

This Edition: AMAZING GRACE

VOLUME 09 - MAY 2023

# IMPACT

MAGAZINE

*MAKING A DIFFERENCE*

Empathy, Transparency and  
Vulnerability: Tools for Great  
Leadership

Play Your Way  
to Success

One  
conversation  
away from a  
36% salary raise

Business or  
Broke

Developing the  
Confidence to  
be Seen

Moving a Special  
Needs Client to  
Fitness Triumph

Money Mindset  
Makeover

Overcoming  
Workplace  
Bullying



**Maggie Sarfo**

A human-centered approach for Business Growth

[www.coaching-business-academy.com/impact](http://www.coaching-business-academy.com/impact)

# Amazing Grace

"Amazing grace how sweet the sound  
That saved a wretch like me

I once was lost, but now I'm found  
Was blind but now I see

'Twas grace that taught my heart to fear  
And grace my fears relieved

How precious did that grace appear  
The hour I first believed

Through many dangers, toils, and snares  
I have already come

This grace that brought me safe thus far  
And grace will lead me home

When we've been here ten thousand years  
Bright, shining as the sun

We've no less days to sing God's praise  
Than when we first begun

Amazing grace how sweet the sound  
That saved a wretch like me

I once was lost, but now I'm found  
Was blind but now I see"

This song came to mind when I read the May edition of our  
IMPACT MAGAZINE.

When life and its obstacles hit us we often feel like we are  
lost – and then... we somehow, somewhere find or create a  
way. We are found.

What amazing grace we humans show, time and time  
again, regardless of the multi-faceted challenges we face,  
we persevere, persist, try, fail, grow and learn!

And the coaches who accompany the journey play a big role  
in making their fellow humans travels easier, smoother,  
faster, less lonely and often more fun.

I am very proud to present another 23 stories of Amazing  
Grace in this edition.

Let them inspire you and possibly challenge your own  
status quo, wherever you're at, there's always a next level.

We are designed to grow and evolve as part of our beautiful  
journey.

You are a great and marvelous creation.

And you deserve all the health, love, peace,  
abundance and freedom your heart desires.




Nathalie Sabrina Dahl

**IMPACT MAGAZINE** – *Making a Difference*

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## **From tired, deflated, and unenthusiastic to energised, pumped and ready for life**

The story of how one business owner took control of his choices and behaviours.

I see many clients come through my doors, but some just stand out with the pure gap between the initial vibration given off and the vibration when things just click, and life has changed forever. Let us call this client Mike.

Mike came to see me back in 2015 with low mood, low confidence in his own abilities and not much to look forward to (his words not mine). Fast forward several months and then years, Mike now, is a better man, a happier man and a man that knows that when he puts his mind to something, he can do it, so what changed? What did Mike do improve his life so much and go in a different direction to where he was going?

I could go on about the routines and the habits that he changed. I could talk about the way he went from the alarm snoozer to the alarm warrior. I could even mention how he started going to the gym three times per week and reduced his alcohol intake down to just drinking on weekends. But no, today I just want to focus on what we call the A.C.E model.

Mike became aware that he could offer more to the world and his loved ones (**Awareness**). We created a set of choices that enabled Mike to do what could move him forward rather than backwards (**Choices**) and finally we made it as easy as possible to take daily action on being the best Mike possible (**Execution**).

Be like Mike, focus on YOU and what YOU could do today to live your best life.

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- PROUD HUSBAND AND FATHER



# How Outplacement Coaching Landed a Client his Dream Job!

An HR Manager referred a new client to me as he was distraught at having been made redundant from his job after fifteen years. In our first meeting he was still in shock, as well as very angry. He was also blaming his employer for not valuing his experience and himself for not foreseeing this situation. Sadly, he felt that his working life was over so he had lost his confidence.

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'Redundancy has been the lowest point of my life. But you've made me appreciate that I am not on the scrap heap! I start my new job next week! Thank you.'  
=====

I explained to him how he was experiencing the emotions along the Kubler-Ross Change Curve. Immediately my client understood why he was feeling so bad. I also told him that for twenty years I have been supporting many employees in a positive way as they have left roles across a wide range of organisations. I reassured him that I have seen all my clients secure improved positions or start working for themselves, mostly within a few months. My client couldn't believe this, but when I asked him what his dream job was, his eyes lit up. He explained how he had always wanted to work for a start-up, utilising his broad experience to help shape their technology.



With this new-found enthusiasm, we began listing all his relevant skills and achievements and included these in a polished CV. Then we identified the key people in his network and relevant start-ups to create a plan to target them. To boost my client's confidence, I also took him through tools and techniques to deal with his anxiety and negative voice. By our next meeting he was very upbeat and was making good progress. A few days later I received this email: 'Redundancy has been the lowest point of my life. But you've made me appreciate that I am not on the scrap heap! I start my new job next week! Thank you.'



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# Developing the Confidence to be Seen

by **Nina Amir**

**Pure Spirit Creations**

My client was young—just 17—and on the brink of a coveted ballet career. The only thing holding him back from his dream was a lack of confidence.

He explained that he would hang back in ballet class, rarely moving to the front of the studio and to be seen by the teachers. He knew he needed a confidence level that made it feel easy to move to a position that ensured artistic directors noticed him at auditions. So, we began a six-month [Certified High Performance Coaching program](#) just before he entered the final semester of his senior year.



Using the pillars of high performance, first, we worked on [increasing his level of focus and clarity](#)—about his talent, skill level, and goals. Deep down, he realized he knew he was a good dancer; no one had every told him otherwise.

**NINA AMIR**  
INSPIRATION TO *Creation* COACH



Second, we discussed his energy level—not just physical energy but his **emotional energy**. Tweaking his attitude ensured those who watched him dance felt his positivity, enthusiasm, self-confidence, and passion.

Third, we focused on moving the needle on his **courage**. We reduced the number of negative mental stories he had about himself and bolstered his ability to act boldly.

Fourth, we focused on his **productivity**, so his training produced desired results—including a feeling of accomplishment and skill.

