training relevant to the wellness genre in addition to formal coaching training. And while an expert can be directive, authoritative or even harsh, a coach can connect with the client and base the behaviour change on each individual’s mental makeup, thus becoming the “nudge” scientists are so desperately seeking in order to help create a healthy society that desires its own well-being. Striking a balance between the current rage expert knowledge intake and a permanent shift may well be the role of wellness coaching – that gentle nudge. And recalling the words of Abraham Lincoln:

“There’s nothing stronger than gentleness.”

References


Pamela Canavan is an experienced coach focused on life and wellness skills in personal and professional settings and is currently preparing for the EMCC Senior Practitioner Level accreditation. She is based in Athens, Greece and works with clients all over Europe and Australia. She holds a postgraduate degree from Aston University and has significant experience as a qualified English language teacher. She is the author of a college level accredited textbook and has won the European Quality Award (EQA) conferred by the European Mentoring & Coaching Council (EMCC) at Practitioner level. She can be contacted at pamela@coachingevolution.org.
Nutrition for Life and Health coaches  
Neli Petkova, DipNMC, (Germany)

Health is something, which we take for granted, unless we have lost it. The same applies to our clients; they very often raise questions about health, when problems have already appeared. Nowadays, health and disease prevention are topics of great interest and this is the reason why health coaching is gaining in popularity.

Nutrition is one very important aspect of health, in addition to sport and physical activities, positive mindset, and other healthy choices. Nutrients ease our bodies to function in the best possible way, bringing molecules for all the biochemical reactions and processes, which happen normally there every day. On the other hand, molecules, which enter inappropriately our body during nutrition, can stop the healthy reactions or trigger other biochemical reactions, which can cause diseases in the future. Therefore, getting the right nutrients and balanced nutrition will help our body to function at full capacity and this will enable us to keep away from diseases.

How to recognise malnutrition for micro and macronutrients? At the very first stage it is really hard to find, and even the blood test cannot be always a good indicator. Nutrients can be measured at a normal level in the blood flow, but not enough to the sites of the body, where they are much necessary. Increased lack will cause that cells and tissues become depleted of nutrients, and the metabolism at this rate in this case slows down. The deficiency syndrome is still not recognized as a disease, but it can be felt as fatigue, loss of memory, and slowed processes in the body. These processes can start damaging cells and tissues. The next stages can cause functional and pathological disorders, the second of which are irreversible. It is essential that we go to the doctor during these two stages because the conditions will need to be treated.

Most common problems, related to nutrition

1. Weak immune system

Immune system is a complex group of cells and processes, which fight against infectious microorganisms in the environment. Weak immune system can be recognised easily, when somebody gets sick often and easily, just by having a contact with viruses or bacteria. The immune system, especially cells called T-lymphocytes, fight against cancer cells, which could randomly appear on different places in the body/parts of the body.

Immune system generates oxidative molecules (ROS or free radicals) as one of its ways to fight microorganisms, which is the reason why eating citruses can ease the immune response and protect the body against these molecules, which the body has produced. Moreover, the white blood cells store vitamin C.

Without the right nutrients and balanced nutrition, the immune system lacks the required components, which are used to generate an effective immune response.

Foods which are important for the immune system are proteins (for the production of antibodies), micronutrients as vitamin A, beta-carotene, folic acid, vitamin B6, vitamin B12, vitamin C, vitamin E, riboflavin, iron, zinc, selenium, dietary lipids like omega 3 and omega 6, and antioxidants.

2. Allergies and autoimmune diseases

It is known that immune system protects our organisms, but when it recognizes food or other external molecules and allergens and when it reacts too strong against them, it is a disease. Nowadays
many allergies are known and more and more people suffer from them. Autoimmune diseases are other malfunction of the immune system, in which the system fights against the body.

The best way of fighting allergies and autoimmune disease on the long run is to build up a strong and balanced immune system.

Depression

Our brain is a network of neurons, which conduct physically our thought, feelings, and our memory. The signals between these cells are made through neurotransmitters, which are built by amino acids. On the other hand, in the metabolic reactions, which occur to secrete neurotransmitters, vitamin B participates in the enzyme activation. It comes as no surprise that vitamin B deficiency has been recently discovered to be a reason for depression, as serotonin synthesis needs this group of vitamins to happen. Serotonin is a neurotransmitter of the good mood.

