

# *Ten Success Stories of Cutting Edge Coaching*



by Lori Douglas RHN, CPCC

and

Cindy Stradling CPC, CSP

## TABLE OF CONTENTS

Introduction.....	3
Chapter 1: Juggling Act .....	4
Chapter 2: Confidence Gain.....	5
Chapter 3: Coming Out of Hiding .....	7
Chapter 4: Follow the Right Path .....	8
Chapter 5: When the Dust Settles.....	9
Chapter 6: A 5-Year Vision .....	10
Chapter 7: Disassociation.....	11
Chapter 8: All is Well and Good .....	12
Chapter 9: The Answer Lies Within.....	13
Chapter 10: Inspiration .....	14
Bio – Lori Douglas .....	15
Bio – Cindy Stradling .....	16

## INTRODUCTION

We all have dreams, but sometimes, life gets in the way and our dreams and goals get cast to the side. Later in life, we spend years in regret, wondering what could have been, and if we would have done things differently, perhaps our dreams would have been realized, and the path we followed would have led to alternate destinations.

This applies in personal life as well as business. We get caught up in the moment; we know what we want, but we are not sure how to achieve it. I want you to sit back and think carefully about a few things. Ask yourself these questions:

- What really matters to you in life?
- What legacy will be left when you are gone from this world?
- Where do you see yourself in 5 years?
- Have you given up on any of your dreams? If so, why?

We all wish for closer relationships with family, friends, and even ourselves, but the stresses and obligations in life sometimes make it difficult to really pour our hearts into the things and people that matter the most.

If you are stuck in a rut, or you are unsure of how to proceed in any aspect of your life, then you could benefit from personal or professional coaching. The job of a coach is to help you prioritize your needs and to assist you in recognizing the triggers that sway you from your priorities.

A coach can be your sounding board and provide you with honest feedback regarding the path you are currently on and offer suggestions to direct you to the path that you need to be – or want to be – following.

You see, what we all really want in life is to hold the power and the key to *our* own life – focusing on *our* interests, challenges, and goals. We all want our life to have more meaning and fewer struggles. The mission of a coach is to make you aware that you possess the tools, the knowledge, and the ability to adjust your focus, improve self-confidence, and enhance your entire life. With coaching, you will be able to expand your thinking, make smarter decisions, tap into your creativity, manage your time more efficiently, and increase your profits.

Following are several success stories from real life clients who have used coaching to enhance their lives. We all possess the ability; the key is to learn how to use this ability effectively.

## CHAPTER 1: JUGGLING ACT

This client was seeking someone to help her untangle all the conflicting aspects of her life. She is a self employed holistic practitioner who was juggling too many balls with too few hands. She was looking for a balance between her work and personal life.

Our first task was to identify all of the balls she was juggling. There was her work, marriage, two teenagers and a part time job, as well as ongoing education. Each one of these was important to her, so letting go of anything was not an option that she would even consider. In short: she wanted it all, and this desire was impacting her in negative ways. We dug deep into her life in order to identify all the consequences.

At the core of it all was a simmering resentment and a wish to be rescued from the chaos. Once the resentment was identified and distinguished, she was able to see how often it cost her the pleasure of the moment. She was able to see how she seldom enjoyed performing any act. Being present in the moment was overshadowed by constant anticipation and dread about how to handle the rest of the day, week, month...etc. All of her energy was spent planning for the next move, rather than being in the present. She realized that her life was reduced to a series of strategies and struggles.

We explored the influence that these actions had on each of the areas of her life and she was able to clearly understand the total impact. As she came to this realization, she also learned not to criticize herself for her actions. This ability to be compassionate with herself allowed her to disprove the belief that she had to manage it all in order to demonstrate her value.

Once this idea took root, this client was willing to re-assess her priorities. Her circumstances did not change and she did not sacrifice any of those pieces of her life that were important to her. Her attitude towards these aspects altered, and with the support of her planner, she became able to be present and to enjoy each of her commitments without feeling resentment. This was a huge shift and the flavour of her life began to change. As enjoyment blossomed, her attachment to each of her activities began to loosen and life 'softened'.