Last, he learned how to **influence** himself and his audiences, including those who could offer him a job.



Extremely coachable, this young man applied what he learned, completed homework, and kept commitments. And he remained focused on his goal.

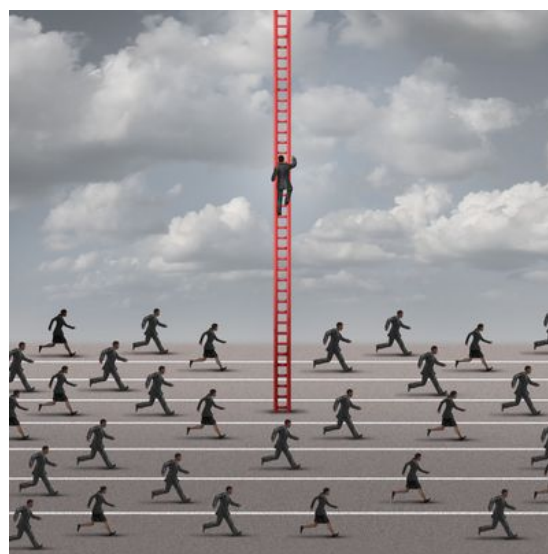
Half-way through his coaching program and final semester of grade school, he told me, “I landed a professional ballet contract!” Three weeks later he was living in a new country and working at his dream job.

# Empathy, Transparency and Vulnerability: Tools for Great Leadership

Sebastian was appointed to head up the international operations of a major European charity. He was brought on board because of his commercial experience and to drive a major initiative in Africa. He had excellent values in terms of integrity and courage and built a highly intelligent team around him. He was also a very nice person but with his background in hierarchical cultures and organisations, he believed he alone should have the vision and albeit politely, tell people what to do. Like many leaders!!

He was so busy running the show that he didn't have enough time for his direct reports, and because they were

not allowed to make decisions themselves, the answers they needed just piled up and actions were delayed. Key staff became stressed because of overwork and lack of engagement . After the first year Sebastian was ahead of schedule with his goals but the situation was not sustainable and he was considered unreliable by other senior executives, including the CEO.



Based on a podcast he had heard he reached out to me for support. He quickly realised that to bring sustainable success to this 6-year project, he had to change the climate in order to build the right culture in the organisation. And to do that he had to change some of his behaviours. Coaching has been his support through this journey together transpersonal leadership development for him and his team.

The first action he took was to tell everyone that he was not satisfied with his own performance and wanted to change his leadership style to involve others in decision-making and use the coaching style to help develop the capability of his bright team. In addition, he encouraged the project leaders to work more closely together and made an effort to respond to queries more quickly while delegating authority. This created a climate where the whole team felt more valued and as a result felt ownership in the success of the venture.

Not surprisingly, Sebastian was promoted to CEO and is now engaged in bringing a participative culture to the whole organisation. This is an excellent example of how a leader with great potential was able to move away from his default modus operandi to change the climate and culture through honesty, transparency and being willing to be vulnerable – and succeed!



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# From 0 writing to writing a prize-winning publication!

How listening to ALL her voices helped an ambitious woman extend success to all aspects of her life

I had the chance to work with a very motivated client named Sarah.

Sarah is an editor-in-chief and loves writing both professionally and in her personal life. When we first met, she had completely stopped writing for pleasure; she had let work take too much space in her life. She was no longer taking time for herself and had lost faith in her writing skills.

Her goal for our coaching assignment was to start writing again; to fulfill herself, to re-connect with her creativity and ultimately to find joy in writing again.

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"Since our coaching sessions, I have never stopped writing and I even live in my dream house!"  
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We started by looking at her different “inner” voices, which all had a different speech about this project (which is often the case when we need to take a decision or change a habit.) Some “voices” are often favorable, some more negative. However, they all have an interesting viewpoint. To make choices and act in consciousness, it is important to listen to all our voices, even the most silent or negative ones, and take what’s most useful from each one. Or in other words, we need to make them collaborate. This really helped Sarah to have a broader view and see how she, as a whole, could make progress against her goal.





Six sessions, including a session deep in the countryside, were sufficient to change Sarah's mindset and start writing again, with pleasure and even success!

Here an excerpt of what she wrote to me a few months after the end of her coaching assignment: « I wanted to share the good news : one of the texts I wrote during our coaching period won the first prize of a writing contest. I will be published in a book. Since our coaching sessions, I have never stopped writing and I even live in my dream house!»

Going from “no writing” to writing a prize-winning publication, Sarah can really be proud of herself!



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# **The Beauty of Aesthetics Support: Clinic Owner Doubles Turnover in JUST 18 Months**

Looking and feeling great is a luxury many of us enjoy. And to help us achieve this, clinic owners across the country carefully create innovative ways to enhance natural beauty, aid health, and provide stellar services.

Alan S. Adams explains how his award-winning aesthetics-focused Clinic Accelerator Programme has assisted a client into achieving brilliant business success.

“All too often aesthetic business owners are too busy working in their business, that they don’t have time to work on their business. But that’s where I come in.

“In November 2021, I began working with Amy Bird, Clinical Director of Kast Aesthetics. At the time, she lacked confidence in her industry impact. She recognised her fantastic skillset, knew her team were brilliant, and that together they provided the very best service whilst striving to make a positive difference. But she was hesitant to receive external recognition – from entering awards, or promoting her brand nationally.



“After some encouragement, she entered the Aesthetic Nurse of the Year award – and won! The accolade was absolutely deserved and is a true reflection of her dedication to the industry and commitment to her clients. But most importantly, it boosted her confidence, and allowed her to understand that her work is - and should be - commended on a national scale.

“And that’s not all. Amy actioned all recommendations I made – from enhancing her LinkedIn presence, streamlining sales processes, and focusing on (and tracking the results of) marketing campaigns. Plus, she leveraged her award win and enhanced her reputation and credibility in the process. So much so, her turnover has doubled in the last 18 months alone. It’s undoubtedly been a testing time for the industry – with the after-effects of the Covid-19 pandemic, and a cost-of-living crisis – but she’s proving that hard work truly does prevail.”



