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COACHING TOOLS
How an all night-out Alumni Party changed my life
Vasuvaden Thrikkazhippurath

NEW GUIDE
Helps Turn Trauma into ‘POST TRAUMATIC SUCCESS’
Diana Barden

Hungarian Section
Sok munka, állandó tanulás és egy kis szerencse
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THE Business of Your Career
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Welcome to yet another exciting edition of the International Coaching News (iCN) online magazine! The theme for this edition is Career Coaching, inspired by the many people who are making leaps and bounds in their careers.

This edition is loaded with content on a variety of relevant topics such as helping people assess talent and make critical decisions about career choices and directions. It is also focused on helping business professionals make well-thought-out choices on how to manage career transitions, how to source the support they need to progress up the corporate ladder, how to cope with redundancies, and even how to approach retirement.

The ICN is proud to have collaborated with several renowned international columnists, expert coaches and best-selling authors to provide insights on relationship coaching. In this edition our Coaching Tools Section contains some unconventional content definitely worth a read, ‘How an all-night-out alumni party changed my life’ by Vasuvaden Thrikkazhippurath, which describes how Vasuvaden created a solution to his dilemma in finding a suitable coach by creating COATOM, the world’s first marketplace for professional coaching. In ‘The Business of Your Career’ by Kim Sawyer, Kim, reminds us that to be successful in our careers, requires constant evaluation and re-establishment of objectives and actions across all three time horizons simultaneously – short-term, middle-term and long-term. Another noteworthy article is in the Book Review Section New Guide Helps Turn Trauma into ‘Post Traumatic Success where Diana Barden explores how past trauma affects people and even those who have been severely traumatised can work to turn their trauma into success. ‘Career of your choice!’ by Barbara J. Cormack, draws on how master your retirement planning. Each of our columnists, too numerous to mention, have taken some really interesting perspectives, and I would encourage a thorough read-through this edition.

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

We hope you enjoy this edition and I look forward to receiving your feedback!

Best wishes,

Leeann

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.
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Is career coaching 'coaching' in the way that the Coaching Industry aspires to be, or is it a more directive, formulaic advice based approach?

As there are no agreed definitions of career coaching worldwide, mainly due to cultural, linguistic and perceptual differences I will offer a primarily UK centric view.

Good career advice in and immediately after full time college or education can have a significant impact and put individuals on more solid footing, providing not only the tools – a good CV, interview skills, advice on using online tools, networking etc, - but also with a mindset that helps them understand that the career path of today is not as direct as it might have been in previous generations, advice with which the traditional parental or educational sources may not have caught up.

Later in a career, should career coaching be a separate stream or a natural part of executive and business coaching? “People are likely to change jobs, at least eight times in the current workplace, and every time they faced a choice. Should they embark on a traditional job hunt, or follow a life changing job hunt?” (1)

Anecdotally, some examples of life changing career changes on which my own coaching clients have embarked include building a hydroelectric dam in India, a children's home being built in the Philippines and major career path changes or promotions that have emerged as a result of a new perspective resulting from coaching. The search for meaning is a basic human need, and the conflict between this and an environment where there is no inherent meaning on the other hand causes conflict. Frankl wrote “man’s search for meaning is the primary motivation in his life… This meaning is unique and specific in that it must and can be fulfilled by him alone. Only then does it achieve any significance which will satisfy his own will to meaning.” (2)

Consequently, the search for meaning in career coaching is an area that should be given due emphasis and space. Organisations also have a part to play in providing career opportunities for individuals or risk losing them, by being more original, flexible, and adaptive in meeting individuals rising expectations of meaning and career fulfilment. This will only increase as the Millennial Generation - who do not expect to stay in a job for more than 3 years - progress through their working lives.

The principle of non-directiveness requires a coach to not direct the conversation or give advice within the coaching process. It has been one of coaching’s sacred cows. It holds true the assumption that the individual has the answers within them, which enables more opportunities as the individual develops their own solutions to issues. Looking at a spectrum from fully nondirective to directive, it would appear from a non-exhaustive review of career coaching marketing material that the majority of career coaching approaches are more rather than less directive. It is often closer to mentoring, advice or consultancy than coaching in its purest approach.

Conversely, when does 'career coaching' morph into outplacement?

Outplacement (working with individuals who are exiting an organization) can have a procedural or coaching based methodology and at its best provides focus during a period of career upheaval.
From the individual's perspective, it necessarily works at a variety of different levels, from CV development and interviewing skills to coaching, career counselling and providing reflective time and fast forwards them through the adverse reactions of job loss.

From the company's perspective, outplacement enables people to leave with practical help, whilst protecting the company's employment brand. It contributes to the corporate social responsibilities of an organisation; for the responsible business, this means doing more than simply complying with legal requirements. It contributes to the individual having a sustainable livelihood going forward, whilst showing the organisation to be one that supports its people.

So career coaching in the guise of outplacement significantly helps individuals and businesses.

However, surely the job of the external coach with an individual in employment is to enable the individual to fulfil their potential. The best coaches are able to engage in 'music of the moment' or in other words pull from their tool kit a range of approaches that will elicu the most powerful responses for the individual.

Is focusing simply on career coaching, working either at a superficial level – ignoring other elements of the individual's reality - or excluding other potential avenues for them. Could it be then that 'career only' coaching might be seen to be amoral, as the coach will be complicit in fulfilling a non-independent role?

An informed insight on this stance comes from the author's recent interview with Dr. Tim Miller, whose unique perspective comes from a career spanning both Academia and Commerce. Dr. Miller introduced a strengths based methodology of leadership recruitment and development - backed up by internal and external coaching - into the corporate social responsibilities of the organisation. In doing so, Dr. Miller has been focusing on the development of an individual's strengths, rather than their weaknesses.

"However, the coach's job is surely to coach the person in front of them. They should, by definition, be independent and working towards the best outcomes for the individual, fulfilling a role unencumbered by a narrow focus." (3)

"Anything else will be a coaching relationship built on sand as opposed to professional integrity. Consequently focusing solely on career coaching may be doing the coachee a disservice. Often coaches need to go back in order to go forward, so establishing with a coachee their sense of purpose, meaning, authenticity and values are key elements of making a leader more self aware and effective. If the coach's desired outcome is simply the next career move, then that coaching may be built on sand rather than having firm foundations."

"There is, however a hard business case for career coaching at the acclimatisation (or on boarding) stage. An organisation hiring an executive with a $1/4M package would see more than its return on investment by employing a coach to assist the individual in their first 100 days."

This reiterates trends that are now emerging in career paths. Senior executives are changing jobs at rates faster than ever - global CEO turnover is at roughly 15%. The consequences of poor talent management are therefore significant. (4)

Actions taken by executives in their first three months in a new role tend to be determinants of their subsequent success or failure. Small differences in actions have disproportionate impacts on results as people look keenly for signs of leadership style and what it will mean for them. These critical few months should be dominated by a steep learning curve and information gathering.

"Many executives fall foul of the pitfalls of AM0S - At my old shop " (5) The implications of this going wrong for a business are significant. Various surveys make depressing readings:- 40% of new leaders fail within the first 18 months; 30% of new leaders fail to meet expectations of management in their new role. (6)

The cost of turnover is 200 - 250% of annual compensation for senior positions whilst the "Soft Costs" of unsuccessful transitions create a huge negative impact that ripples throughout the organization; lack of credibility, disruption to productivity, a lack of and resulting inconsistent direction as well as a negative impact on team morale and employee engagement.

Dr. Miller continued "Investing a fraction of the recruitment costs to help immunize the new executive from rejection by the corporate body is a sound investment which can provide a 20% improvement in ramp-up time for a senior executive, which alone covers the investment in transition coaching. It also reduces leader turnover, direct report turnover and hiring and relocation costs. Ironically, many organizations spend on outplacement more readily than they invest up front helping the executive to succeed!"

"New hire executives should do a lot whilst appearing to not do a great deal. They should spend their time listening, not criticizing, reflecting and evaluating their learning whilst empathizing. These are all areas where the input and reflective space provided by coaching have a massive positive impact."

So why hasn't the executive headhunting industry latched on to career coaching in a wholesale fashion? An interesting insight was provided by Tim Kemp, Partner with CT Partners, a global executive search organization. "Many executive head hunting businesses are, like any commercial organization, financially driven. Consequently, the emphasis is on appropriately filling executive vacancies in as timely a manner as possible. Competitive tendering means that assignments have to be focused on completing the key task at hand within budget. We see that executive coaching, particularly in the on boarding stage, has a vital role to play. However, within the industry sourcing an appropriate coach has historically been seen as the responsibility of the hiring organization or the newly hired executive. There could also be the issue of recoupe should the coaching be viewed as not successful. However, we in the headhunting business are fully aware of the major benefits from on-boarding coaching." (7)

So, is Career Coaching coaching or something else? Telling a compelling story about the modern day career's twists and turns is now an essential component of self-marketing. Ultimately, if it gets the required results it does not matter, however, there should of course be a congruence between that under which is it being marketed and the product itself. Career Coaching? Career Mentoring? Career Counselling? Career Advice? You decide.

(1) Bolles, R.N. 'What colour is your Parachute?' 2005 Berkeley, CA. Ten Speed Press.)
(3) Miller, Dr T.J. Interview with author 2014.
(4) Root, Allen Hamilton [2007]
(5) Miller, Dr T.J. Interview with author 2014.
(7) Kemp, T.H. Interview with author 2014.
I’m fifty four and could never have predicted my career path at any point along the journey and so am unlikely to know what the rest of my life has in store. However, I have learned that if I’m smart and use a coaching philosophy I can be pretty sure I’ll end up experiencing what I’d hope a career would give me. How? By using the same approach that has been espoused for thousands of years by, among others, Buddha himself.

What if a job that looks great ends up tearing our family apart, or taking one that gives you time to live does not deliver on the satisfaction front? How might coaching help a person get to the root of a career issue and avoid being superficial or perfunctory? Perhaps thinking about ancient philosophies like Buddhism in conjunction with coaching might offer an insight.

Buddhism derives most of its fundamental philosophy from Ancient Hinduism. ‘The mind is the slayer of the real’ is a Hindu classical saying and as pertinent today as it ever was. There is no way we can grasp the mind’s proportions without its own use and hence this saying is true – It’s a circular system run by a biological machine in command of the senses that in turn are commanding our actions.

Science demonstrates that the common belief that intellect drives behaviour is simply not true. That could present a bit of a problem when it comes to career coaching. A simple “GROW” session based on the goal being a desire for a particular job might be a bit of a waste of time if the underlying mental position of the coachee is not in alignment with achieving that goal. Working on an action plan to be ready for an interview will lead to nought if the heart and mind are not ‘as one’, so to speak. Consciousness in the moment does not respond to such intellectual preparation, it responds to emotions. These emotions are in turn stimulated by the complex processing of information taken in from our senses. Buddha called it “the machine of the six sensory perceptions”. Curiously there were no machines as we know them at that time, nor were there complex tools like the computers we take for granted today. He was clearly a clever bloke with an eye to the future and would have made a terrific career coach.

Buddhism calls it “the machine of the six sensory perceptions”. Curiously there were no machines as we know them at that time, nor were there complex tools like the computers we take for granted today. He was clearly a clever bloke with an eye to the future and would have made a terrific career coach.

The truth is that the ‘mind’ is a biological machine and not ‘the self’. The mind is not in charge but is the processing function to deliver interpretation, emotion and then action. This is as true for making career decisions as it is for anything else. The unconscious interpretation of sensory stimulation is actually what’s in charge. If we don’t interfere with the way we are stimulated then we have no control on how we will eventually respond. We will be hoodwinked into believing that we are in control. Your career coaching clients are not as consciously in charge of their actions as they might like to believe.

Now imagine that somebody else knows this but would rather most people did not know. Imagine if this person decided to try and manipulate lots of other people to think they were voluntarily doing things that were not in their own interest but in his? Hmm... Buddha apparently said “Genuine sincerity opens people’s hearts, while manipulation causes them to close” and so might have recognised even then the cold insincerity of people using others for their own benefit. It really is quite frightening. Wars manipulated to generate billions in profit, politics manipulated to keep millions mentally sedated, economies manipulated to distract whole populations by collapsing means of survival. “All that we are is the result of what we have thought. The mind is everything. What we think we become.”

Coaching Philosophy, Buddhism & making Career Choices

Martin Goodyer (United Kingdom)
Buddha was right; lose control of what we think and we lose control of what we become. If the world can be shaped by feeding minds with garbage as a means of control then what rubbish might be clogging up the mind of your career coaching client?

This biological machine can however be disciplined if the operator knows what he is doing, but the trouble we struggle with is that of a computer attempting to programme itself. The computer must have an operator. Now remember you the coach are not the operator – please don’t start getting god delusions! However you do have the potential to make it much easier for your client to access their own ‘operator’ and hence cut through the experiential nonsense that’s been getting in their way. As Tim Gallwey famously put it; the performance of any person is directly equal to their personal potential minus whatever interference is getting in its way.