She is still a highly energetic and productive person who remains committed to numerous activities and directions. She does this now from a place of joy and recognizes that it is *her* choice. She describes her new path in life as total freedom.

## CHAPTER 2: CONFIDENCE GAIN

I was hired by an organization to collaborate with one of their high potential managers. After a meeting with the Director of Human Resources, I was then introduced to my client. In accordance with my usual practices, I thoroughly explained the process of coaching and how I would encourage their ability to be coached.

Within five minutes of speaking with her, I began to understand the reasons the company was investing time and energy into this young lady. She had a very powerful and influential personality, yet she was unaware of these qualities. She lacked self confidence in her ability to do the job and constantly needed reassurance. During the year that we worked together, I was pleased at the progress she made in gaining self-esteem and confidence.

During our many sessions, we explored some of her beliefs and determined the impact they had on her today. She began to realize that decisions and beliefs that she had carried with her from childhood were actually limiting her abilities and effectiveness. Over time, she was able to scrutinize her beliefs and discard those that were ineffective, as well as create new ones that empowered her.

In the year we worked together, she was promoted twice, and she truly believed this was possible because of her shift in perspective. Prior to her coaching, she would spend unnecessary amounts of time and energy trying to change other people and their methods. As we worked together, she learned to utilize different tools that allowed her to assess her sphere of influence in any situation. Often, she would tell me how much easier projects and tasks seem to flow.

At times, she felt guilty that she worked long hours and didn't spend as much time with her children as she wanted to. Being a single mother meant that she carried that much more responsibility. Once we identified the fact that family was her number one priority, she was able to better understand why this bothered her so much. Keeping this in mind, she created boundaries in terms of the hours she was willing to work so she could honour her values. She had a conversation with her boss advising that she needed to reduce her work hours so that she could commit herself to both her family and her career. Now that the pressure had been lifted, she was able to remain focused to her job and actually accomplish more during the hours she was at work.

Right from our first session, where she created her vision, it was wonderful and amazing to watch her progress as she grew and continuously surpassed even her own expectations. Self confidence is no longer an issue for her. There is still the odd time when some of the old thinking patterns will try to emerge, but she is well aware of this. Her training helps her push these habits aside and carry on; now, it happens less and less.

In our final session, she advised me that my coaching changed her forever. She has more confidence and simply enjoys her life more. Her ability to empathize and show compassion for others increased dramatically, contributing to her strength as a manager.

### CHAPTER 3: COMING OUT OF HIDING

When I met with this client, I was surprised at the extent to which she exuded power. She was a dynamic, spontaneous and energetic woman. At least, this is how she portrayed herself to the rest of the world. What I was soon to learn was, this was only a façade, and one that was costing her dearly. She used me as much as a confidante as she did a coach. Her public persona was created to camouflage poor self esteem and failing health. Her energy was being used to generate who she thought she needed to be for her professional career. It turned out that her home life was not supportive in her endeavours, and she played a role in that situation as well. She turned to me to share the self that no one else had the privilege of knowing.

Deeply unhappy with her personal life and overly ambitious in her career, she confided to me that she was stuck in a loveless marriage that she refused to leave. What she *was* able to do was to create the vision of the life and relationship that she so desperately wanted. This process was not quick. Daring to dream was not something that she allowed herself to do freely. Eventually, she was able to realize how she was stifling herself and what the ultimate cost of this suppression was.

With coaching, she was able to access the vulnerable pieces of herself and bring them forward to be integrated into her adult life. We designed structures to make her aware of the delight and innocence of her inner childlike self. Simple things like buying flowers, baking cookies and walking in her garden became outlets for the balance she was craving.

Over time, the weight started to lift and she allowed herself to voice her requests at home. She was amazed by the response she received from her husband and realized that she no longer had to carry the weight of the relationship herself. The vision she had created with me made it possible to repair her marriage and return balance to her life.

## CHAPTER 4: FOLLOW THE RIGHT PATH

I happened to meet this one client at a networking event where I had just finished giving a presentation. She quickly approached me after my presentation and booked a discovery session. The scheduled time came and went with no call from this lady. I decided to wait for a few more days, but when I still didn't hear anything, I sent her a brief follow up email. She replied back apologizing that she had completely forgotten about our scheduled session, and promptly re-booked.