**Alan S. Adams**

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# Could You Run a Marathon Every Day on Every Continent in Just One Week?

Discover How Resilient Mindset Coaching Can Make It Possible!



As a resilient mindset coach, Julian has worked with many leaders over the years, but coaching Sally for her goal of completing 7 marathons in 7 days on 7 continents was a challenge like no other.

Sally had done many challenges before in the world of endurance sports, but this challenge was unlike anything she had ever attempted before. She knew that her mindset and resilience would be tested to the limit, and she needed someone to help her prepare for what lay ahead. Julian worked with Sally for months before the challenge began, helping her to develop the mental toughness and focus she would need to complete each marathon. They worked on visualisation exercises, mindfulness practices, and goal-setting techniques along with aligning all things to her overall purpose to keep Sally motivated and on track.



## Julian Roberts

Unlocking Leadership Potential





When the first day finally came, Sally was nervous but excited. She set out on the first marathon, running through the icy terrain of Antarctica. Despite the challenging conditions, she finished with a smile on his face and a sense of accomplishment. The next six marathons were just as gruelling, with Sally battling heat, humidity, injury, illness and exhaustion as she ran across each continent. But with Julian's guidance, she was able to stay focused on her goals and push through the pain. On the final day, Sally ran the marathon in Miami, surrounded by supporters, she crossed the finish line with tears in his eyes, overwhelmed by what she had achieved.

Looking back on the challenge, Sally knew that it was her mindset and resilience that had made all the difference. Without Julian's coaching, she would never have been able to push herself to her limits and achieve her dream. As for Julian, he was proud of Sally and grateful for the opportunity to work with such an inspiring lady. Coaching her had been one of the most rewarding experiences of his career.



## **Julian Roberts**

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# Anais Comot

## **You might be a conversation away from a 36% salary raise!**

### **How to stay true to yourself and go after what you want career-wise**

Today I'd like to introduce you to my client Helen, with whom I've been working with for the past 18 months.

When Helen & I first met, she explained to me how she was struggling with her career, feeling stuck and suffering from a lack of recognition. Essentially she had hit a glass ceiling and she knew she was meant to have a bigger impact, to do more and to lead, but she just did not know how to make it happen.

During the first part of our work together, Helen realised a key thing: she had an unfortunate succession of career events that led her to believe there was something wrong with her, and that she will never be able to thrive professionally & be happy. The work we did helped her to see things objectively and she realised that she still (& always had) the opportunity to build a career up to her full potential.

It was now time to put all of it into practice!

We then worked together on identifying what would the right career next step would look like if she were to truly thrive professionally. She identified two things: accessing a more senior position, that will enable her to lead a team and securing a salary raise, as she hadn't been promoted for the past 2.5 years.

And as she gained that clarity & focus about her career goals, she started applying and going through interviews but what happened then is something even better: she had an opportunity to step up internally and secure her dream role. Helen worked hard on her pitch and feeling comfortable asking what she wanted: this led to a 36% salary increase, a new title & a team to manage!



When I asked Helen how did she feel, reflecting on how much has happened to her, this is what she said to me: "I'm so glad I've worked on myself & I wish I did it sooner but I can't go back in time. Now a matter of paying it forward with the young professionals I'm working with and supporting them to thrive on their own journey."

If this resonates with you: remember to surround yourself with the right people, whether at work or at home and don't forget to take a step & reflect on your journey so far. Is the story you're telling yourself an objective truth or a darker version that's holding you back?



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# Money Mindset Makeover

**How One Woman Transformed Her Finances with my Financial Coaching Support**

**by Yola Bastos**

Women Flix Ltd



Jane had always struggled with managing her money, until she found Women Flix Ltd, a company dedicated to empowering financial freedom for women worldwide. Through our financial coaching support plan, Jane was matched with a coach who helped her transform her mindset around money.

As her coach, I worked closely with Jane to understand her current financial situation, set personal priorities and financial goals, create and stick to a budget, establish an emergency fund, save for retirement, pay off debt, and schedule regular progress reports.



Thanks to our work together, Jane was able to pay off all of her debts, build up an emergency fund, and start saving for her future. She felt more confident and empowered than ever before, and was amazed at how much her life had transformed in just six short months.

Through Women Flix Ltd, Jane discovered the power of financial coaching and how it can change the trajectory of one's life. She became an advocate for financial freedom and encouraged other women in her life to take control of their finances as well. She knew that with the right support and resources, anyone could achieve financial stability and independence.



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# **Disruptive Leadership Training Drives Improved Team Performance**

## **How learning from the natural world inspires better business outcomes**

On a mild September day, the leadership team from Carlton Lodge Activity Centre arrived at our farm near York to meet the best coaches in the business. CEO David and his team were here to experience the power of equine-facilitated leadership training.

This was David's second visit following some lightbulb moments learning from the horses at an earlier session. Until then, David had assumed that he must always lead his employees from the front. What he quickly learnt from his introduction to Bracken, Thistle, Charlie and Toby was that whilst leading from the front is effective in emergency situations, it is also effective to lead from the back.

In leading from behind you actively empower your team to think for themselves and make their own decisions, so they naturally become more engaged and resourceful in any situation. The horses also taught David about the power of shared leadership, something all CEO's need to appreciate if they are to navigate the VUCA world in which we live and work.





Returning with his team, David was keen they should experience first-hand how the horses could teach them to work more effectively together, stepping up as leaders themselves instead of relying solely on him.

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In leading from behind you actively empower your team to think for themselves and make their own decisions, so they naturally become more engaged and resourceful in any situation.

=====

All agreed the results were transformational as the team experimented in leading from the three different positions – the front, the side and the rear. Each team member discovered their own preferred style of leadership and learned to appreciate the value that each role contributed to the team’s success. In corporate return on investment terms, the result is that six months later the team is operating more effectively, is more empowered, engaged and productive and business performance has dramatically improved in real terms.