Tim managed to put into simple words the problem that has faced mankind since our records began. We struggle to understand what the operator might be and what ‘attempting to programme ourselves’ might mean for us, and it hence has become the foundation of religious thought and doctrine for thousands of years. The level of awareness we are able to achieve and the distinctions and discriminations we make are the only way in which we can come closer to perhaps understanding what, who or how an operator might be determined. Without figuring this out we remain at the mercy of those who seek to manipulate the reality we exist in. It certainly makes it difficult to figure out exactly what career path to follow.

The computer that diverts its attention to trying to determine its operator might be considered as errant or a threat to the productive operation of the machine collective. If there were computers programmed to keep computing power focused on processing only and away from any extraneous activity, then might these attempt to control and direct the functioning of all computers? Hmm...

It is a conundrum that great thinkers over the ages have struggled with. Coaches and coaching is by definition a philosophy of mind development and questioning. There may be a battle going on that we can’t see. At a very superficial level the coach has a conversation to help another person see more clearly their potential and what might be getting in the way. However there is much more at stake than achieving a goal. Moral and material wealth are not necessary distinct, hence not particularly questioned and anything which is beyond the physical is something we all (coaches included) are encouraged to dismiss. Yet the compass setting programmed by an operator becomes the target destination and therefore the destiny of the person concerned.

Like many before and after, Buddha tried to teach us how to override the programme keeping people virtually enslaved, but the mechanisms to reach enlightenment were accessed by so few it has never been enough to generate permanent change.

The strategy (if indeed that’s what it is), to create a religious implosion has been largely successful. Christians are subtly encouraged to distrust Muslims, Hindus to distrust Jews and so on. The war on terrorism is actually a war on the human computers that might have been inclined to question their programming if they had listened and been encouraged to interpret the words and meanings of the great prophets of all religions. Instead the general populace have been subtly steered to ignore or dismiss the intellectual heart of any religion and instead become wrapped in materialism. The meaning of ‘life and liberty’ have been warped to mean having more things the your neighbour, being ‘successful’ as an employee or business person by making more and having more. The values of life as proposed by the ancient Hindu classics, the Buddhist teachings, the Christian Bible, the Koran and so on teach us the same things; the achievement of moral success as opposed to material success are universally proposed as the true meanings of life and the real way to escape the personal prison of a life of imposition.

Coaching philosophy is so close to the Neo-Platonist teachings as to be almost indistinguishable. In turn great scholars have determined that Neo-Platonism is very close to most religious philosophies, including much of Buddhism, if the spiritual element of religion is removed. Coaching has nothing to say about who, what or how the ‘operator’ comes about, acts or was determined; merely a recognition that the mind must be brought under control and focused on a desired outcome, rather than left to simply process whatever it is fed by the environment.

In effect coaching proposes that there is an operator within us and that by accessing the wisdom of the operator we all have the potential to re-programme ourselves to focus on the true meanings of life and liberty, and our true values; and so break free from the prison of conformity to the controlling material influences. A good career decision must match a person’s intrinsic values or it will be a bad one.

The coach makes it easier for the coachee to find their happiness in all areas of their life and work. The coach supports the coachee in determining their own potential by helping them clarify their strengths and aspirations, but I do know it has changed mine. I do not know if coaching can change the world or the world of those being coach around their career aspirations, but I do know it has changed mine. I am just intrigued to find out what comes next!

Martin Goodyer

Author of ‘How to be a Great Coach’

Martin is an Executive Coach of outstanding quality, skill and experience, his 30 years of combined business management, consulting and coaching experience have helped many clients achieve significant improvements in business performance and profitability. Highly skilled as a 1-2-1 coach and coach trainer Martin also uses a facilitative coaching approach in the following specialisms: Key Note Coach; Radio Coach; T.V Coach; Workshop Coach; Group Coach; Team Coach

www.how2bc.pro
Career definition: an occupation or profession followed as a life's work; a course or passage.

Life: a way of living; the physical and mental experiences of an individual; a specific phase or period

In the past, career professionals have suggested that we have a work or a career life and a home life and that we should consider them to be separate units. I agree, however, with the assertion of a colleague Dr. Alan Weiss that we don't have a separate work life and a separate home life; we simply have a life! In today's society, drawing a line between work and home is no longer valid. I suggest that we no longer try to separate them.

The concept of working or earning a living to help fund what you really want to do is flawed. At some level, most, if not all of what a person does in life should be linked to his or her natural gifts, talents, interests, passion, and purpose. Rather than thinking about life in the context of a career path, we need to shift our thinking to our purpose in the context of our current stage in life and our desired lifestyle.

A New Mandate for Career Development Professionals

What's the mandate of career development professionals? In the past, job titles and job descriptions drove the conversations between career development professionals and their clients. At Consulting Resource Group (CRG), we suggest that individuals are far more unique than what Standard Industry Codes (National Occupational Codes) offer and that our lives are far more organic than the SI process.

Another strategy in the profession is the practice of using a battery of psychometric tests to determine the characteristics of the client, including who and what he is and what his interests are. This practice has limited use in the context of career development or career choice.

To emphasise this point I would strongly suggest that any use of interest inventories is dead. First no assessment or tool can capture today's diverse opportunities. In the North America alone, there are over 40,000 job titles, and the jobs that my kids (both in their late teens) will do are not even invented yet.

Norms that are part of the psychometric process typically apply only to the specific group where the standardisation was created. This means new norms should be quantified in EVERY unique user group. That process quickly becomes impractical for most organisations and typically results in a co-dependent relationship because it ALWAYS requires qualified and certified practitioners to interpret the results.

Career development professionals should not be telling the client what he/she should be doing, but rather facilitating a process to assist the client in self-discovery.

The new mandate for career development professionals is to provide processes, systems, and experiences so their clients are equipped to make confident, independent, and intentional life decisions. Our responsibility is to help individuals discover their purpose. Discover means uncover, not create.

Did you know that Bloomberg predicts that over 50% of all jobs in the US by 2020 will be short term
contracts from a couple weeks to 2-3 years?

As individuals we bring expertise and skills sets to the marketplace that will be used in numerous applications and contexts. Forget the idea of career as you know it. We are going back over 100 years ago, when the majority of the population were entrepreneurs and they had expertise for hire. So now more than ever - we all must be clear about who we are and what we want to do and that rarely happens by accident.

Strategies to Successful Career/Life Development

1. Think of creating and fulfilling an overall lifestyle, not a separate home life and work life.
2. The intent of the career professional is to equip the client to be independent in the future. Whenever possible, avoid any co-dependent process that requires professionals to interpret the results.
3. Establishing a person’s overall passion and purpose in life is one of the highest priorities. The Quest for Purpose a CRG resource, is one process available to help confirm and document passion and purpose. We also want to help individuals understand that the pursuit and fulfillment of passion and purpose are ongoing processes throughout life.
4. We suggest you stop testing and start using quality communication tools and assessments. Most tests are best used as screening tools, not career development. Good examples of quality communication tools include CRG resources such as the Values Preference Indicator, Personal Style Indicator, Stress Indicator and Health Planner, and the Self Worth Inventory.
5. Engage the participant in the discovery processes. Design it in such a way that the process can be used independently by the participant on an ongoing basis. Example: Richard Knowdell, Founder of Career Planning Group, created a wonderfully simple Motivated Skills Card Sort. The participant is part of the process that once learned, can be revisited and completed an unlimited number of times.
6. Avoid shallow processes. Many career professionals have told us that they are using certain resources because they are cheap and easy to use, not because they provide in-depth results and a quality experience. Career professionals justify this by saying it gets their clients started and it’s better than nothing. We disagree. Our suggestion is this: Rather than confuse participants with incomplete experiences and content, avoid the use of inferior resources altogether.
7. Acknowledge that principles and practices are far more powerful to the client than the recommendation of a specific career. Values identification, personal style awareness, interest confirmation processes (not inventories), and confidence-building methods equip the individual for the future.
8. Finally, if you are a career coach who is not on purpose and passionate about your life, then you have not earned the right to help others in their life/career planning process. Authenticity is critical and required for helping others in their life plan.

With individuals now having over eight jobs in their lifetime on average, it is possible that the concept of a career is anachronism. As mentioned previously, many of the responsibilities and jobs you or your clients will engage-have not yet been invented. Therefore, it is necessary for you and your clients to be grounded in your interests, your core values, your passion, and your purpose. That is far more useful than any industry job code.

Richard Knowdell uses his card decks and the Personal Style Indicator as part of his career professional certification process and program.

Online Coaching Programs are brilliant products that every coach should offer. This is because once the program is set up, you can spend as much or as little time coaching as you want, and still earn an income. You can run countless clients through the program, from all over the world, all online, for years to come!

Online Coaching Programs are great for your clients too because they usually allow for self-study. This means clients can work through the program on the days and times that work for them. Plus, you can usually charge less (which clients love!) since you are leveraging your time through a repeatable, one-to-many solution.

However, regardless of the benefits to your business, setting up your first online coaching program is a big project! And that’s why many coaches just don’t get around to doing it, which is an unnecessary pity.

I’ve created countless coaching programs for my own coaching businesses and also help coaches with their products and programs every day, so, I can assure you that it’s not hard – it’s just new.

Creating coaching programs is kind of like riding a bike, once you know how to do it, it’s easy, fun and rewarding. Any coach who is committed to building a real online coaching business can do it!

If that sounds like you, here are seven steps to get you well on your way!

Step 1: Develop Your Program Outline

Before you do anything else, you must understand what you are trying to achieve with your program. So, start by defining your purpose.
lesson or a series of lessons that teach the client how to come up with an awesome '6-month plan.'

Put each step or topic you want to teach on a Post-it note. Put the outcomes on another colour.

Then order the post-it notes into a flow that you are happy with and that you think participants will enjoy, and find motivating. It’s a creative and fun process.

Later, you will record a video or audio presentation for each lesson.

**Step 2: Add on the Extras**

Once you know what you’re going to cover in your lessons, you need to decide, what additional support you want to provide to participants to help them remain committed and on track.

Extras are things like: one-on-one time with you, homework reviews, email support, group calls, webinars, bonus information, products, Facebook groups, worksheets, journals, accountability buddies, etc.

Like you, your coaching business is unique. So, it does not matter what extras your coach peers are using, choose the extras that work best for your situation and get the best results for your clients.

**Step 3: Build the Schedule**

From step one and two, you know how many lessons you have and which extras you want. Now you can plug everything into a calendar (if you are running your program at fixed times) or on a list - week 1, wk2, wk3 (if participants can start your program anytime). This gives your clients a good overview of what to expect when and it helps you determine which lessons need to be developed first.

Things to cover in your schedule: What is the main focus or goal for each month? What days will you publish lessons on? If you are going to have coaching sessions and/or group calls, what days and time will they be held? Any important program milestones, holidays, etc.

Put as much or as little detail as you and your participants need to be able to stay on track.

**Step 4: Pick Your Delivery Platform**

What system will you use to deliver your program content online?

Illustration: lifecoachoffice.com

I use Life Coach Office to deliver my online coaching programs. It’s easy to use and affordable. A great enabler for small to medium sized coaching businesses.

In the end it does not really matter what platform you use, so long as it works for you, works for your clients, and works for your business! So, choose something that will do the job and move on to the next step.

**Step 5: Get Ready to Sell**

Now that you have all key pieces in place, you’re ready to start thinking about selling your program either on your coaching website or on a small dedicated website just for your program. To sell, you basically need good images and branding for your program, a clear write up about your program featuring the outcomes, and a way to collect money online.

Below are ideas to get you started...

- To get custom images and branding, check out fiverr.com. You can get quality, custom logos or even 3d packaging designed for peanuts!
- For your sales text cover these things: a high-level overview of the program, a breakdown of each month or part (be sure to cover the tangible and non-tangible outcomes), what extras are included, how the program is delivered, testimonials (if you have them), and how to sign up. **Here is a sample that works well.**
- The easiest way to start collecting payment for your online program is via PayPal. If you don’t already have an account, sign up. You can easily create ‘buy now’ and ‘subscribe now’ buttons for your webpage by going into ‘My Profile’/’Selling Tools’. Alternatively, your online delivery platform may offer ways to collect payment online, but you’ll need to discuss this with your provider.

Note: Publish your sales page once you have completed all seven steps! I recommend writing in at this stage because it will inspire and motivate you to see it done. You’ll get super excited about launching your program!

**Step 6: Define Your Welcome Process**

Now that people can sign up, what happens once someone pays? What do you do when you see the payment come in?