Different foods are also important for the brain to function well. For example, omega 3 and omega 6 are vital lipids in the structure of the neuronal tissue. Omega 3 fatty acids are EPA and DHA and the richest dietary source is fish. Other important nutrient for the brain is choline, which is transformed into phosphatidylcholine in the body. Very important sources are lecithin and DMAE. Lecithin can be found in animal products such as eggs, milk, and meat, as well as in soy and soy products. DMAE is produced by the body but it can also be found naturally in fishes such as salmon, anchovies, and sardines.

What to consider

Something that is very important in health coaching is to have an integrative approach and to overview all aspects, connected to health. In order to balance between all the factors, the wheel of life can be used in the following topics: immunity, digestion, sleep, energy, physical activities, mental activities, weight, stress, sleep, and nutrition.

Foods, which promote growth of good bacteria, are prebiotics. These are oligosaccharides residues from digested dietary fibres, for example, saccharides, inulins, and others. Selecting digestive dietary fibres in the diets therefore, is important for the microflora growth.

3. Digestive problems

Very often, digestion gets wrong, when there are personal or nutritional problems. When any digestion problem occurs, the demand of nutrients is higher, as the nutrients intake in the digestive track is lower.

Maintaining a healthy gastrointestinal barrier is essential for the optimal immune function. There is also evidence that allergies can arise when the gastrointestinal epithelial layer is destroyed and food enters the layers beneath the epithelial cells freely.

The bacteria, which reside into our intestine are something individual and differ from person to person. The bacterial strains, which live there, survive preferably on the food we eat. In other words, our food choices selectively help some bacteria to live better. If the good strains survive and feel well, the body can enjoy being healthy. They help digestion and absorption and they also produce vitamins, primarily the vitamins K, B12, and folic acid. Bad strains, however, can cause many inconveniences and diseases. Bad strains have been associated with obesity and autoimmunity diseases.

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Coaching: My Style
By Ashutosh Tewari (India)

Is Style Important?

Coaching is the medium through which the coach ‘self – actualises’ his/her client into forward movement towards their agenda. Just as each client is unique and special, so is the coaching style. A coach may have a unique style or he may have a repertoire of styles. Style assumes importance because it facilitates the establishment of ‘rapport’ between the coach and the coachee as also helps the coach to make smoother and quicker progress. A coaching style which passes muster with the coachee is more likely to proceed well in forward direction. Therefore, coaching style assumes significance.

My Style: Designed on the Eastern Philosophy

As a coach I have designed my style around a central theme of initially addressing the mind and the heart of the individual. At this level in the ‘heart matrix’ of the individual. At this level all limiting and capability beliefs of an individual are elucidated as under

The level of the Mind (logic). At this level the client is full of confusion and needs clarity. This is achieved by a series of question answers which help the client to find some clarity. A well structured questionnaire is most important to allow the client to wade through a maze of confusion.

The level of the Heart (beliefs). Once the client has a fair degree of clarity at the level of the mind (logic), I take him further into the realm of the heart where most of the emotions reside. I believe that the heart matrix is the store house of all negative and positive feelings, vis pleasure-pain, good-bad, joy-sadness etc. all limiting and capability beliefs of an individual reside in the ‘heart matrix’ of the individual. At this level, I allow the client to come face to face with himself as if seeing himself in a mirror. My endeavour is to allow the client to take off his ‘mask’ and face up with his limiting beliefs, which prevent forward progress. Having dropped his mask(s), the client is better prepared to be the gardener of his life, wherein, he weeds out the limiting beliefs and sows the seeds of confidence and abilities.

The level of the Self/Being (Isness). Post the first two stages of confusion and limiting self belief, I help the client to transcend to his true nature. It is like realising one’s true potential. Once, the mask is off and the limiting belief is dropped all that is required for forward moment is a self actuating mechanism which I call the ‘critical mass’. A client reaches critical mass when he lives in the light of his true capability and potential and not under the shadow of doubts. It is a stage where external inputs do not deter the client from taking action. It is the stage of action without motive. The client simply takes the step; not the least being concerned about its outcome. He now focuses on the journey and not the result. Now, the client is ready to walk alone.