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# Healing power – something we all have

Do we believe in ourselves?  
Do we believe that we can change our worlds?

Sometimes we get distracted by simply being human. We have so many things to do and to care about, that we stop caring about the most important person in our lives - ourselves.

The client, I helped see the power of self-healing, was consumed by running her life. She couldn't look at herself in the mirror and tell herself, I love you. If we don't love ourselves, how can we expect others to respect us? What do you tell yourself when you fail? Our inner critic can destroy us. I'm bad, I'm a failure..... My client was exhausted by living the life she had created. We used self-healing methods to work on her beliefs and mindset, and finally, she was able to give the power she needs to herself.

We can support ourselves with good vibes - please see Hawkins' consciousness scale. Some emotions, such as shame, are so energy draining that it is no wonder it is difficult to deal with the request of our lives. Try to connect with times when you felt happy, engaged and proud of yourself. When do you feel this power? A study from Finland proved that we are fully energized in this state and our whole body is functioning well. Please try this for yourself:



Every time you enter a bathroom, look in the mirror and say to yourself: I love you.

Be aware of what you tell yourself. Is this a reality you really want to create?

Forgive yourself for being so hard on yourself. Please see Hooponopono, an Hawaii Ritual, that will help you forgive yourself.



You are wonderful already.



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# Personal transformation leads to business growth

Business Educator and Entrepreneur Jim Rohn said, “work harder on yourself than you do in your job/business.”



Paul Taylor is founder of Integral Network Solutions. He’s a great example of being open to new thinking, new habits and working as hard on himself and “ON” his business as he has been “IN” it. Working with me, here’s his account of the rapid change he’s seen in just 4 months in his network cabling business:

“After 23 years of the same operational work in my business I reached a point of dissatisfaction. I didn’t want to look back in years to come and think why I never went for it. The company was turning over the same revenues as it had done for years. I knew that marketing and sales were key to our growth but didn’t have a clear vision of where the business could be taken.



Since she wanted to boost her self-confidence in the future, we agreed to do hypnotherapy to eliminate the cause of lack of self-confidence by going back to her childhood where it started. After I made sure she was relaxed body and mind, I asked her subconscious mind to go back to when she felt judged.

She remembered a scene where her mother told her that she will never be anything in life. We worked together to release this sad emotion and did some inner child work. Immediately she felt better and she started working on her self-confidence. After five months, she quitted her job and she started a new career as self-employed because she felt self-confident enough to work with clients.



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# How businesses can best support employees facing divorce

Breakup and divorce devastate businesses. Recent research from Harvard Business Journal shows separation reduces employee productivity by up to 40% for up to three years and up to 5% for co-workers and line managers. What's more, 23% of workers struggling with a breakup had to take sick or unpaid leave whilst 1 in 10 resigned.

The Parents Promise survey showed 90% of employees said that separation affected their ability to work and 95% said that it impacted their mental health in the workplace.

Progressively, the UK government has backed a recent initiative to raise awareness of the impact of breakups on employees in the workplace which was supported by big firms including Tesco, Natwest and Unilever. At the launch in Parliament Sir Andrew McFarlane, President of the Family Division of the High Court, said that he hoped employers will adopt the scheme and treat separation as a significant life event, like bereavement or serious illness.

Breakups have a ripple effect. They are all-consuming with an inevitable knock-on effect in every department of someone's life. It impairs the ability to make good decisions, to focus, to stay motivated and productive and to manage teams of people.



There is often a huge impact on mental and even physical health resulting in absenteeism with time off sick and for stress. Days off are also needed for parenting, court appearances, lawyer meetings and the mountain of paperwork and admin that needs to be completed which can be overwhelming. Divorce also creates a level of uncertainty for employees, which leads to an increase in anxiety. When under higher levels of stress employees suffer from a reduced ability to handle pressure in the workplace. It can impair their judgement and reduce their productivity and effectiveness. Whilst everyone will react in their own way dependent on their personality and ability to cope under pressure it will heighten emotions and can increase the risk of anger, overwhelm or depression.

Working with a specialist Accredited Breakup & Divorce Coach will enable employees to fast track their recovery with transformational tools that will enable them to cope better with any kind of breakup, separation or divorce. We specialise in providing emotional support for the rollercoaster that follows a breakup, as well as the practical challenges clients face. Coaching will provide clarity, structure and support to enable employees to reduce stress, maintain performance and productivity. We also provide support for domestic abuse and trauma recovery.



**Sara Davison**

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# Avoiding professional paralysis as a successful leader



**by Laura Morrison**

**The GameChanger Consultancy**

The most impactful coaching with my international leadership clients is where we discover together the impact of slowing down and deeply understanding what gives their life and work meaning and purpose.

I am sought by successful people at the top of their profession, senior executives, C-suite, VPs – all tasked with delivering results that impact businesses, economies and the livelihoods of many others depending on them. They carry big responsibilities.

When these special clients arrive, **the light in their eyes is gone**. For a business or government, that is a big risk. They are close to burnout - the passion they once had is waning – and they feel overwhelmed and frustrated. Simple decisions, once swift, become a source of procrastination and fear. The client feels isolated, alone, and in a paralysis from action.

These clients are looking for answers. And to find them, they find their way to me. Often, the client's need is masked in the language of development:

“I need to improve my decision making”

“I need to be more strategic”

“I need to develop a plan”

30 “How do I become better at leading a team?”

And in this is the clue. These individuals are capable and talented people who would not be where they are right now, without great decision making, strategy and planning and leadership skills.

**What they are missing is within them. What they have lost is connection.**

One of the most powerful exercises I can do with them is a deep exploration – finding the “why” of what they do. Gently, we’ll start this at the organisational level – what’s their company, department or NGO for?

Using an adapted version of the “7 Whys” model, we dig deeper to understand the impact of what they do on society – is it to give peace, prosperity, wellbeing, growth?