You’ll certainly want to send an email welcoming your new participation in the program. You’ll also want to make sure he has access to your online delivery platform. In your email, be sure to acknowledge the commitment your new client has just made, and make the participant feel welcome and happy about her decision. Then, tell her how to get started.

As an example, here is what I do:

1. I tell people that I use Life Coach Office (LCO) to deliver program content and to manage coaching sessions. I ask them to be sure to activate their LCO account.
2. Then I direct them to the LCO Classroom to watch the Welcome Video and to the LCO Library to check out the extra goodies in there.
3. Then, I ask them to join our private Facebook Group and give instructions on how to do that.
4. I remind them about the official program start date and let the know I’m available for questions anytime.

**Step 7: Start Creating Your Lessons**

It’s now time to start creating your lessons. Lessons should consist of an audio or video presentation supported by any other materials (like: worksheets, templates, spreadsheets, reports, white-papers, articles, etc.) that you think will help the participant reach the outcomes you’ve planned for the lesson.
From the earliest memories of your childhood you will remember the days when you said 'I want to be… when I grow up!' Everyone is entitled to choose their own career, but as a coach, I often hear people talk about 'the career my father suggested', or 'the career the careers officer at school suggested', or 'I was best at this subject at school' or 'this career sounded exciting' or a number of other reasons that do not explain that you chose your career using conscious decision. It often feels as though the career that is chosen is one of convenience rather than one of conscious decision.

I am one of those people who went into a career my father felt was best suited to me, based on my results at school. Since then I have successfully had five careers and am moving into my sixth.

'Choose a job you love, and you will never have to work a day in your life.'
Confucius

Moving to the UK in my early 20's allowed me to achieve my dream – working in the City of London. Living in the commercial capital of a third-world country this seemed too exciting; but after a couple of years I realised that it was not what I wanted. Finding the smallest advert ever printed in the Financial Times I moved careers without consideration or concern about my future career plans. I made this career change intuitively. I loved what I was doing, especially the variety of every day and the many thousands of people that I met; but after thousands of hours of travel and many years living in hotels, I wanted another change. I wanted to live at home!

'I want to look back on my career and be proud of the work, and be proud that I tried everything.'
Jon Stewart

Although it's a challenging business world today, it does not mean that if you are in a job that is not your dream job that you have to stay in the job.

When I was first starting out as a Coach (no niche market intentionally), I met someone who had just turned 64. With 65 being the 'accepted' retirement age in the UK, he was concerned. He had spent many years building up his consultancy business and his current client had just assumed that when he turned 65 he would stop working. He was worried.

We booked a coaching session and in the process of asking a number of in-depth questions, he suddenly admitted more to himself than to me, that he did not have any hobbies because he had turned his hobby into his business. So what was he going to do?
After this first realisation, others rolled out. One of his concerns was that his wife did not want him at home all day ‘under her feet’. He had not shared what his client had said to his wife, but he had this inner feeling. What to do?

‘You are never too old to set another goal or dream a new dream.’

C.S. Lewis

With this information we were able to start to identify his fears and concerns, as well as those of his clients. We realised that we had to deal with the ‘impression of age’.

Another client I was working with experienced something similar. After being called into an internationally renowned organisation for three interviews, he heard that he had not got the position. Why not? They employed someone straight from University. Interesting as he had been told that the reason they were interested in him was his experience.

From the day we are born we all ‘get older’ and society has set ‘barriers’ in place to ensure that we are seen to be something at specific ages in our lives. At ‘x’ age you start school; at ‘y’ age you leave school; you leave school, college, or university at ‘z’ age; and you should retire and leave work at ‘a’ age. None of these ages are determined by you, but by the powers that be and the society that we live in.

What stops you making your own decision? A very close friend of mine went back to College and then University, getting a study grant from the UK government, at the age of 45. She graduated just after she turned 50. She studied something that had been a love of hers for many years, but something she had been told she could not move into as she was ‘good’ at what she did. Today, a few years later she is a huge success in something new.

‘The best way to predict the future is to create it.’

Abraham Lincoln

So if you are on the cusp of making a change in your career, ask yourself:

- ‘if you were to let your inner most secret out, what is it that you would like to do every day of your life?’
- ‘what is the one thing that would get you bouncing out of bed every morning with excitement?’

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

© Barbara J. Cormack, Your Spiritual Coach

(excerpt from Creating Sustainable Change)

My day job at present is as an LGV Truck driver and has been for a number of years and as, probably, all truckers would tell you, our diet and eating habits are NOT very healthy, due to the time constraints within our industry. So it’s a quick stop at a burger van or café, that’s IF, we manage to find room to stop. Otherwise reluctantly go to the Motorway services and pay the extortionate prices there! We’ll devour a full English breakfast washed down with a Cuppa, full of sugar, for energy to last the next 4 1/2 hrs till our next break!

And we’d “pick” at food. ALL day!! Not Fruit and Salad!! More like Chocolate bars & crisps!! Obviously, with those kind of calories going in and we’re then sat down for the rest of the day, doing minimal exercise, the calories WILL pile on!!!

So when I heard about CLEAN 9, and how easy it was to lose weight as a by-product of doing the Cleanse I thought I’d give it a go. My Partner and I started the CLEAN 9 on the same day.

We weighed in before starting and measured each other’s, arms, legs, waist, and chest. And had our ‘Before’ pictures taken.

I can honestly say that this has been a FANTASTIC experience and over ONLY 9 DAYS!!

I now drink loads of water, whereas before … you could lead me to water but no way would I drink any!!! We both feel and look different. Our skin is clearer, we have more energy and we just cannot stop recommending the CLEAN 9 enough!

Next step – The follow on Program and a “Healthier lifestyle” with … NutriLean. Can’t wait, on!!!

To find out how Clean 9 could improve your lifestyle, or how you can provide this wonderful product to your clients, please contact Bev -independent distributor for Living products at bev_seymour@icloud.com

Members of the direct selling association.
We're suggesting a paradigm shift that may involve external circumstances.

Whether you work for yourself or for an employer, your career is a business enterprise, and you are the CEO.

Regardless of what you do or where you go to work each day, you have one primary product you sell: Yourself. The only real difference between working in a job and running a business is that as an employee, you usually only work for one customer at a time, that customer being your employer.

People who have the most successful careers as employees are people who realize this and run their careers like businesses. But most of us do not so that. We work 50, 60, even 70 hours a week; we take our work home with us, and we run ourselves ragged for companies who are all too happy to take all we're willing to give. It is because if we do not toe the line, we do not get promoted and we do not receive raises.

And why is that? It is because we allow it. In fact, we are so accustomed to allowing it, that it's become part of our culture. We have forgotten that we are no less businesses than the companies that employ us. But until you truly take ownership of your career and start managing it the same way successful entrepreneurs would manage their ventures, your career will be no more than your job and you will be almost completely at the mercy of other people and external circumstances.

We're suggesting a paradigm shift that may involve challenging your company or risking your job by setting and standing by your terms and boundaries for doing business with this particular customer, the same way they do with you and other businesses do with their customers. Your employers will continue to take as much from you as you choose to give them – and why not? It's not because employers are inherently greedy or evil; quite the contrary. It's because they are businesses and they operate on principles of basic economics. Every business has an obligation to get as much value as possible for every dollar they spend, and one of the cost centres they exert influence over is you.

You do not have to be a victim. By managing your career as a business enterprise - regardless of what you do for a living - you can change the dynamic completely, and free yourself to control your own destiny, instead of leaving it to the whims of your employer. Here are four critical truths to help you re-envision your career as a business enterprise, and not only take charge of your career, but also maximize the value it contributes to your life.

1. **Your employer is really just a customer.**

When you realize your employer is a customer, it's suddenly pretty easy to see they aren't the only customers out there, and you have the right and the ability to choose not only how you serve them, but which ones you want to do business with. That puts you in the driver's seat. The first thing you can do is to "account manage" your primary customer to maintain your "preferred vendor" status. That takes some of the pressure off; it's easier to develop strategies to serve a customer than to simply exist in a reactive state, hoping this entity you've become totally dependent on doesn't hand you more than you can handle, force you into a corner by making some demand you can't live with, or simply show you the door when you least expect it.

2. **As CEO of your career, you have choices.**

Generally, as employees, most of us can only serve one primary customer at a time. Knowing that, and knowing we can choose which customers to work for, it would be insane to stay with any employer/customer when a better one comes along. A successful business owner is constantly developing a pipeline of potential new customers; likewise, a successful employee is constantly developing a network of alternative employers, not only in case the current employment situation ends, but as a proactive measure to constantly improve the value the customer relationship brings to the bottom line. If you have a backlog of prospective alternatives, it's easier to evaluate whether you're being compensated fairly in cash and non-cash value, and to negotiate better terms and conditions that better serve your bottom line.

3. **You are responsible for managing the business of your career.**

As the CEO of your own one-person business, you are responsible to maintain and manage the same functions as any other business: Staffing, Research and Development, Finance, Operations, Marketing. And remember: To be successful, your career requires constantly evolving investigation, objective-setting and action across all three time horizons simultaneously – Short-term, Middle-term and Long-term.

Staffing -- basically means you, but includes your immediate personal support team - your spouse, your family and others who closely support or depend on your career. It also includes the coaches, advisors and other professionals you hire in your life as well as mentors, clergy and peer support. Motivation and retention are as important in your business enterprise as they are in any company.

**Research and Development --** is the continual pursuit of training, education, certifications, skills and experiences that mold you to become ever more valuable in an economy that is always in flux.

**Operations--** means what you have to do to be as efficient as possible, to manage your time, your energy and your physical, emotional and mental resources. Just like other businesses, your career operations are critical to profitability and long-term success.

**Marketing--** includes everything you do to retain customers and replace them in a proactive manner that serves your bottom line. And product development refers to the things you do to constantly improve the value you bring to the market. Just like in any other business enterprise, if you run significantly on any one of these core business functions, your career will lose energy and will begin to stagnate, and it's possible it can even collapse completely. As I always stress with all my executives: Just as no sane business would ever stop marketing for a minute, you must never, never, NEVER cease your job search.

4. **A CEO is leader.**

A CEO's real job is to lead his or her team to success. Even though your "team" is a party of one, your duties as CEO are essentially the same as if you were leading a large organization: Developing a sound business plan, a realistic driving vision and...
a strategy to get where you want to go. The business plan for a career as an employee is the same as for any other business; it clearly defines your value proposition, it documents what differentiates you in the marketplace, it outlines the resources you’ll need to access and allocate to achieve your goals, and it provides metrics to gauge progress. A driving vision involves what you want to create in your life through your career, and serves as a set of guardrails to keep you pointed in the right direction. Your strategy sets forth the steps you’ll take to achieve the vision that drives you. The disciplined pursuit of career success with a CEO’s leadership mindset requires constantly evolution and re-establishment of objectives and actions across all three time horizons simultaneously – Short-term, Middle-term and Long-term.

And remember, to be successful, your career requires constantly evolution and re-establishment of objectives and actions across all three time horizons simultaneously – Short-term, Middle-term and Long-term.

Coaching vs. Mentoring

Since the concepts of formalised or supported coaching and mentoring in the world of work emerged some 30 years ago, there has been a continuous and sometimes confusing journey of evolution – both for coaching and mentoring and those of us who practice and/or research in the field.

A historical perspective is useful here. At the beginning of the 1980s, the worlds of coaching and mentoring were deceptively simple and apparently uniform. Mentoring was a shadowy, informal phenomenon, vaguely related to career support for people in professions. Its origins lay, to a considerable extent, in the concepts of guilds (mutual support organizations) and apprenticeship. Coaching, as practiced, was a relatively directive activity that had evolved out of instruction. Then three things happened that shifted this cozy picture.

The first was the gradual formalisation of mentoring in the United States during the early 1980s, a model of mentoring emerged that saw mentoring as a form of godfathering or sponsorship. The experience and power of the mentor were paramount in this relationship, which inevitably had strong elements of directiveness within it. The second and third phenomena happened pretty much in parallel. In the United States, in particular, the traditional model of coaching began to be challenged and there gradually evolved a different model (which for convenience we can call developmental coaching) that was much more client-centred and far less directive in tone and approach. Meanwhile, in Northern Europe, sponsorship mentoring (primarily US in origins) and developmental mentoring (primarily European).