The essence of Eastern Philosophy and Vedanta is ISNESS and UNITY. The moment the client is clear that emotions, setbacks and failures etc. are temporary reflections of the mind and have nothing to do with his true identity of infinite potential, the critical mass is reached and the individual becomes free for the first time to walk in his own light. This process takes the client from confusion to clarity, then to self belief and then finally to the stage of living in the light of your true potential (Isness).

My Tools

The Eastern Philosophy is full of scriptures which provide deep insight into the inner world of unity and isness. Stories, parables and techniques from Zen, Tao and Vedanta literature provide the necessary tools to make the structure and framework which is tailor made for a client. My tools help the client move from the outer to the inner and from the inner to his very being which is existence, absolute and bliss.

Conclusion

This three tiered approach to move from the mind to the heart and finally to the self has helped many to understand their true potential. It’s like teaching a person to catch fish. I believe that till the client reaches his critical mass he will need a coach again and again. My style reduces the dependence on coaches and enables the client to eventually become his own coach permanently.

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The Mindful Meditation Revolution – Reducing Stress Across the World!
By Paula Pluck (United Kingdom)

In today’s society the notion of sitting still is becoming almost impossible to achieve. I think this is a main contributor to the mindfulness meditation revolution underway. Let’s not pretend that however successfully we do it juggling family, relationships, career and the ordinary pressures of life is easy. It isn’t. From business leaders to soldiers on the front line, these days coaches and therapists will be advocating mindfulness meditation to manage stress.

There is always something to do or somewhere to go and that’s before we tweet, blog or receive emails on our Smartphone’s. You can see why the intensity of change can become overwhelming. Our brain never gets chance to pause and with so many thoughts racing around our head, it is easy to see why the result is often stress.

So how can we manage that stress? Here’s where mindfulness meditations can help you and your clients, and I hasten to add there’s no chanting, no sitting crossed legged and no need for a particular religious orientation. It is simply about becoming aware of what’s within and around us, here and now. In fact mindfulness is now commonly used to treat stress, anxiety, pain, insomnia, fatigue and depression and is recommended by NICE (National Institute for Health and Clinical Excellence).

How can mindfulness meditation help us?

It helps us kick the habit of negative thinking and stop ruminating over what has happened or what might happen. This gives us the headspace to be clear about, and take responsibility for our own thoughts and emotional reactions. With awareness we can embody the Americanism PMA! (positive mental attitude.)

We all get stressed. You know the scenario, “I am stressed because he/she did/said this/that.” “I am angry because I lost my job.” Or “I am in pain because a friend or lover betrayed me.” There is no denying that each of these situations will cause pain. Life can be tough and some of the conditions we are called to face will result in stress. Stress is a major form of suffering and we often make it worse, perpetuating our worries and woes by constantly thinking about them. In the training world we describe stress, anger, resentment or jealousy as the poison we feed ourselves to get back at one another!

With mindfulness or self-examination we step off the auto-pilot and get to see that this type of thinking does not make sense, as we only end up hurt or in pain ourselves. Mindfulness develops self-compassion and actually works because you become an observer of your thoughts and emotions allowing yourself to become informed and able to choose how to express yourself. By repeatedly ‘checking in’ on your thoughts and feelings, you begin to reprogram the brain and lay down new neuro-pathways to support happiness and well-being.

So mindfulness and meditation are effective ways of re-wiring your brain and this is done in the spirit of non-judgemental awareness or unconditional love. That is to say, when we are being mindful we are aware of our life without judging it. For example awareness of a particular emotion does not lead to condemning it as either good or bad, it just is what it is and we have awareness that this too shall pass.
How can it help in the business world?
The benefits of mindfulness training personally and professionally through:
- Increased emotional intelligence leading to more empathy in your work environment.
- Enhanced self-awareness and awareness of the needs of others.
- Greater resilience and ability to respond to life’s challenges.
- Decreased stress and anxiety, fostering great relationships.
- Clear and creative thinking, helping grow the business focus.
- Greater listening skills and the ability to communicate more clearly.