Once we have discovered the core purpose of the organisation, we look at the client’s connection to this purpose. From working from a place of survival and obligation, the client shifts instead to **what will bring meaning and fulfilment to what they do**, giving a better expression to their innate talents.

Bringing together tool of psychology, business, and wellbeing, the client leaves with a clear plan on how to be of service, whilst serving their own needs and wellbeing. From burnout to brilliance. The most meaningful feedback I receive is that this work changes their lives. I know, because it changed mine.

And that is why I do what I do.

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# How Emily overcame anxiety for good

"The work we did was a miracle"

Emily suffered with years of severe anxiety. She could barely leave the house and was having multiple panic attacks a day.

She updates me a year later, leading her dream life 'anxiety isn't even a thing anymore' "I don't think you genuinely recognise how much you've changed my life.

I couldn't have got to where I am today without you. I'm a completely different person. The health anxiety I used to suffer was unbearable. I honestly don't know how I got through that.

I can't remember the last time I had a panic attack.

I had a cancer scare a few months ago. Previously, I would have completely freaked out. But I had ZERO anxiety while waiting 6 weeks for the hospital appointment. The old me would have gone into a blind panic. I was happy to let it pass, no fear whatsoever.

For someone who has suffered with anxiety for so long, it's completely gone.

There's been a huge domino effect for everything else in my life. This has given me a new life.



When I was in that place I felt anxiety all the time and felt so body unconfident. My physique is so different since we worked together. Holding on to anxiety leaves you lacking in energy and poor sleep.

I was able to remove so much that was weighing me down for so many years.

Health anxiety was so debilitating it as affecting every part of my life. I was convinced I was going to be like this forever.

The work we did was a miracle.

Nothing gives me anxiety any more.

I remember thinking no way is she going to be able to do anything about this. I thought I was going to be this way forever.

I can't imagine ever being like that again”



Change for  
*Success*



**Janine Mitchell**

**Change to Succeed Ltd**

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# Reconnecting With Joy

Nothing has been more earth shattering and transformative than the sudden death of my life partner Sanjay, on November 25, 2022. After playing two games of pickleball, he lowered himself to the ground, where I held his head and begged him to breathe. He did not. He died in my arms. He was 53 years old.

Sanjay and I packed a lifetime full of love, heartache, soul work and astonishing spiritual growth into our short five and a half years together. We found each other again in this lifetime to clear karma, work out old patterning and conditioning and mostly to experience unconditional love.



I share this story with you because experiencing this kind of devastating trauma has made my life purpose quite clear and what has made a tremendous impact on how I am unfolding through grief is the Bio-Energetic Synchronization Technique, or B.E.S.T. energy work, both giving and receiving weekly treatments. It has helped me to begin to reconnect with joy in my life by clearing out layers of trauma that were captured like a still photo that day on the pickleball court and stored in my subconscious, where it manifested pain, anger, sadness and more, in my emotional, mental and physical body. A byproduct of the B.E.S.T. treatments has been the rebalancing of energy flow in my nervous system, resulting in physical healing, a mental and emotional lifting of my spirit and a reconnection with my joy. That's certainly what my client Jennifer\* found when we looked at her business model and her higher than average profit margin, and realised that sales of just £6000 a month would provide her with £3000 that she could take as salary, enough to support her current standard of living plus pay her taxes and business expenses easily.

That's certainly what my client Jennifer\* found when we looked at her business model and her higher than average profit margin, and realised that sales of just £6000 a month would provide her with £3000 that she could take as salary, enough to support her current standard of living plus pay her taxes and business expenses easily.

If you have experienced loss, or trauma, are grieving, struggling to see a light at the end of the tunnel and are completely disconnected from your joy, I would love to help support you with B.E.S.T. and recovery and life coaching. I am clear that it is my response-ability, as long as I am alive in this body, to live in joy. I would love to help you to do the same.



## **Joy Rigberg**

**Next Step Recovery Coaching**

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**[nextsteprecoverycoaching.com](http://nextsteprecoverycoaching.com)**



# 52 Days of Enchantment: Moving a Special Needs Client to Fitness Triumph

It was not a petite moment in a day at work. Sean strolled into my yoga studio seven years ago on a quiet mission, “Can you help my son?”

Sean begins the abridged journey of 28-year-old Jimmy. Goosebumps tingle down my arms.

Born with Down syndrome and autism spectrum disorder (ASD), Sean emphasized Jimmy's need for more movement and structure in his life. He recited Jimmy's physical challenges.

My silent heartache as we begin our journey

Jimmy's unique physicality is compounded by:

- One clubbed foot, missing an Achilles tendon
- Sleep is open-eyed, his eyes never close
- His speech is muzzled, his lips don't move
- Drinking and eating are confined



Remarkably, Jimmy tackles it all with a spirit like sunshine.

Every aspect of a special needs client is relative to their personal development. Jimmy's specifics dictate how I speak with him, where I ask him to look, and how I understand his words.

Day one arrives. Jimmy sizes up unknown territory. Would it be murky turf? I planned a mini studio tour. He inspected every shelf with striking curiosity.

Will this be a haven of heaven?

Jimmy began his first session like a kid in the park. Determined, he shows up every Monday. Months go by.

Before class commences, Jimmy often jockeys into a fury of pushups, his go-to move. I never cue him even though often the prime up and down movement is his head. But these are his magic moments -- a wild, joyful plunge into his power.

Soon we regroup for a sun salutation together. Slow like a ballad. Naturally innovative he dives into his impressive unique abilities (not disabilities).

Each special individual teaches a coach something new. Attentiveness is constant as I work through his short attention span.

A new asana (pose) is introduced each week. Do we ever crash? Yes, but laughter follows. He tries again with a chest full of pride. "Good job, Jimmy," he hoots when he triumphs. He claps for himself too!

### The Reward

Jimmy consistently meets milestones in his yoga sessions. Now age 35, he still thrives in his Monday morning yoga. His mother recounts his highlights outside of class. Gifts only a parent can see. One surefire is his mighty self-esteem.