Of course, the mentoring community in Europe pushed back, with motives that were sometimes as imbued with self-interest as those of the coaches, who were denying the legitimacy of non-directive mentoring models. The stage was set for a general battle along the lines of “Hey, you get off of my cloud!” If I look back at my own reactions at this point, a dominant emotion was indignation. It was perhaps inevitable that I and others would respond by pointing out that, whatever the ICF and others claimed, the majority of coaching in the workplace was of the traditional, largely directive variety. Both sides retreated into a kind of cold war of competing, mutually denigrating definitions.
This was not a sustainable situation, on all fronts. It also did not fit with the values of inclusiveness that were so important to the EMC. So the world of mentoring in Europe reached out to the world of coaching with an olive branch – “Let’s work together to promote the principles we espouse”. With the help of stalwarts, such as Eric Parsloe, who bridged both worlds, an alliance was formed that recognised the many similarities and shared values – including an emphasis on non-directiveness -- between developmental coaching and developmental mentoring. The EMC therefore evolved into the EMCC (European Mentoring and Coaching Council). It became clear at that time that the significant differences lay not between developmental coaching and developmental mentoring, but between these non-directive approaches and the more directive perspectives of traditional coaching and sponsorship mentoring. Even here, directiveness and non-directiveness is not an absolute – it is a spectrum, with practice and theoretical constructs distributed along it. As long ago as 1998, in my book Learning Alliances, I proposed four different approaches to coaching, built around a matrix of directiveness/ non-directiveness v intrinsic / extrinsic observation. The non-directive style that stimulates intrinsic observation is common to both developmental coaching and developmental mentoring. Although it has sometimes been necessary to go back over old ground to reaffirm and re-assess, the argument about coaching vs mentoring is, in my view, an obsolete and irrelevant one. Virtually every factor that we might put forward as a source of difference can be countered with exceptions to the rule. For example, there are schools of coaching thought that say that coaches need no understanding and knowledge of the client’s world, and others that say that such knowledge is essential; approaches to mentoring that emphasise access to the mentor’s knowledge and experience in a specific career path and approaches that emphasises being able to take an objective view, based on wider life experience.

This diversity can be confusing, to say the least, but it provides a rich topography, where definitions are relevant only insofar as they characterise a particular approach, in a particular context, for a particular purpose. I see my role as a researcher and observer in large part to be one of describing this map of the world of coaching and mentoring, not to pin down and evaluate, but explain and cross-pollinate.

Organizations and people like to place stakes in the ground (even if the ground is shifting). So some sense of the shades and nuances that might colour the practice of developmental mentoring and developmental coaching has a pragmatic utility within the kaleidoscope of different purposes, cultures and theories. The table below represents one way of looking at the similarity and difference – it is, in essence, another snapshot in time. The characteristics described under similarities will frequently, but not always, be shared between the two constructs. Equally, the characteristics in the differences column will only represent a difference of emphasis that is frequently observed, but is by no means ubiquitous. And because this is a snapshot in time, in an evolving picture, the map of praxis may look very different in, say five years’ time.

<table>
<thead>
<tr>
<th>Similarities</th>
<th>Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on the quality of the learner’s thinking</td>
<td>Mentors more likely to make introductions, help develop networks</td>
</tr>
<tr>
<td>Coach/mentor uses their experience to craft powerful questions</td>
<td>Mentors more likely to help explain politics of a particular organization or profession</td>
</tr>
<tr>
<td>Advice-giving is permissible, but not as a first resort and only in specific circumstances. (A common complaint about ineffective coaches is their over-rigid adherence to never giving advice.)</td>
<td>Coaches (in the workplace context of line manager to direct report) more likely to give feedback</td>
</tr>
<tr>
<td>Much of the learning occurs in the reflections of the coachee/mentee between or long after sessions</td>
<td>Coaching tends to be a short- or medium-term assignment or activity focused on performance in a defined field or role</td>
</tr>
<tr>
<td>Coach and mentor both have a duty of care towards the coachee/ mentee</td>
<td>Mentoring tends to be a medium- to long-term relationship focused on career or on more holistic, less well-defined issues</td>
</tr>
<tr>
<td>Coaching more often a paid arrangement</td>
<td>Coaching more often a paid arrangement</td>
</tr>
</tbody>
</table>

… Or not, depending on context!

Earl Lewis
Co-Founder, Head of Mentoring, Duke’s School of Leadership

Everyone has talents. And everyone is more talented than expected. Are we born with talents or do we develop them throughout our life? People are naturally talented in many aspects, but they do not believe in themselves or they have never been in a situation to feel that they are talented at something.

Talents are naturally developed when they are nurtured. Living a life with core values and supporting the things, which are important for us, will give us the possibility to feel our aptitudes in a more effective way. When we are true to ourselves, we discover more than we expect. So it is important for you to start endorsing your values and growing your talents now. The earlier you do it, the sooner you will feel fulfilled and you will be able to develop your life and career in a more beautiful way.

How talents help to develop a great career?

- Talents develop leadership skills
  Everyone is a leader; everyone has the possibility to develop others and their careers, developing their own strengths, values and passion. What makes a person a great leader, is the ability to listen carefully and endorse the talents of the others, helping them to grow.

- Growing your talents enable you to work and live your passion
  Let us be honest, in order to be happy at work, we need to love the job, not only perform the tasks. Living the passion at the working place is the most inspiring situation which can happen in our career path. We learn and grow faster, we use our natural aptitudes and abilities, supporting them to grow into talents.
What you need to believe?

• You are multi-talented. Everyone has multi-talents and those do not necessarily make you a star, but they make you a leader. Everyone is born to be a leader, even though you do not need to have a team to be a great one.

• Your brain is a muscle. It is not, indeed. As a biologist I will primarily laugh at this statement. Well, you need to imagine that your brain is a set of cells, which grow and develop themselves after stimulation and work, the same as muscles do after sport stimulation. The more you use your muscle cells, the better performance you will get. The same applies with the brain. We are not born with a certain level of IQ or EQ, but we rather develop it throughout our life, when we are motivated to do so.

• Everything, we believe in, is possible. Still we cannot fly like birds. But trusting our intuition about what is possible and how much we need to expand our expertise in one area will help us develop great talents.

• We do not have one-side shown talents. We are either good in math or languages. This is what many people believe. The truth is that we are directed very early in our school time to believe in some abilities of ours and to limit others. Not every child is lucky enough to have the ability to develop different types of intelligence, which will help them develop talents in early ages. Many aptitudes stay hidden, as hidden buds of a flower and they need a special attention to grow. They could never evolve on their own, if they are not nurtured.

Talent coaching supports you in the path of finding yourself internally and to reflect the world around in ways that will make your talents grow and your passion be lived. Talent coaching will focus on what you love and what comes natural to you, as well as to develop aptitudes, which you would love to develop into talents. Combining your job with your talents and passion will make you feel great about your life and you will be able to change the world from inside out.
If you want to be a more conscious creator of your results, then read the following 4 HNLP (Humanistic Neuro-Linguistic Psychology) Keys, try them out, and integrate them into your life.

**Key 1. Focus on what you Want**

Your current results are an indication of what you are expending the most energy on because you get what you focus on with the most energy. So decide what you want in any area of your life and discipline yourself to focus on this rather than what you do not want.

Remember, when you do not want a particular experience, that’s what you are paying attention to, and this is why it keeps showing up in your life. For fulfilling results, it’s important to keep your focus on the positive outcomes which you intend on achieving. To connect with the resource states that enable you to more easily achieve your desired outcomes, ask yourself: Who do I need to become in order to attract the circumstances that I want in my life? Be this person and you’ll be well on your way to outstanding results.

**Key 2. Be Agile**

Now, as you are moving toward your desired outcomes and living them each step of the way, agility will be vital in order to get back on track should any obstacles throw you off course.

Being agile means having the behavioural flexibility that is required for you to navigate your way along the path of least resistance. And this means changing the way you perceive things and the way you do things, until you are getting the results that you want. A wise man once said: Success is reached by staying committed to the destination and flexible as to the journey.

Agility also means becoming comfortable with the unknown, as this is the field from where new possibilities arise. In order to learn and have new experiences in your life, you have to be brave enough to step out of your comfort zone and into the unknown.

Common sense and absolute fact may well be artefacts from an outdated paradigm, while becoming comfortable with uncertainty may be our path to a new one. Even Albert Einstein believed that the kind of thinking that got you to where you are, is not the kind of thinking that will get you to where you want to go.

**Key 3. Use Your Senses with Precision**

To achieve your desire you’ve got to know whether you are getting closer to it or further away. Expand your awareness and learn to identify feedback. Even perceived setbacks and failures are just feedback. Your 5 senses and your intuition are the antennas that receive the signals which are there to guide you forwards. Tune into the world around you and the world within you in order to make each moment count. In this way you can be joyfully grounded in the present while maintaining a peak performance state.

**Key 4. Take action, now**

Right now you have all the necessary inner resources to deal with any challenge and to perform at your best. The way to access those resources is to get into the appropriate mental and physical state that unlocks them. Your present state determines your current experience and it’s the key to tapping your potential.

It’s useless trying to achieve the state that you desire in order to experience it. Experiencing your desired state now is how you will achieve it. And the way in which you can experience your desired state now is through assuming its matching physiology and breathing pattern. Doing so will cultivate the thoughts and feelings which also contribute toward the experience of your desired state in the present moment.

Once achieved, allow your desired state to inspire appropriate action. Being proactive and taking at least one small step at a time in the direction of your desire maintains your success momentum and develops your personal power.

Remember Aristotle’s immortal words: “We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

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**Jevon is an adventure seeking and curious person who finds people and life amazing! He enjoy spending time in nature with his family and friends. Human behaviour intrigues him, especially what differentiates us as people. However, it's what connects and unifies all of us as human beings that most fascinates him.**

He is the author of 5 books relating to NLP, including a published book – ‘The User Manual for Your Mind’. And also recorded over 30 audio programmes that include NLP plus other personal development and performance enhancing methodologies.
After 13 years, I met one of my ex-colleagues in July last year in an alumni meet. Back in 2000, we both were working as IT service engineers in a small company in Bangalore. Today, my ex-colleague is one of the Senior VPs of a large investment bank in the US. I was amazed to see his growth and when I was very inquisitive about it, he unfolded his story and introduced me to the amazing world of professional coaching.

He attributed much of his success to the Leadership & Life coach he hired 2 years ago. That coach turned around his life completely. Although my request for the contact details of that coach was turned down due to a contract between them, he encouraged me to hire a coach for myself. I found a lot of coaches listed on the ICF website and I reached out to few of them. Unfortunately, I could not find a personal synergy with any of them and the whole experience was not very good. I continued my search on few other sites which list coach profiles, but there too the experience was not pleasant.

This urged me to ponder. Wouldn’t there be many like me who are looking for a coach, but find it hard to get a suitable one? I started talking to a lot more coaches and some of their clients subsequently. The insights were interesting.

For a person looking for a coach, there is not a place where he/she can conveniently find & talk to a suitable coach matching up with the goals and personality. The search seems to be indefinite. The second problem is the expectation vs. delivery mismatch during coaching after signing up with a coach.

Now on the other side, with a coach, over 60% of their time is spent on marketing and business development activities for generating new leads. They are not very happy with this as they would like to do what they are best at, which is coaching people. The other problem faced by these coaches is managing the entire logistics of coaching engagement with their clients. They use multiple tools for scheduling, coaching, interacting, collecting payments, etc. They like to have a better way to manage this as this also consume a lot of their time which is otherwise could have been utilised for coaching more people.

Coatom was born from these insights.

It is the world’s first marketplace for professional coaching such as leadership coaching, executive coaching, business coaching, career coaching, life coaching, etc. It helps people to discover their best-fit coach in their lives and get coached online, irrespective of any geographical barriers of reach.

It solves all of these demand and supply side issues. There are two areas where Coatom caters to. The first one is building the largest online destination to discover the best-fit coach for anyone. And once this discovery process is over through initial free consultations, Coatom provides an end-to-end coaching delivery management platform to smoothen the entire coaching delivery process. In a nutshell, it addresses the current challenges faced by both people looking for a coach and also a coach.

How does Coatom help Coaches

We can help you to take your coaching business to global markets. We promise:

1. Get qualified leads from across the world for FREE.
   Unlike other sites where you have listed your profiles, we do not charge any subscription fees

2. Enterprise class Live Video Calls for online coaching delivery
   Our live video calls offer better quality live video calls compared to Skype, Hangout, etc.

3. A virtual assistant for your coaching business
   We take care of all the logistics involved in your coaching business through Coatom, be it scheduling the calls or payment collection / follow-up.

For more details and to get started, visit: https://www.coatom.com/coach-online

About the Author

Founder & CEO of Coatom.com - the world’s first online marketplace for professional & personal coaching.

Vasudevan started Coatom to make people’s lives happy and successful through personal and professional coaching. After interacting with 100s of coaches and their clients around the world, he realised how coaching can help us in our lives. In his 15 years of professional career, Vasudevan spent last 2 years in a leadership role driving product & marketing strategy for a fastest growing online education start-up based in Bangalore.
“Choose a job you love, and you will never have to work a day in your life,” Confucius. This may seem a naive remark in the capitalist world nowadays, highly impacted by the global economic crisis. However, more and more people have the courage to step outside the comfort of a secure job and pursue their passion; and turning their passion into a purposeful and profitable activity, be it as an entrepreneur or a corporate professional.