Mindfulness will help you have a clear identity for your business and build an inspiring vision, where relationships are authentic and you and your people are creating great performance in all areas. This can only be good news for you and your customers. It’s all in the wiring!

We have all been conditioned through our lives, experiences, training our brain with mindfulness helps us become aware of that conditioning. This story illustrates the point beautifully:

As a young man was passing some elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It was obvious that the elephants could, at any time, break away. They believe the rope can still hold them, so they never try to break free.

The young man was amazed. These 4.5 tonne elephants could at any time break free from their bonds but because they were conditioned to believe they couldn’t, they were stuck right where they were. Source unknown

Like the elephants, how many of us go through life conditioned to believe we cannot break the chains that bind us. As the observer, we see that ‘thoughts are not facts’. We are said to process around 70,000 thoughts a day, so no wonder the mind feels so busy. In the words of Mathew Johnson the ‘the brain never shuts up!’

All too often we are riding the primeval stress response, state of high alert, where the brain fixes on the immediate problem rather than thinking clearly. Cortisol produced by stress also reduces the levels of serotonin and dopamine in the body (probably the most important two neurotransmitters for maintaining a good mood). In short, stressing lowers the mood and makes you feel more vulnerable. So it’s easy to conclude what we think about really does matter.

You can only believe in benefits of mindful meditation through direct experience, so do not just take my word for it – give it a try! This 7/11 breathing, through focus and attention, helps us find the centre of calm within.

Breathe in to the count of 7 and then out to the count of 11. Repeat about 6 times. It couldn’t be easier! After a while just sitting and being with your breath you filter out any chattering going on inside your head and can become immersed in the simple act of observation. Breathing in I am aware, breathing out I am calm.

So whatever the unrest, be it financial, an argument or even a traffic jam you can choose to breathe a little more consciously and find the centre calm within. We experience our world through the mind, so it makes sense to spend a little time training it: It is hard to believe that the mindfulness meditation revolution has taken so long to arrive!

In short, mindfulness meditation is an invitation to wake up and shape up our lives …

“We are what we think; all that we are arises with our thoughts. With our thoughts we make our world” - Buddha

Style builds self-confidence
1 step, 1 rule and 1 exercise on building self-confidence with Style
By Irina Toma (Romania)

Why not start with Coco Chanel saying: “Fashion fades, while style is eternal”?

With these words began my journey towards Personal Style and Image Coaching. As time went by I have met many people seeking to act and do things according to their personal style: more and more people who start refusing their status of just being a part of the “system” (no matter what that area was); who want to make their voice heard and who struggle to get out of the herd. I was one of them and I have realised it was no coincidence in meeting them.

That is why I was so motivated by this matter and that’s why I wanted to make this contribution in this field.

It all starts with realising that style is born from our self-awareness. “I” is in the centre of our own universe. We mark everything around us (home, relationships, professions, body, wardrobe, spirituality, creativity) with our personal style stamp. When it comes to style and confidence, we need to learn how to perfectly tone with one another.

Confidence has nothing to do with aesthetics, while it depends entirely on attitude. Inspiration represents a personal experience linked to our personality and interior universe and is fed by our fantasy and our will of becoming SOMEONE.

The way we dress represents a visit card that you offer to the whole world, especially nowadays, when human contacts happen so quickly; “Fashion represents an instantaneous language”- Miuccia Prada. Even though this is true, it is more important to be aware of the fact that fashion can be bought, while style is a gift we receive when we’re born.

Style is personal… there is no room for fashion trends or seasons. Style comes from within and we need to discover our soul and learn how to trust ourselves, before presenting our image to the outside world.

1 Step
So… the first step to take in order to outline our style is to envision our self-esteem and self-confidence.

1 Rule
Usually, I don’t like or follow many rules, but one of
those I love is this: Always wear what truly represents you!

Style offers countless opportunities, opens doors locked, until then, and gives you the chance to bring one part of your personality into the light, in a unique way.