It's Jimmy I teach, but Jimmy also teaches me 52 times a year. Enriching someone else's life is long-lasting heaven.

I still light up when he folds his hands to his heart and bids me Namaste. Shoes on and stepping out, he recites his five signature goodbyes. Topped off with two or three hugs, he's out the door.

To this day, the company continue to combine the two entrance points of doing business. Including investing in Intuitive Advisory for their employees as self-development. And for the employees to incorporate in their work assignments. Securing, that their employees feel heard and seen in their own journeys, compounding the overall business results of the company.



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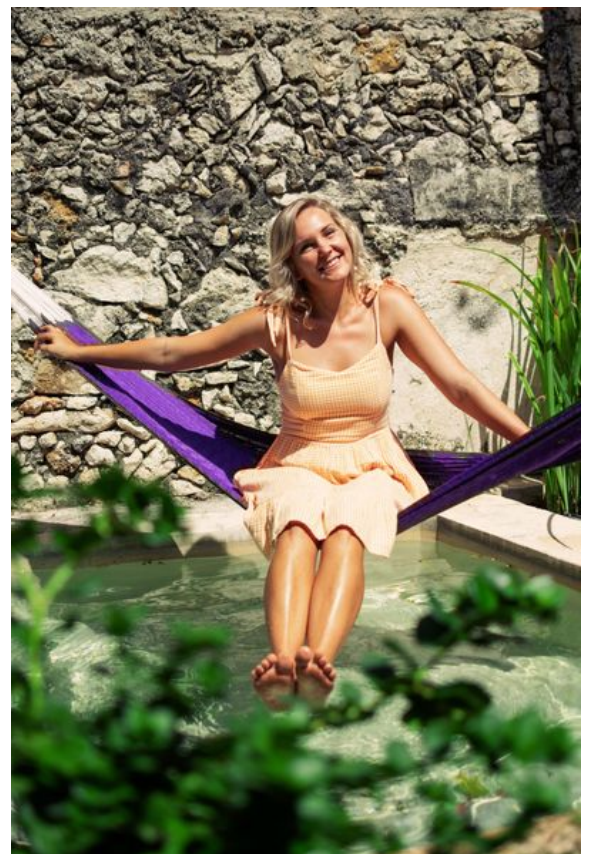
# Play Your Way to Success: Embracing Playfulness in Business

When my client Kelsey Abbott came to me, she had just left social media. Instead of worrying about marketing, she wanted to pour all of her creativity into her coaching. THAT's where all the fun was for her! Not in the marketing...

And because of this, she had just a few clients who came from her podcast and website with little strategy as to how to get her voice out there even more.

We got her back into her zone of genius of coaching and created new group programs, an enrollment process for her classes, and put a strategy behind her emails (she was relying on inspiration for her emails).

And now? Now she has a reliable cadence and intention for motivating her audience to take action. **WHILE HAVING FUN!**



Kelsey has welcomed in MORE ideal clients, MORE abundance, MORE freedom, MORE creativity, MORE play (she definitely didn't think that was possible) and even more ease.

Here, I'll let her tell you in her own words:

“I've been a coach for almost a decade. I've invested in lots of programs and business coaches along the way and Hanna and the DFY team are absolutely positively the best investment I've ever made in my business.

Working with Hanna and her crew has upgraded my business, my clients and my life. I had no idea it could be this great—and this fun. In fact, I thought it already was great and fun, but with Hanna and her team, it keeps getting better and better!

Hanna gets me. Every upgrade we've made to my business has felt completely aligned. And it's all so easy. Every time something feels heavy and hard for me, she says, “We've got you. That's fun for us.”



# **Hanna Hermanson**

**Done For You Copywriting**

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# How Rapid Transformational Therapy Helped My Client with Long Covid

**by Sally Garozzo** Hypnotherapy with Sally Garozzo



According to the Office for National Statistics just over 3% of the UK population have self-reported Long Covid symptoms and since it's a relatively new phenomenon few people are recognizing that there is a mind/body connection.

When I got an enquiry from Bo for RTT to help with Long Covid, I was fascinated. I'd helped people with auto immune conditions in the past, but not specifically Long Covid. Bo put all their trust in me and together we created a wonderful treatment with a successful outcome.

I initially carried out a consultation as a 'data mining' exercise to determine whether Bo would be a good candidate. It was at this point it became clear I needed to help them re-teach their brain to re-interpret fatigue and mild sickness as safe. But before we could do this, we needed to go back into the past to figure out where the long-term narrative of 'I'm the sick one' was imprinted.

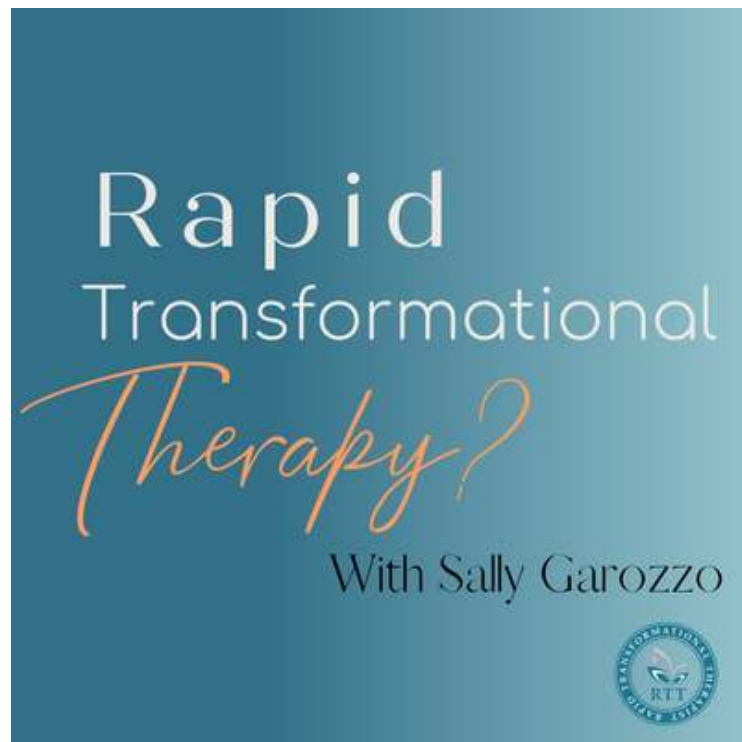


We did this under hypnosis using regression. It became clear that Bo had always defined themselves as 'sick' and had learned a similar behavior from their parents. They then concluded that just because they had always been sick as a child that's NOT how they needed to define themselves today.