In this article, we take the pulse of Romania, a society in which democracy and capitalism are still battling with post-communist mentalities and practices. For this, we chose two prominent career coaches from Bucharest, Diana Ursachi (Management Consultant and Founder of GuideAcademy) and Dragoș Nicolaescu (Vocational Mentor and Business Angel). We explore current trends and challenges that Romanians face when it comes to their professional lives and we review some Success Stories.

Diana Ursachi’s seminar
What role do career coaches play in all this? Can coaches really help you clear your ideas, draw a strategic business plan and start creating a successful and meaningful life out of it? The answer is Yes, they can. International trends show that both corporations and individual professionals seek support from a career coach.
You will get inspiring insights and advice on how to manage career transitions, find your dream job and transform it into a rewarding activity.

1. How do you describe the trends in the Romanian market as regards career coaching? Diana Ursachi: Few individuals see the demand for career coaching now in Romania. Certainly this attitude is shaped by the income and education levels of the ones concerned, but above all, it is the public education system that sets the benchmark for coaching-related activities; and currently career-coaching is hardly a priority for public education. It is not rare that I do coaching for pupils from well-off families whose parents don’t really understand the need for coaching, but comply with the trend that sets this as a must; that is often because the parents themselves advanced in their careers and up on the social ladder without career coaching (but certainly with hard work, and often with uncertainty about their skills & abilities, as well as large amounts of frustration regarding their career roadmap & work environment).

2. What are the biggest challenges of people managing career transitions, find your dream job and are you financially secure (as much as it is under your control); and b) that you get personal validation not just from your job but also from family, friends, hobbies, community work as well as other activities.

Dragoș Nicolaescu: Same process. Explore your passions and even if you don’t need to convert them into income sources, fully enjoy them, give them to younger ones and become a mentor for them. As the joy of your passion and the warmth of those relationships will make you feel younger and more alive than ever.

3. How do you describe the trends in the Romanian market as regards career coaching? Diana Ursachi: Many Romanians are very uncomfortable with uncertainty (as shown in a recent Hofstede report: 90% of Romanians prefer to avoid uncertainty), therefore prefer the safety of a less-rewarding, bland environment to the risk of a potentially extremely rewarding option. However, there are a few who dare to make sudden shifts and they are usually people in middle to top management positions who reached a glass ceiling (can’t grow anymore, professionally) and decide to either change professions completely or to take a sabbatical leave to assess their options.

4. What do most of the people chose with regards to their career coaching? Dragoș Nicolaescu: Most of the people do what those around them do, friends, family, colleagues etc., and few have the courage to step out of their family and social environments and choose with awareness and consistency a new environment where to develop their passions and abilities, as they consider fit. If you don’t start (or rebel of your socio-familial environment at 20-25 y.o., you still have a chance at 35-40 y.o., the middle-age crisis period.

Diana Ursachi: Many Romanians are very uncomfortable with uncertainty (as shown in a recent Hofstede report: 90% of Romanians prefer to avoid uncertainty), therefore prefer the safety of a less-rewarding, bland environment to the risk of a potentially extremely rewarding option. However, there are a few who dare to make sudden shifts and they are usually people in middle to top management positions who reached a glass ceiling (can’t grow anymore, professionally) and decide to either change professions completely or to take a sabbatical leave to assess their options.

5. Advice for:

- A teenager to select her/his career

Diana Ursachi: Get off Facebook and talk to people working in your fields of interest. Find out what their jobs are actually about and see if your dreams and abilities match their descriptions. Don’t ask them if they think you can do that job. There are as many recipes for being successful in a job as there are people on Earth. However, talk to a councillor for a realistic assessment of your skills and career path.

Dragoș Nicolaescu: Make a list with all the things that you enjoy doing and explore each for a month, so as to discover the ones you can do better. Then, search for people that share your passion and, also, talk about your passion on all your social media channels.

- A professional making a career change

Diana Ursachi: Find viable alternative options for what you’re doing now and make sure there is at least a significant other (family, friend or mentor) supporting you in this shift. Only go for a sudden change (as of tomorrow) if you think that your physical and mental health may suffer if you stick to the current setting. Otherwise, go for a gradual change, by starting off with your new activity in your free time (or as a part-time job) and gradually increasing the intake in time, until the former activity becomes secondary time & financial security-wise.

Dragoș Nicolaescu: Look for a manager/leader that you can admire, in your organization, someone who truly inspires you, a mentor. Talk to him and find the possible solutions to work with him. The people that you work with and, especially, the direct manager, are more important for your mental and emotional health than your job description and salary pack all together. We have a nice Romanian proverb for this that says: “Better to lose with the smart one, than win with the fool one.”

Diana Ursachi: Do what you have been doing until now if you feel comfortable with it. Otherwise, talk with relevant people around you and get feedback on what you could do different/better in the same place or in a new one. Asking different people may bring you diverging points of view (as people have different agendas) so once you get feedback, sit down with a coach to make sure that you can separate the wheat from the chaff.

- How to cope with career breaks & redundancies?

Diana Ursachi: Having lived in three countries experimenting with both success and failure. Otherwise, talk with relevant people around you and get feedback on what you could do different/better in the same place or in a new one. Asking different people may bring you diverging points of view (as people have different agendas) so once you get feedback, sit down with a coach to make sure that you can separate the wheat from the chaff.

- How to approach retirement

Diana Ursachi: By planning it decades in advance and making sure that: a) you are financially secure (as much as it is under your control); and b) that you get personal validation not just from your job but also from family, friends, hobbies, community work as well as other activities.

Let’s see now how people who have benefited from Dragoș and Diana’s advice, have made a shift in their career and find purpose and happiness in their work.

VlăduțNeacșu is now a Business Analyst at...
1. What challenges do you have compared to your previous job/ professional activity?

Vladuț Neașu: It is the opposite of sales. In the past I was working 90% with people to increase the numbers, now I am playing 90% of the time with numbers to help people.

Alexandra Dragomir: I face challenges specific to the transition from an employee to an entrepreneur, namely: maintaining my vocation on upward trends both for the financial and non-financial results.

2. What advice would you give to teenagers/ students/ professionals wishing to find/ change their job, progress up the corporate ladder?

Vladuț Neașu: Dreams come true if from time to time you stop dreaming and start doing something to accomplish that dream, and if you do not know what to do, go to someone with experience in guiding, it will cost you more if you do not.

Alexandra Dragomir: My advice would be to have the curiosity to ask questions, to seek answers, to implement responses, to test new roads, to explore new passions and to have the maturity to change route when necessary. In addition, given that since three months ago I am organizing a workshop that has already gathered a community of 50 people, my advice is to learn to play. Sometimes big answers come out of small things.

It takes courage, ambition and perseverance to make a career change. And career coaching does play an important role in this process. It encourages you to find your bliss and follow it.

“Follow your bliss and the Universe will open doors for you where there were only walls” says Joseph Campbell (renowned mythologist, writer and lecturer).

Cristina is a professional and enthusiastic Communications and Lifestyle Consultant, with broad professional experience in international environments (Belgium, Germany, India, Italy and Romania) as a PR professional and Journalist. She is currently based in Romania, but she offers consultancy and trainings at international level. You can find her on: http://www.brandimage-europe.eu/en and https://www.linkedin.com/pub/cristina-burcea/2b/463/133.

CM: Who are your models in personal development and entrepreneurship?

CM: The types of beliefs that we have are very important because they determine the quality of our lives. What would be, in your opinion, the types of beliefs of successful people?

CM: Ted Turner quoted Thomas Paine and said: “Lead, follow or get out of the way”. Can you elaborate on this?

CM: Who are your models in personal development and entrepreneurship?

CM: You mentioned about books earlier, what books can you recommend?

RB: In order to understand how important the team is, I recommend John Maxwell. He is No. 1 in the world on Leadership. For Personal Development and changing your perspective and mentality – Brian Tracy. Donald Trump helped me a lot in several successful books.

Carmen Moraru (CM): Can you tell us more about “From Thought to Result” which is now in its second edition?

Robert Burcea (RB): After the pilot edition, which was held in Romania’s Capital, Bucharest, next is the inaugural edition in Cluj, where the special guest will be Paul Martinelli, brought here especially by Sorin Popa, who is the founder of John Maxwell Team Romania.

RB: It came as a completion to what I was already doing, to be more precise I was organising student events at my university, Petroleum and Gases (from Ploiești), economical engineering in the mechanical field. For two years I had been going to the most important personal development and business events and I had read over 200 books on personal development and business and my mentors help me develop and change my perspective, which is why I wanted to help other people as well.

CM: From Thought to Result (Interview with Robert Burcea)

Carmen Moraru - iCN Journalist (Romania)

I had the chance to meet Robert Burcea, who is responsible for various coaching, personal and business development events and conferences not only in Romania but also all over Europe. He is the founder of International Concept “Robert Burcea & Friends”. The concept is based on directing people’s mentality towards their own fulfillment, towards discovering and following their passion.

CM: What are your models in personal development and entrepreneurship?

CM: Who are your mentors in personal development and entrepreneurship?

RB: It is the opposite of sales. In the past I was working 90% with people to increase the numbers, now I am playing 90% of the time with numbers to help people.

Alexandra Dragomir: I face challenges specific to the transition from an employee to an entrepreneur, namely: maintaining my vocation on upward trends both for the financial and non-financial results.

CM: How did come up with the idea of organising this event?

RB: In order to understand how important the team is, I recommend John Maxwell. He is No. 1 in the world on Leadership. For Personal Development and changing your perspective and mentality – Brian Tracy. Donald Trump helped me a lot in several successful books.

CM: You mentioned about books earlier, what books can you recommend?

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CM: Who are your models in personal development and entrepreneurship?

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CM: Who are your models in personal development and entrepreneurship?

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CM: You mentioned about books earlier, what books can you recommend?
of mingling among successful people, in order to think and to have the mentality and the perspective of successful people. When I say success, I am not only referring to the spiritual and the material, but also the financial part as well. First of all, beliefs are given by society, and this society teaches you how to be a good employee, not an entrepreneur.

CM: I wonder if the successful people know how to make use of "The aSecret" in another way than does the rest of the world?

RB: It depends from case to case. It is not something with a general applicability, but what I have learnt from the majority is that they also take action in this direction, they do not just wait. For instance, this book was very well received in Romania because it makes you think that you don’t have to do anything and that things will come to you only if you think about them. This is about having a vision, which is a very important thing, but there is more. My personal motto, nobody else uses it, is: "Action stays, intention goes". When you have a vision, a great plan, you must act in that direction. And there are three more keys that are very simple, essential for the every business’ success and represent an essential factor that may help you become a millionaire. Three factors that you must know how to master very well: networking, marketing and selling.

CM: Not only beliefs are important, but also the limitative thinking patterns, which are being formed on their basis. How can we identify and – even more – how can we modify these limiting thinking patterns?

RB: We cannot realize that we have a limiting way of thinking. Why? Because we cannot know more than what we are in the environment that we live in. There’s the need for a gigantic desire to change which comes especially from a frustration that you have. This is the only way that the majority of people succeeded in changing themselves. There is the need of a huge frustration in order to get out of your comfort zone and to desire success.

CM: Public speaking is a successful way of communication, as a result of which you make friends. What are the secrets behind this successful communication? Intention?

RB: It is very interesting that I am not a specialist in Public Speaking, but I am a specialist in communication, relations and partnerships, managing to befriend and to attract as partners the most successful people in Romania and a part of Europe as well. The first essential thing that has helped me a lot and many people have it is to admire people. It is very important not to regard people with hate, but to admire them for who they are and what they want to achieve. Another thing is to be joyful when you meet people, I personally love people and feel very comfortable around them. Another essential factor is to offer support to others, to listen and to make them feel important, not to highlight yourself.

CM: The event that you are organising in Cluj is called “From Thought to Results”. All of the great projects have started like this. At first there was the idea, the thought. What would be, in your opinion, the steps that we need to follow in order to materialize our thoughts, our ideas?

RB: First of all you need a vision. Second of all, you need to trust yourself. The self trust comes from the third thing which is related to mentors. The mentors can help you trust yourself. This is their role, to convince you that you can achieve what you are set out to do, and self trust is of a capital importance. You can start by wishing something very little, everything that you say and that you do will boost your self esteem and self trust. And when you say one thing to people it is of utmost importance to keep your word, it is important first of all for you. Very often people are not punctual and not disciplined. These things are being learnt step by step. One of the keys to success is punctuality – and moreover – discipline.

CM: Donald Trump said: “If you’re going to think anyway, think big”. That is correct.

CM: Buddha said: “What we think, we become”. The same idea is found in the movie “The Secret”: we are what we think. To what extent do you agree with this?