Some of our core values can be in contradiction, likewise the apparel elements can be totally antagonist. Although we might think that things that are so different, under no circumstance can be “matched”, style represents exactly these imperfect symbiosis and unusual juxtapositions. So, “Don’t be afraid!” Mix and match, take a look in the mirror, and if you feel great, than you don’t have to worry about anything.

You should never complain that your skirt is too short, your dress is too tight, or your heels to high. You should know your shape, what suites you and what matches your lifestyle. If you don’t feel comfortable in a large sweater, skin-tight jeans, and killer heels, go home and change!

One important difference between this exercise and the Wheel of Life is the following: while the last one is as a point of departure in the coaching journey, the Wheel of Style would be analysed after the client has discovered his/her personal style.

Instead of conclusion, I would like to share with you a quotation on style that I love:

“Feminine refinement is the belief in your own strength. It is almost impossible to create and follow your own path, if you don’t believe in yourself. You need to have faith not only in your style, but also in your beliefs; to have an indescribable gift that someone can recognise instantly…”

– D. Versace.
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Effective skills to deliver health & wellbeing strategies within a workshop 14th/15th March
Interlinking Psychological Principles & Core Coaching skills to delivery h & w programs 25th/26th April
Assertive Communication skills 16th/17th May
Barriers inhibiting maintaining behavioural change 30/31st May
Mindfulness based cognitive coaching 13th/14th June & 21st/22nd November
Primary certificate in relaxation skills 23rd/24th May
Using imagery to enhance h & w 4th/5th July
Setting up in practice as a H & W Coach 18/19th July

Get the most out of supervision 27/28th June & 7/8th November
Power of the mind to strengthen self-belief and activate desired health goals 1/2nd August
Developing emotional resilience 29th/30th August
Role ‘human’ senses (smell, taste, touch, hear, feel) play in activating h & w 26/27th September
Mind & Body resilience – assisting recovery from illness, injury & coping with disease 10th/11th October

Motivational & resilience tools to promote physical activity 24th/25th October
Motivational & resilience tools to ‘Choose’ & maintain balanced eating 14th/15th November
Motivational & resilience tools to stop smoking and stay stopped 5/6th December
Motivational & resilience tools to reduce or cease alcohol misuse 12/13th December
Fertility coaching – fertility body/fertile mind 7/8th Feb
Trwa Kongres Mentoring i Coaching w Warszawie

By Anna Niedziela-Strobel (Poland)

16 września 2013 r. w Warszawie rozpoczął się trzydniowy Kongres Mentoring i Coaching. Do 18 września menedżerowie personalni, mentorzy i coachowie będą mieli okazję zapoznać się z najciekawszymi wdrożeniami mentoringu i coachingu w polskich firmach oraz wymienić się doświadczeniami w tym zakresie. Zaplanowano ponad 30 prelekcji: wystąpienia ekspertów, case study, spotkania panelowe, warsztaty oraz rozmowy z praktykami.

Pierwszy dzień Kongresu poświęcony był mentoringowi, który coraz szerzej zaczyna być stosowany w Polsce. Praktycy mówili o wdrożeniach projektów mentoringowych m.in. w bankowości, administracji publicznej, szkolnictwie. Podczas drugiego dnia eksperci dyskutowali nad standardami certyfikacji w coachingu, zaprezentowane zostały najlepsze praktyki coachingu biznesowego, praktycy przedstawiali stosowane przez siebie metody i narzędzia. Osobną sesję panelową poświęcono coachingowemu stylowi zarządzania.

Ostatni dzień Kongresu zaplanowano na dwa warsztaty praktyczne: “Projektowanie procesu oraz narzędzi do doboru par w programie mentoringu organizacyjnego” oraz “Od szefa do świadomego lidera. Coaching w procesie kształtowania przywództwa”.

Kongres Mentoring i Coaching odbywa się po raz drugi. Organizatorem Kongresu jest Nowoczesna Firma SA, parterami merytorycznymi: Fundacja Obserwatorium Zarządzania oraz Polskie Stowarzyszenie Mentoringu, a parterem branżowym ICC oraz Polska Izba Coachingu.

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