So I re-installed a brand new narrative under hypnosis commanding and instructing Bo's body to return to back to a natural state of vitality.

Today Bo's energy is back! They are now able to work and live independently. In their own words 'the change has been amazing.'

Long term disease is a process that happens over time which eventually manifests in the body. Because we know that childhood experiences are involved, it makes sense to tackle these types of conditions using something like RTT that gets to the root.



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# Business or Broke

In 16 years of running and supporting businesses big and small, the hurdle that hits the hardest is communication or lack of it.

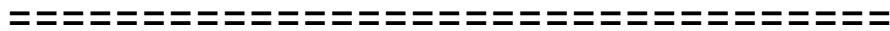
As soon as I sit with a business leader/manager, I can get a keen sense of what hurdles are really holding the business back and 9 times out of 10, it's not profit, it really is poor communication, with staff, organisation and customers.

I have worked hard on my own 3 businesses as well as with businesses such as Swissport International, Schroders Ltd, small businesses in IT, manufacturing, construction, insurance, PR and many more, who have a real lack of communication top down and haven't realised the impact of their ways. No point spending on advertising, branding or marketing if you don't get the internal communication right first. I help businesses, by going through my own checklist, as well as listening to what a client says to me, and where the issues are before I take them on and literally turn the business from going bankrupt to profitable. If you don't believe me, you only need to look at the collapse of big brands like Top Shop and BHS, to know they had lost their way, and communication within and outside the business led to their down fall. The impact of Covid and being 'business agile', has also meant that doing business needs to change. Put me to the test, let me go through my checklist, very informal. First meeting free. Email me [julia@empoweru.co.uk](mailto:julia@empoweru.co.uk) to get things moving.



## **Julia Searle**

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# **Overcoming Workplace Bullying: Take Control and Thrive**

Meet Clara, a Marketing Manager and a single mother who was working for an international company for seven years. Clara loved her job, her team, and her career looked promising until a new Director arrived. This Director started off friendly but gradually turned into a bully. Clara was constantly interrupted during meetings, criticized, and given tasks that did not match her qualifications.

Clara started feeling anxious, had constant headaches and stomach aches, could not sleep at night and suffered from gastritis daily. She knew what was causing all this discomfort but was afraid to speak out to her colleagues, fearing even more repression and the risk of losing her job. Clara was in a tough spot and needed to speak to someone who could help her get unstuck from that terrible situation.

Clara was referred to me by a neighbor of hers whom I had worked with in the past. In our sessions, Clara started to gain more and more confidence in herself. She realized the role she was playing in the situation and decided to take action. Discuss the argument during the Performance Review.

As a result of that discussion, Clara gained the respect of her line Manager, and the relationship remained balanced until Clara was promoted and moved to another department.





Bullying, mobbing, workplace terrorism, employee maltreatment, are a variety of labels for the same tendency: workplace behavior that is repeated, not just a single action, over a long period of time, nonphysical, and embarrassing to the bullied person.

Bullying in the workplace can cause despair, anxiety, and other mental health concerns, affecting both the private and public lives of an individual.

If you are experiencing workplace bullying, remember that you are not alone. Seek help and support from a professional or someone you trust. With the right guidance and support, you too can overcome workplace bullying and take control of your career and personal life.

=====  
"The effects of workplace bullying can be just as devastating as physical violence. Don't underestimate the power of words to harm or heal." - Liane Davey  
=====



**Berenice  
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# **CEO of 10 years 4X Growth of Wellbeing Services Company via Human- Centered Approach!**

A journey that started with personal growth advisory and mentoring progressed rapidly to exponential business growth. The ultimate was not just 4X business growth but a deeper connection to self, others, happiness and purpose.

“Thank you so much for helping me be brave!!”

– Sam N, Founder and CEO, Wellbeing Services Company

## **The challenge & brief**

I knew and respected this CEO in my business community. I was thrilled work with her on self-leadership half-way through the pandemic year. Towards the end of the programme, she threw a new challenge my way. An opportunity to continue working together!

She was finding it challenging to align her evolving purpose and values into their culture and business model for growth.

With an ambitious drive and vision but not knowing where to start, she appointed my company Meres Consult to enable them to:

- establish the future service roadmap
- increase growth by exploring untapped markets and
- find a business model that generates revenue without exchanging her time.

## The results

Within just 3-6 months we experienced these transformational results:

- Expansion from 1 room in a commercial property to own premises with 4+ rooms
- Recruitment of additional associates to deliver complimentary services
- Implementation of recurring revenue and upsell model leading to 4X growth



Like Sam\*, most entrepreneurs or business leaders who provide a meaningful service to others, often avoid growing in a big way or are not sure where to start. I enable you and your business for transformational growth via 1:1 mentoring, board advisory, group services, Akashic Records consultations and other resources.

The results always exceed our expectations.

As Sam says, “Thank you so much for helping me be brave!!”

Meres Consult, where growth meets transformation!



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# **Metaprograms and/or Cognitive Intentions - the distinction**



**by Patrick Stam**

The Institute for Adult Development

This approach is intended to help you understand why the Identity Compass profile system is the only tool to date capable of measuring what no other people assessment system can.

This is why it serves as a basic element in the new "Constructed Development Theory (CDT)" - developed in 2020 by Dr Darren Stevens, Founder of the Institute for Adult Development (IAD), working for vertical development.