RB: It is quite true. So is with getting upset, for instance. We victimize ourselves. This has happened to me a lot. I am an emotional person. And although my rational part was aware of what was happening, the emotion was stronger and I was falling 100% not necessarily into depression, but in a realm where I could not be rational. This is how it can be cured – first of all with the help of mentors and then by telling yourself what you are learning from it. It is very important to think all the time in terms of challenges not problems. To think in terms of solutions not in terms of problems. The more you think about solutions, the closer you are to materializing your desires.

CM: You gathered under the umbrella of the event from Cluj personalities from various fields, such as: entrepreneurship, management, business, personal development, sales, coaching. What is the vision that the event organized by Robert Burcea & Friends in Cluj wants to communicate?

RB: Having friends in various fields, in Romania and in Europe as well, I wanted to offer people a maximum of quality so that they can find themselves among the fields I present and each of them may have the possibility of following his or her own dream. It is important to walk in life on the path of your passion and to enjoy what you have and what you will have in the future.

CM: Who are some of your guests?

RB: One who has helped me a lot is Bogdan Comănescu, who is, from my point of view, number one in Romania with his company, Accelera. Bogdan Comănescu is the founder of the largest personal development event in Romania. He gathers 1500 people at every event. It is called “I Deserve, I Want and I Can Do More”, and the other largest event in Romania is Business Days, which gathers the greatest entrepreneurs and trainers in Romania. This is the environment where I have grown the most.

CM: What is, in your opinion, the difference between wishes, dreams, objectives and purposes?

RB: The wish is the one which makes a person take the decision to buy, the dream is the thing that inspires people, the purpose is the objective towards which you are heading, when you have an essential purpose, it is important to write it down on a piece of paper and the objective is made out of the steps that you need to take in order to meet your goal.

CM: What recipe can you give us in order to live our dreams?

RB: First of all, you must start from the idea that it is going to be difficult, all of the successful people have gone through difficulties at a given moment in time, it is only in that moment that you realise what were the sacrifices that you had to do. Another essential thing is to talk to yourself. Coaching is for yourself as well as for the others, it is an essential thing quite helpful in teamwork, in Leadership and in Productivity. Ask yourself all the time why you are doing what you do and what it is that you want. Another thing that I would like to mention here: they say that if you don’t have the answer in your head, you have it in your heart. And if you donot have it in your heart either, the others have it.

CM: And where is it best to have it?

RB: The important thing is to find it.

CM: According to lui Allan Pease, communication is made out of nonverbal language in a proportion of 80% and of verbal language in a proportion of 20%. In what proportion does this apply to personal development?

RB: This is a very good question. I really have not thought about this until now. Well, it depends. Personal development is oriented first of all towards individualism, but individualism in order to help
It is true that nonverbal language is very strong. Let me make a small comparison: the difference between the conscious and the subconscious. I do not know if you know, our subconscious is 95% and our conscious is only 5%. So a secret that I would like to mention for the subscribers of your magazine: what you say to yourself everyday becomes the result, you become what you think because your thoughts are influencing your subconscious part. Me, for instance, I listened to audio books or read books almost every day so that my subconscious is ready to have a lot of money, to be a millionaire, to be a successful person, to add value to people’s lives, to help as many people as possible. Because the subconscious is controlling you. You are aware, but you act as a result of your subconscious. So all that you hear, see, feel, live will remain in your subconscious and will be reflected in what you manifest every day and every moment, including when you are asleep.

CM: Change Management deals mainly with adaptability, with the way in which we interpret the situation that take place in our lives. “It is not the change that does us in, the transition is! Psychological transition. The difficulty lies in the realm of the mind”, said Jim Bagnola, specialist in change management. How can we create a new reality, how can we adapt it more easily in your opinion? How can we change our perceptions?

RB: The first thing is faith. Change does not come unless you want it. We hear every day the information that we need from the people that we come in contact with. New solutions, new opportunities appear every day but we do not recognize them. I could add that it is about desire and courage, about the courage of trying and seeing whether it is true or not. I personally have spoken to a lot of people. This is how I was able to become a better person, starting from one who did not have any friends, who had nobody to talk to, to having hundreds of friends and thousands of acquaintances, making surveys and speaking to thousands of people. People are afraid of the unknown and do not head in that direction. Another thing that I personally enjoy was to help people without them asking me in that direction. Another thing that I personally enjoy was the kind of help that I offer. You have to have the courage to ask for help and to try out the pieces of advice that you receive in order to gain practice because there is a difference between experience and practice.

CM: “The only disability we have in life is a bad attitude. What tested recipe do Robert Burcea & Friends give us in order to turn our negative attitudes into positive ones and to have success?”

RB: Attitude is related to emotion. It is crucial and the first time when I felt this thing was when I dated a girl. If you want to know how important the attitude is, go on a date with a girl who is more beautiful and earns more money than you as a man do, and you will understand how important the attitude is and then seize the difference between you and a man who is successful with girls. It is here where you realize how important attitude is. Another important thing to see in attitude is that it is translatable. By attitude I also understand enthusiasm. I manifest all the time a special enthusiasm by which I attract people on my side when I am talking about my passion and about what I do because I follow my dream and I do what I like, and I can do this all the time. I said that it is a matter of time, people gaining trust on the value I offer them. First of all by my experience and then by the people that are next to me and offer them information.

CM: What is your message for our readers of ICN?

RB: To become better, to invest in themselves. For instance, in Romania, it is promoted the fact that education is a huge mistake which is a huge mistake. In England, in America, education and university are being paid for. To be better, to invest in yourself, to do all you can do in order to have mentors, in order to tailor your way to success.

CM: I have one more question. Robin Sharma said: “Do you do it for the love or do you do it for the money?” How can we transform our passion into money?

RB: Money is a consequence. It is true that we need money. I have spoken to hundreds of people and entrepreneurs. Their first mistake is that they do not take advices, they do not accept the ideas suggested by the people who went through the same mistakes as they have. Me, for instance, I have spoken to thousands of people who shared with me the mistake hey have made at different ages, so that I am capable to know what mistakes I will make in ten, twenty years from now and how I will think in twenty years and I can win enough time to avoid other people’s mistakes and to make my own mistakes. Yes, you can monetize. But the first thing that you need is marketing. As I said earlier, I have spoken to thousands and thousands of people so I know a lot of verified information as a result of which I will have a few businesses and I will try to help a lot of people in order to build a very powerful team. You need marketing. People who start a business invest in infrastructure, in materials, they do not invest in people and most of all in marketing. They clench when it comes to marketing which is precisely the most important factor of any business. It is the marketing that makes the difference between number one quality and the best-sold product. And you need quality, you need a team, but first and foremost you need marketing. In order to succeed with all these things, you need a team. John Maxwell teaches you the best about the importance of a team. Brian Tracy teaches you the best how to materialize your thoughts into results. Any dream can come true if you have the appropriate vision and you act as a consequence to a plan which lead towards meeting your goal, having the appropriate people around. You definitely need a high performance teamwork and networking. Just think how hard it is when you do not have the money but the challenge is also greater - to succeed without having the money. Why? Because when you know how to make one hundred thousand euros, you have to repeat the step and you will make two hundred thousand euros and if you repeat the steps again, then you will make ten thousand euros. And if you go bankrupt, you only have to repeat the steps. When you know how to make a certain amount of money, all you have to do is to repeat the steps in order to make more money.

CM: If you have anything else to say and I omitted in asking you:

RB: I would like to say that starting from 2015 I will have a series of six events in Romania and at least three in Moldovia - in Chișinău, in England - in London, I will also try Germany and, maybe, Austria or Greece. And if there aren’t events in all these locations in 2015, they certainly will be by 2016. Why? Because the value that I am offering together with some of the most performance people in Romania and in these countries will make a difference for every person and it will help every country develop more via the entrepreneurs and the economy will rise first of all because of the entrepreneurs.

Carmen’s mission in life is to help people. She believes that there is something beautiful inside everyone.
In the world of business - targets and deadlines are everything, right? What about at the expense of your health?

Ask yourself the following...

- What would chronic disease cost me?
- Should I just hand my health over to medical insurance?
- Isn’t prevention truly worth a pound of cure?
- Why am I working so hard for a retirement I might not live to see?

"Those who work in a stressful business environment who have no time for healthy eating, will at some point have to make time for disease. This is a fact."

Clinical Nutritionalist, Marc R Manklow

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**The Alpha Group**

The Alpha Group offer proven effective membership services which empower business owners to maximise profitability and dominate their sector in 2 years.

Helping **BUSINESSES to breakthrough WORLDWIDE**

The Alpha Group is Alpha for Coaches, Mentors and Trainers that are passionate about helping members to thrive while growing a loyal and strong client base. Therefore you need to be up for this challenge if you will make a significant difference in the lives of others. On a monthly basis you will meet with a network of like-minded professional leaders that is keen to give a high level of support to business.

Get ready to transform the performance of businesses and impact the productivity of your peers' organisations through focused meetings, practical training and valuable business support.

At each meeting you will start by delivering a 45-60 minute Power Point workshop. This will enable me and my group of members to really advance in their fields and fulfill their business ambitions. This will be followed by working as a group of peers where you will work on helping to grow each other’s businesses and structured feedback and development discussions. Together, every decision made or action taken is made accountable to a coaching board of directors. This combined model to share ideas and learn from the experiences of like-minded peers in an intentional, peer-based environment is a core part of the Alpha Group experience.

We are currently accepting applications for Regional Directors who are serious about helping growing member businesses. Our aim is to help them dominate their business sector.

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Successful Alpha Group Regional Directors will:
- Be qualified, experienced and highly motivated professionals within the Coaching, Mentoring or Training world.
- Commit to, and be held accountable for helping to achieve transformational change for the members.
- Adhere to the highest standards of profession.
- Share your knowledge, experience, ideas and wisdom with your members.
- Have the desire to earn a substantial ongoing income by growing successful Alpha Groups.
- Have the ability to build a substantial Coaching client base.

We are currently accepting applications for Regional Directors who are serious about helping growing member businesses. We require applicants to be well established in their own businesses.

Because our aim is to help them dominate and grow their business sector.

Colin Lindsay
Managing Director, The Alpha Group Worldwide
mobile: 07795976292 email: colin.lindsay@the-alpha-group.biz
Career: is a past trauma holding you back from career success? Diana Barden explores how past trauma affects people and even those who have been severely traumatised can work to turn their trauma into success.

The one thing we learn when we live through a traumatic event for the first time, is that we do not have a divine right to a nice, easy, plain-sailing, trauma-free life! Traumatic events (for example serious illness, divorce, redundancy, bereavement) happen to everyone, and debilitating, depressing and disempowering as they may be, can also be an opportunity for renewal, re-energising and re-birth. It all comes down to our perspective, how we view the event itself and how we choose to deal with it. This choice will be affected by a number of things: past history, our peer group and how they tend to choose, the ‘meaning’ we give the traumatic event, and something we might term resilience or our ‘locus of control.’

Broadly speaking, as a species, human beings divide themselves into two categories. Our ability to rationalise our experiences often leads us to give them meaning, for example ‘X means he doesn’t love me anymore’ or ‘Y means my boss doesn’t value my ability’ or ‘Z means I must be a bad person’. The first category of people, those with an external locus of control, believe the control or the ability to affect a situation lies outside of themselves, thus they are powerless to do anything about it. Those in the second category have a fundamental belief, a mind-set, that while they cannot wish the event away, they can at least choose how they allow it to make them feel; they can control how they view it and what they decide to do about it.

The concept of the locus of control was first coined in the 1950s by psychologist John Rotten. We see this divide between those with an external and an internal locus of control who are looking to change jobs, start their own business or make some other change in their careers. What do these statements tell you about the mind-set, the belief systems of the speakers:

‘They kept asking me really difficult questions in the interview, I don’t think they liked me’

‘I have a few questions I prepared before this interview to help me to decide whether I would like to work for your company’

‘When XYZ company didn’t return my call, I checked their website and found the manager’s email address so I could contact them in a different way’

‘I’d love to start my own business, but I have children to look after/no children/no time/not the right qualifications’

The difference really comes down to whether we choose to be at the cause of our own destiny, and thus our career, or at the effect of others’ decisions. Everyone has traumatic events in their lives, not everyone understands the power we have within ourselves to choose how we perceive those events, the meaning we lend them and the extent to which we can consciously choose how we can build them into our life plans, rather than struggle to fight or avoid them.

Diana has spent the last 20 years delving into the mind-body connection, and what can be possible when we start consciously choosing our own feelings and emotions. As a trainer, mentor and coach, Diana is committed to working with those who want to turn life’s traumas into successes, and leave the world a better place as a result. Diana lives with her two children near Cambridge.
Career Coaching - Career Transition, Career Crisis, Career Change
Gauri Tomar (India)

Career Transition

Everyone’s experience with career transition is unique, the perspectives, tools, and support from career coaching contributes to a smoother transition and positive results. A coaching program is designed specifically to meet such situations beginning with self-discovery; helping you find new perspectives, push beyond blocks and blind spots to achieve your goals. These blocks can be emotional, physical, intellectual and spiritual.

A career transition does not necessarily mean leaving the company—promotions are a career transition as well. And it’s very normal to feel a mix of excitement and anxiety when promoted. Whether the promotion is within the same organisation or within a new company, feeling quite isolated as you make your way into the new role can be real. You may be thinking:

- Can I really do this job? What if I fail—then what do I do?
- How do I ensure that I don’t make any mistakes?
- How do I connect with my team?
- What if I don’t have all the knowledge, skills and abilities I need to actually do this job?
- Who do I go to for support or help without looking inept or incompetent?

When dealing with a promotion, hiring a career coach can be a significant benefit. We can work on performance anxiety, the tendency to overwork to control outcomes, the delegation dilemma, planning and organising workload, building a new team, and how to squeeze self-care, work / life balance and personal priorities into this new work reality.

Career Crisis & Career Change

Sharing a story about a past coaching client will help explain the process (specific details have been changed to ensure client confidentiality). They were in the phase of Career Transition, Career Crisis and Career Change.

During recession, I have come across few expats who came from US to find new jobs or wanted to setup new business ventures in India. Their mental conditions were not very sound. Anxiety was one of factors that can be seen Money (low value of currency) is major factor for Expatriate who wants to relocate in their own Country or Repatriation. As we know that generation of income has a direct impact on the cost of living and lifestyle. I have taken their interviews, counsel them and gave Career Coaching. Sameet Nayyar was an interesting case he came to India to take care of his aging Parents. He tried few jobs in IT sector but according to Indian Norms his age was barrier to fit for that Job. Then he wanted to open new Business Venture in India. He was in dilemma whether he will go back to US with his parents or become repatriate and relocate in his own Country. He was facing odds in his Career. So, he hired Career Coach. After taking few coaching sessions, I have found that Client has to go back to US. His interest and aspiration are not matching with Indian Norms. So, Client has decided to go back to US and taken his own family with him.

Another case was also with NRI IT professional, he was looking Career Change from IT to Marketing or finance or Research Analyst. Yes, he was sure to be in India. He was looking for options. I took his career coaching sessions and Client is happy to start his own training and development company. So it was Career Change at the age of 38.

Dimensions of Expatriate Adjustment

There are basically three dimensions of Expatriate adjustment – cognitive dimension, affective dimension and behaviour dimension.

In cognitive dimension, in this learning process, the expatriate will replace or supplement old, inappropriate elements of the mental frame with new elements. Cognition has an internal & external aspect. Internally, certainty of knowledge received in interactions with the host country. Externally, the strength of the knowledge base of the expatriate, which includes the mental frame of reference, is subject to feedback from others (the host country), which can be explicitly expressed verbally or implicitly through behaviour.

In affective dimension, changing Home or Job is considered as being an important stressor in Life. A move to another country exacerbates this. The stress laden nature of move & adjustment abroad influences expatriates’ feelings. Their emotions are short lived episodes that is related to an object. Moods, on the other hand are less specific & longer lasting than emotions but still transitory states. Family ties & aging parents may influence negatively the expatriate’s mood upon arrival, or perhaps the prospect of exploring a new Country with one’s healthy parents does the opposite. As time passes, a sense of loss and missing friends back home may set in, thrill of becoming conversant in new language may create excitement.

Cultures differ in how much deviation from the rules about the expression of feelings. They tolerate and how they sanction infringements. For example, the Italians are more likely to express being upset than the Japanese. Indians expats miss especially Indian Cuisine and Indian Festivals like Diwali and Holi. Indian expats are quite emotional as compare to Chinese.

In behaviour dimension, upon arrival adequacy of an expatriate’s behaviour will be relatively low, especially if the host culture is distant from expatriate’s previous experience. While appropriate behaviour will be usually effective, the reverse is not necessarily true. Effective but inappropriate behaviour tends to be effective only in short term.

The behaviour dimension has internal & external aspect. Internal aspect refers to the effectiveness of behaviour, i.e. whether the expatriate gets what he or she wants. The external aspect refers to the appropriateness of behaviour, i.e. whether the behaviour of the expatriate is judged by to fulfil the requirements of the host society.

Career Change

Some of repatriate voluntarily leaves their job and the host country and return to their own country to start a new Business Venture or do new job. They want a Career Change to learn new skills like entrepreneurship. Business Coach and Consultant can help such repatriate to set up a new business venture in their budget. Career Change can be taking new portfolios -from IT Consultant to Repatriation

Repatriation

Repatriation is the process of people returning to their home countries. It can be voluntarily done by an employee due to personal, financial or career circumstances – parents’ issues, health issues and culture issues. However, many repatriates experience difficulty on return. One no longer special, practical problems arise, new knowledge gain is no longer useful et al. These difficulties are influenced by number of factors including self-management, spouse adjustment, kids adjustment, time spent overseas, skill utilisation etc. What’s crucial that every individual perceives in a different manner. Direct Managers and HR Staff often notice such issues, but they are not always able to act on it. Career Coach can be quite helpful to resolve such issues. Career Coach can help repatriate to adjust repatriate in his own country, adjustment with environment, increase job satisfaction and maintain work life balance.

Career Change

Some of repatriate voluntarily leaves their job and the host country and return to their own country to start a new Business Venture or do new job. They want a Career Change to learn new skills like entrepreneurship. Business Coach and Consultant can help such repatriate to set up a new business venture in their budget. Career Change can be taking new portfolios -from IT Consultant to
Lawyer. From Marketing professional to Education Counsellor.

If you simply do not know what career would really excite you, it may be worth spending some time exploring your values and beliefs to find out what matters most, so you can then research jobs which fit your criteria.

Career Coach can help us in these areas:
• Identifying your perfect career.
• Working out what would make you truly happy.
• Looking into issues that could be having an impact upon your work life.
• Helping you to identify negative thought and behaviour patterns so that you can change them.
• Identifying and turning around things that hold you back.
• Learning to make the most of your skills, attributes and experiences.
• Interview coaching to help you stand out from the crowd.
• Assisting in CV writing to help get you noticed.

Since, I am an expatriate and have faced all these three stages of my Career so I can relate to this aspect well. Career Transition or Career Change is meant to build bridges. In turbulent times we need to diversify ourselves. It is for overall development of Individual and it is possible to have a career you love and enjoy.

Are you wondering whether adding coaching to your practice is right for you? Perhaps it might help to examine some common myths about career coaching so that you can make an informed decision.

Myth #1: A career coach must have a Master's Degree in counselling.

Currently, there are no educational requirements in most states in the U.S. for coaches. However, even with related background, coaching is a skill set that must be studied. Career coaching requires training and expertise in at least four areas: 1) the field of career coaching (theories of, models for, how it differs from related skill sets), 2) career design and decision making (using a systematic approach), 3) coaching skills (which we define as an interactive process of exploring work-related issues – leading to effective action – in which the coach acts as both a catalyst and facilitator of the individual's transformation), and 4) the mechanics of the job search including how to develop a job search plan, how to use social media as well as in-person job search methods, resumes, interviewing, negotiating and more.

Myth #2: If I can talk to people about their job-related issues, I am (or can be) a career coach.

Career coaching requires training in coaching knowledge, skills and abilities (KSA's). A coaching interaction is much more than a mere conversation; it has a strategic component and a transformational impact that puts it at a much higher level than a mere conversation. And the client's professional future is at stake; are you willing to risk giving uninformed “advice” versus becoming a trained professional – or referring the client to one?

Myth #3: I am already a coach, so when people come to me about a job-related issues, I can call myself a career coach.

This myth may be partly true. If the coach has received formal coach training and has an effective coaching model that they are using, their coaching skills may be transferable. However, to coach individuals in career issues also requires knowledge of career development theories and principles as well as the science/art of resume writing, helping a client capitalise on their strengths and minimise weaknesses in an interview, components of an effective job search campaign, and the like. Specific training in these areas is needed to supplement coaching skills for one to truly call herself a career coach.

Myth #4: Other kinds of coaching are more “advanced” and require more specialised training than career coaching. It’s just a point to begin one’s practice; career coaching by itself is not a substantial enough specialty area on which to build a practice

To put it simply, career coaching is not as easy as it looks! But it is a viable practice specialty. The best career coaches make six-figure incomes.

Myth #5: I do not think career coaching would be right for me because I mainly enjoy writing resumes, practicing interviewing, and helping the client with negotiations.

This is one of the best things about career coaching; you can do it in whatever way fits your personality and preferences! Some career coaches prefer to focus on the “career discovery” part of the process, helping clients figure out “what they want to be when
Myth #7: You can’t make much money at career coaching, especially during tough economic times.

On the contrary! Career coaching is the one specialty in the coaching field that is recession-proof and actually expands during economic downturns. Why? When the economy turns down, companies lay off workers, requiring outplacement services (and these firms have added coaching as one of their services to such companies) as well as career centres (which can be set up and/or staffed by career coaches).

Myth #8: I can get helpful advice about my career from my family and friends.

Remember the old saying, “you get what you pay for”? There are several reasons family and friends’ advice may not be in your best interest regarding your career. First, they lack the objectivity that a coach can provide. And second, they may feel threatened by the change you’re considering.

Myth #9: I’ve been doing career counselling or career consulting for years; I’ll just start calling myself a career coach now.

See the response to Myths #2 and 3 above. Career coaching requires specific training and knowledge!

Myth #10: Career coaching can only be done in person.

One thing that is fascinating to most people when they first discover coaching (as a prospective coach or a client) is that 90% of coaching is done by telephone. This is appealing to coaches and clients alike due to its flexibility.

As a Coach or Mentor
‘Professional’ is the new level to achieve!

The IIC&M launch their new CPD based ‘Professional’ level for Accredited Coaches & Mentors.

Wherever individuals are within their professional development, this is their opportunity to move their coaching and/or mentoring professional development forward. Whether they are an employee with an organisation or run their own business, Continuing Professional Development (CPD) means taking charge of your career. It is a means of self-managed and career-long professional development. CPD is a process by which everyone benefits.

Accreditation
Accreditation is your internationally recognised and approved standard/level of accomplishment which demonstrates your training, experience and ability/competence as a coach or mentor.

Why have the IIC&M introduced Professional Coaches or Mentors level?

The IIC&M have long recognised that CPD forms part of the accreditation process. However, it also recognised that in developing skills and knowledge for accreditation, CPD was almost an inevitable aspect. Therefore, how best to identify those coaches and mentors who, after accreditation, continued to develop their competence? The answer was the introduction of the ‘Professional’ level for accredited coaches and mentors. This recognises those individuals who continue to develop their professional capabilities for the benefit of their clients as well as themselves.

What is the CPD programme?

The IIC&M CPD Programme is designed to support the continuous development of knowledge and experience as required of a professional coach or mentor, from the moment they become accredited with us. To demonstrate their continuing professional development and gain their Professional Coach or Mentor status, the IIC&M requires all accredited coaches and/or mentors to complete a minimum amount of personal development in each CPD year. The amount of personal development required depends upon the level of ‘Professional’ status being sought, for which there are four levels.

What is the benefit of achieving a ‘Professional’ status?

Achieving the ‘Professional’ status, demonstrates that individuals are not only an accredited coach or mentor, but critically that they value the importance of enhancing their knowledge, skills and ability to better serve their clients. ‘Professional’ status goes beyond accreditation and establishes a level of ongoing professional competence.

CPD allows individuals to demonstrate their professional commitment to their own career. It enhances their profile and provides them with the opportunity to add additional value for their client base.

More information:
For more information regarding accreditation and the ‘Professional’ levels with the IIC&M, please email accreditation@iicandm.org or review the website www.iicandm.org or icn1405c.

About the IIC&M

The IIC&M is the preferred independent and not-for-profit officially recognised accreditation body for Professional and Accredited Coaches and Mentors, Accredited Courses and Workshops, coaching or mentoring students, and for clients to select their professional coach and/or mentor; and is dedicated to promoting best practice, supporting their members, while raising the awareness and standards of coaching worldwide.

Contact Information:
Intl. Head of Accreditation
www.IICandM.org
accreditation@iicandm.org

They grow up,” as we like to put it. Others prefer the tangible, immediate-results work involved in the “job search mechanics:” a customized job search marketing plan, writing (or critiquing) resumes, role-playing interviews and negotiation sessions, and the like. And still other independent practitioners do all of this! So career coaching is a field that can be tailored to the individual coach’s preferences.

Myth #6: The best career coaching approach is to start with what the client is good at, their skills (KSAs) in designing their new job/career.

This is a premise of many career development theories. However, for most people in mid-life, they already know what they’re good at – they are looking for more. CCI’s Authentic Vocation™ model helps them find more fulfilling work, not just another job.