In several of our previous articles published around the globe, where we mentioned the state-of-the-art assessment tool developed by H. Arne Maus called Identity Compass, we also talked about "Cognitive Intentions".



Some of the people who were evaluated by the Identity Compass, while having other diverse knowledge on the subject expressed: "But these are metaprograms!?". We confess that in the beginning, when for most of us everything was still very new, we did not know how to properly explain the difference between the two concepts.

We knew they weren't the same, but we lacked the clarity to explain the difference.

For this reason, the concepts that Dr Stevens embodied in his doctoral thesis made it possible to extract the relevant points, in order to show more clearly what each denomination represents.

## METAPROGRAMS

At the beginning of chapter 2.4 of his thesis, Stevens defines a metaprogram, quoting Geoff Dowell (2018):

"A metaprogram is the psychoneurological algorithm that determines how we order, classify, evaluate and prioritize internally and externally generated sensory data. This allows us to create a data-reduced map of the world beyond our senses, with which we create a personal perceptual model of this world and by which we try to navigate it."

Later, in 2020, Stevens argues that there is a way of thinking about "our thinking" from the perspective of intention and awareness, then choice and response. The more aware we are of our intention in the moment, the more choice this awareness creates and thus the more responses we are capable of offering.

Thus, it was possible to deduce that the Identity Compass allows us to access and measure more information than Metaprograms previously were defined to encompass.



## COGNITIVE INTENTIONS

Therefore, Stevens (2020) is of the opinion that the label "Metaprogram" is not an appropriate term, and that a more functional label for the fifty "Metaprograms" measured by the Identity Compass is aptly named : "Cognitive Intentions".



## Why "Cognitive Intentions"?

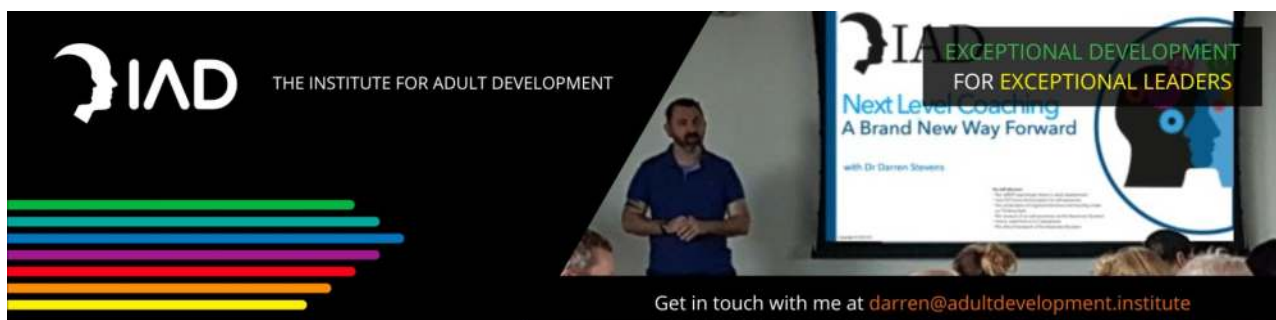
In his thesis, Stevens (2020) goes on to explain:

“...it was preferred to use "Cognitive Intentions" to differentiate them from other meaning-generating systems. Care must be taken when naming categories of thought, elements of intellect, or facets of behaviour, to ensure that the perceiver is not convinced of a deeper reality that is simply not true (Barsalou, Wilson, & Hasenkamp, 2010).”

A concept contains the essential information necessary to be able to distinguish its instances from its non-instances, which is called "essentialism".

They reduce and increase information.

If we were to focus on a single cognitive intention, we would miss its integration into the larger system and the process of awareness by which the fifty considered cognitive intentions are measured.



## FINDINGS

That being specified, we can finally say in more summarized terms that:

1. The concepts of metaprograms and Cognitive Intentions have an apparent, but not real, relationship.
2. Cognitive Intentions differ from metaprograms because they also measure an individual's intention and awareness, allowing them to broaden their choice and their response in the moment.
3. This is because they are integrated into a larger system through the way they are measured by the Identity Compass.
4. Therefore, since it does not admit multiple or diffuse meanings such as metaprograms, the term "Cognitive Intentions" should be used in all training going forward, because it is the most precise and the most appropriate definition.

The Identity Compass is available in over 20 languages, with additions relating to employee engagement, productivity and burn-out & bore-out, as well as resilience.

If you have any further questions, please do not hesitate to contact us directly at [info@adultdevelopment.institute](mailto:info@adultdevelopment.institute) or visit our new website: [www.adultdevelopment.institute](http://www.adultdevelopment.institute).

We appreciate your feedback and gladly share it.

Writing of the original article by Jacques Lacroix, IAD founding member and IAD representative in Spain / Translation and adaptation by Patrick Stam, IAD founding member and IAD representative in Switzerland.



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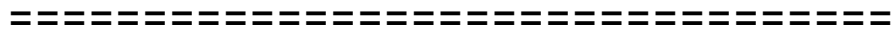
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**"Marketing does not work!"**

**"People just don't get the value I/we provide!"**

**"It's hard to find Coaching / Consulting clients!"**

**"Facebook or Google Ads don't work for me!"**

**"Messaging People on Social Media does not work!"**

The above statements are both TRUE and FALSE.

They are true for a lot of coaches and consultants, based on a survey we did on LinkedIn:

Over 80 % of the coaches and consultants stated "not enough leads & clients" as the No 1 Business Challenge.

But these statements are also false because we have proof of the opposite:

After implementing the first step to successful marketing to a tee, 95 % of our students increase their sales conversions dramatically (anywhere between 20 - 300 %).

And they increase the markets' responsiveness to their offer by more than 50 %.

So what is that crucial first step to successful marketing?

What is the magic ingredient?

**It's having One Clear, Concise, COMPELLING OFFER.**

Yes, that's it, it's that simple - or that hard.

Simple if you know what to look for and how to create it , hard if you don't.

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How To Create Compelling Offers People Love To Buy - The 3 Ingredients

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