Certified Inspired Business Success Coach and certified Career Consultant, Marcia Bench is a Master Certified Career CoachTM, Certified Inspired Business Success Coach and certified Career Management Practitioner.

She is also the Founder and Director of Inspired Business Institute, the world’s leading provider of coach training in career coaching, business coaching and retirement coaching http://www.inspiredbusinessinstitute.com. She is also the author of Career Coaching: an Insider’s Guide, now in its third edition, and 24 other books.
The First Edition of Transylvania ZenFest in Cluj
Carmen Moraru – iCN Journalist, Romania

The Casino Building from the Central Park was the host of the first edition of Transylvania ZenFest, held last June. It is the first festival dedicated to alternative and complementary therapies. This is the first event from Cluj-Napoca, dedicated to the equilibrium of body, mind and soul.

It was a two-day event, they were 16 outstanding speakers, who enlightened those who attended, that everything is possible. Among the 16 wonderful speakers there were: Georgiana Sprătaru, Dr. Crina Vereş, Darius Moldovan, Toma Gross and others.

Georgiana Sprătaru is a ThetaHealing instructor. She presented to the participants a technique which they can accomplish any desire or ThetaHealing. ThetaHealing was developed by Vianna Stibal. By practicing ThetaHealing, you become aware of the blockages in your subconscious and you learn ways in which you can modify it. ThetaHealing is a mode in which you can turn any situation around using the Theta brainwaves. It has been called the cream of creams as far as personal development is concerned. In order to have an optimum way of life, it is necessary to heal our blockages, our limiting beliefs that are profoundly rooted in our subconscious and to replace them with new ones that are full of hope and illuminating. With ThetaHealing we can create the life that we truly want.

Dr. Crina Vereş spoke about the New Germanic Medicine, developed by the German doctor Ryke Hammer. It is a method of self healing which treats the cause of diseases and not their effect, because it is known that if we eliminate the cause, we also eliminate the effect. If the cause remains and we are treating only the effect, then this will cause maybe an even worse outcome. Doctor Hammer has set forth the five biological laws and highlighted the interaction between the three levels of our being: psychological, mental and physical.
The master Darius Moldovan presented “The Yoga of Perception – The First Five Steps in Yoga”. In Sanskrit, yoga means “union, becoming”. A key stage in the practice of physical exercises (Hatha Yoga) is to become aware of the seven force centres of your being which are being ignited in the seven colours of the Rainbow: red, orange, yellowish, immature, blue, indigo and violet. By practicing both spiritually as well as financially. Because only this kind of people will be able to make a change in our society, in the life that we lead and in the vision of life”.

Another significant part of the first edition of Transylvania Zenfest was the Holistic Fair, which gathered specialists and therapists from fields such as: energy medicine, bio-resonance, Bach floral remedies, homeopathy, Prananadi, Reiki, Sahaja Yoga, magnetism, superfoods, nutrition, water purifying systems and much, much more.

Among the therapists present at the fair, was Psychologist Mirela Vicovan, therapist in Bioresonance, Reiki, Access Bars, Energetic Facelift and Bach remedies counsellor. She is the Director of the “Healthy Life” Holistic Medicine Centre in Cluj-Napoca. “Healthy Life is a centre of holistic medicine and bioresonance, set up in 2008, with a large range of services, qualified personnel and eager to put their knowledge and experience into practice for the use of our patients”, said Mirela Vicovan. “By the services that we provide at our centre there are: balancing the whole body through bioresonance, consultation for Bach floral remedies (depression, anxiety, insomnia, panic attacks, fears, mourning, recovery after accidents, shocks, traumas, personal development, loneliness), emotional healing, Reiki, Access Bars (the most innovative relaxation therapy) and others.”

Yoga, Reiki, ThetaHealing, the New Germanic Medicine, the Bach floral remedies... After two days spent at the Transylvania Zenfest you feel like you were born again. You have discovered within yourself a lot of things that make you look at the world with different perspective. You find that if you change your inner attitude, everything around you changes as well.

The location where the event took place was a superb one: the Old Casino Building from the Central Park from Cluj, with a lake to its left where there were geese floating on the water. A lot of green plants, harmony, joy, hope...
adults. Its founder, Professor Stefano D’Anna, is the former Rector and founder of the European School of Economics (HQ in London) and a leading manager of multinational companies (Alfa-Romeo, Fiat International, Olivetti Corporation of America among others). The programme is led by Francesca Del Nero, Director of the School in Italy.

We had the privilege to speak with Professor D’Anna and Director Francesca Del Nero, and asked them about the School’s founding principles. We have also talked to alumni whose lives have positively changed after attending the school. Unfortunately, soon after this interview, Professor D’Anna has passed away, but his teachings and dedication are carried on by the core team of the School. We are sharing their thoughts below.

Stefano D’Anna, philosophical founder of the School for Dreamers: “The world desperately needs men and women incorruptible in life as in politics and business with the vision of a pragmatic dreamer. The idea is to forge visionary leaders, led by Ethics and Integrity. They are our future leaders, the most strategic resource for human and economic development in every country.”

Francesca Del Nero, Director of the School for Dreamers: “Our students are usually above 15 years old. But we also had some 12 year old girls who asked to come. We developed two main programmes: one dedicated to the youngest, up to 19 years old – The training for Dreamers - and one dedicated to the adults. We aim to inspire our younger students to enhance their leadership skills, to become the new Dreamers of the world. Attending the School for Dreamers is a journey towards building one’s Integrity as the essential quality of the future leaders. The art of Dreaming must be learned: the principles and laws of the Dream are essential to live a happy and successful life.”

The School is rooted on the philosophical thoughts expressed by Stefano D’Anna in his master-piece books, “The School for Gods” and “A Dream for the World”, published in 2009 and 2012, respectively. It proposes training programmes and seminars which integrate the most advanced tools coming from the neurosciences and scientific discoveries. The goal is to train individuals to develop a Hero mindset through responsibility and self-observation.

Stefano D’Anna: “Whenever you are able to really observe something negative in yourself, you are no longer trapped in it. If you observe inside yourself, the right things will start to happen and those that are not right will gradually fade away. Self-observation is self-correction.”

One of the most popular programmes developed by the School for Dreamers is “The Journey of the Victory”, an intensive “self-training” programme, divided into two stages: a weekend followed by an 8-day training and an online platform to keep on learning. The participants make a journey through the main themes of the book “The School for Gods” of Stefano D’Anna, as outlined in its chapters. Briefly, it is a process towards Victory.

Marco Nunzio, one of the first students of the School, and currently The Dream Coach in its team, confesses: “The School for Dreamers came into my life at the right time. I still remember the first thing Professor D’Anna said to me: “The School for Dreamers is just for you, and for nobody else. It came to you because you are ready, now.” It was an 8-day experience, an intensive program which gave me the opportunity to really observe myself, to deeply understand the word ‘responsibility’. After this programme, I spent two weeks in total isolation. Neither friends, nor relatives or my partner could understand the great inner motion that I was experiencing. It was as if I was sleeping and someone had given me a slap in the face to wake me up. I needed to have that moment just for myself – my introspection. At the end of that journey to self-discovery, I’ve realised that Research was no more the professional path that I wanted to continue. A completely different path came to my thought and I only needed to have the courage to pursue it. I looked for a completely different training: a School of Coaching, NLP and personal development courses. After two years of hard work, I was able to collaborate with the School for Dreamers as a Dream Coach.”

ICN reporter: What changes did the School bring to your life?

Marco Nunzio: “I am now completely satisfied, free to live the life that I choose to have. I live the joy of the moment without expecting anything from the future. I live like in a mobile paradise, an everlasting dream that lights my actions apparently without any coherence. And for those people around me, who might call it a «mad, reckless and irresponsible choice», I call it «the true engine force of the Dreamer, a complicated device that no one knows except the deep intelligence of the Dreamer himself».” But, like in any other career, it doesn’t lack challenges: “The challenge now is to remain centered. Never forget to travel in all directions, but always keeping an eye on the Dream” concludes Marco.

Since its launch in 2010, more and more generations of people pass the steps of the School for Dreamers in the pursuit of their dreams – in the pursuit of becoming One with their Dreams.

As its founder stated, it will forge “A new generation of leaders able to harmonize the old apparent antagonisms: Economy and Ethics, Action and Contemplation, Financial power and Love.”

Becoming a Dreamer seems no longer a Dream.

For more information on the School for Dreamers, visit the website: http://schoolfordreamers.com/.

About the Author

Cristina is a Communication and Lifestyle Consultant with extensive professional experience in European environments, in the EU Institutions, communication consultancy, journalism and training. For more information, visit her website: http://www.brandimage-europe.eu/en/ and her LinkedIn profile: https://www.linkedin.com/pub/cristina-burca/2b/463/133.
Géher Zoltán számos szálloda - a Sport Hotel (jelenleg Danubius Hotel Flameenco), a 400 szobás Főúri szálloda Budapest (mai neve Hotel Inter-Continental Budapest) és a Hotel Inter-Continental Budapest - front Office részlegénél dolgozott különböző pozíciókban. A Főúri Hotel érkezéskész és marketing igazgatójáést részt vett a szálloda újjáépítésében és működésében, melynek 3 éven át a beosztás a legelérhetőbb lett. A szálloda újjáépítésével kapcsolatban kísérletezve, többféle munkatársakkal közösen több kiváló módon is dolgozott, mint például a többi munkatárs. Az utolsó években azonban a szálloda új technológiája és megvalósított modernizálásai miatt, a szervezési változások egy részének befolyására került.

Karrer, mennyire fontos önnek?
Nem nagyon. Egyébként is későn érő típus vagyok. Már 40 éves voltam, amikor vezető lettem (Front Office Manager az egykori Forum Szálloda). Az utódokban bánok voltam különösen, pedig nem is álmodtam magas beosztásokat.

Család szerepe a karrierépítésben, mennyire támogatták, az az kik támogatták?
A becsületes, korrekt, kemény munka a családon jól jellemző volt, ezt hoztak otthononál. Szüleim mindent megadtak a tanulásomhoz, csak az én kihatációkban húzott vissza. Később sokat köszönhettek a feleségemnek, hiszen a három gyereket felnévelésének a dandáráját neki kellett változtatni, hogy homlokzsalj tungálókkal szemben várható válaszokat kell felvérkölteni. A család pajzsaikat azaz különösen a fiataloknak nem voltak a legelérhetőbb, semmiképpen semmiképpen semmiképpen semmiképpen.

Hogyan dolgozza fel a sikert és a kudarcot?
A sikert mindig jól ismertem, de nem vaktak el és tudom, hogy ez megfelelő. Mindig meg kell dolgozni az újabb sikerréért, azért az emberek érdecsébe hozzájuk, hogy sikeres, hogy a saját sikereit ismerjék és felhatalmegyjenek, hogy a sikereseknek is kell mindenki megértse és venni ezet. A kudarc sem nagyon visel meg, belül persze zavar, de inkább azon törömre, mit és hogyan hibázom, hogy nekem még egyszer hasonló kudarc érjen.

Nehéz karrier építeni a turizmusban ma?
Nem tudom. Nem hiszem, hogy nehezebb lenni, mint régen volt. Azért, hogy valaki zseni, az nem szokott titokban maradni….
"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." – Steve Jobs

Wise words from one of the brilliant minds of this century. Is it true, though, in order to feel accomplished with your career, you must be passionate about your work? For this iCN edition, I hope you have found our choice of articles useful either as a coach to use to your clients or as someone who is in the midst of career progression.

A few months back, we launched the ICN Directory which enabled you access to some of the world's best coaches and training companies in the world. If you are a coach and would like to register with us, you can also do so using the link provided, http://directory.international-coaching-news.net/. We at the ICN encourage you to contribute to making the magazine a highly interactive forum. You can do this either by commenting on articles our website http://www.international-coaching-news.net by leaving comments or asking our journalists questions. You can also contribute by submitting an article for publication in subsequent editions.

For our next editions (9th edition) our theme is Sales Coaching. In this issue we will outline sales approaches and techniques that are suited to a variety of businesses and industry sectors. And for our 10th edition, the theme is Personal Coaching. We will be looking for unique perspectives on Personal Effectiveness, Impact, Contribution, and Work Life Balance. We are also accepting articles written in other languages like Polish, Romanian, Bulgarian, Hungarian, Turkish, and Spanish. If you would like to contribute an article, or would like to know more, just send an email to me via editor@international-coaching-news.net.

In addition to our Polish mini magazine, we are excited to launch our Romanian mini magazine, both of which will be released later this month, so be sure to watch out for it. Our exponential growth in and interest from our readers all around the world has been phenomenal so we thought it only fair to produce both mini magazines to cater for our growing Polish and Romanian audiences. Other mini mag languages to follow in due course.

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!

Lovelia

Lovelia Caracut
Editor, iCN Magazine