This client was looking to change careers as she didn't feel as if the company she was currently working for could offer her any further inspiration or motivation. In fact, she said she was exhausted both physically and emotionally most of the time. Her background was in retail and she was undecided if she should return to that industry or follow another career path. She also possessed quite a bit of experience working in networking marketing organizations and had recently found one that offered a product that she really believed in.

Faced with the various choices that were available to her, we began meticulously exploring her options. We used some coaching exercises to help her determine what methods and systems worked and didn't work for her. She was very precise regarding her work values and was able to successfully outline boundaries for herself. One by one, we reviewed her options and as we progressed, it became evident that her best course of action was not to return to retail, which came as a big surprise to her. Her current position was actually draining her, even though the money was good, so she made the decision to further develop her network marketing business. Once she voiced this life-changing decision, I could hear the spark of confidence in her voice for the first time since we started working together.

She expressed her gratefulness for the process, because on her own, she would not have explored her options in depth as we did together. She is positive that she is on the right path, and for the first time in years, she is excited and eager to go to work each day.

She has since created a 5 year plan outlining what she intends to achieve with her business. To this day, she continues with her coaching so that she can maintain the structure and accountability required to keep her focused on her goals. I cannot express how pleased I am to hear the excitement in her voice now.

## CHAPTER 5: WHEN THE DUST SETTLES

'Scattered' was the word that immediately leapt into my mind when we first spoke. It was a fast paced dance where the music changed from moment to moment; alternating from one genre to another. Those first few conversations started and ended in places both unrelated and unconnected. It seemed as if I was caught in a whirlwind of words and phrases that had no significance or meaning. This client had so much creative energy but instead of being beneficial, it seemed to work against her. She continually lapsed into periods of frustration and disorganization, and this wasn't addressed, it would harm her significantly in her business dealings.

I coached her in how to celebrate her creativity and allow these strands to develop into brilliant ideas. I requested that she schedule periods of critical self-thinking for a brief period once a week to keep them from becoming distractions. She took this advice to heart, and when the self criticism appeared, she would remind herself that this was not the time to have this conversation with herself; it had to wait until the allotted time. I then proceeded to leave her to her own devices and about three months into our journey, everything started to come together. It was like preparing a fancy meal. Everything had been shopped for, gathered, and researched; and was finally ready to be brought into the kitchen to be prepared. The book she was researching, the website; every detail was meshing together into the final masterpiece. Out of chaos, emerged clarity.

Now, our conversations are focused and deliberate, and our time together is used to brainstorm and refine ideas. The creativity, previously disorganized and frenzied, is dynamic and purposeful. This client has created an empire where there had previously been multiple unconnected and unrelated ideas.

During this period, this client was able to integrate various pieces of her personality and individuality. As this progressed and grew, so did her empire. And what became available was a grounded, focused, powerhouse of a woman who is now enjoying everything she is building.

## CHAPTER 6: A FIVE YEAR VISION

This coaching client was very eager to build his service business. He had experienced much success in his business over the years, but always felt like he could achieve more. He said he often found himself saying “That’s simply not good enough.”

When we first started to work together, we created a vision for the next five years. He decided that rather than just closing his business when he wanted to retire, he was going to spend the next five years building a business that he could sell or be able to accumulate income for his retirement. This was a totally new concept for him and it generated a lot of excitement and anxiety at the same time.

He had established a huge goal for himself and often questioned himself if he would actually be able to succeed, or if he was setting himself up for failure. Each week, he set smaller goals that would ultimately lead up to him achieving his 5 year goal. Often, he would become sidetracked and fail to reach his weekly goals. We could see an alarming pattern emerging. Through our sessions, he was able to identify why it was important for him to actually achieve this goal – his sense of pride and family were paramount for him. He had never actually taken the time prior to coaching to identify some the core values that were driving forces in his life. Knowing this kept him inspired, motivated, and on track.

Although he didn’t complete every task every week, he was completing more than he had ever done in the past. During one session, he uncovered a belief that he didn’t know he had – he truly thought being rich meant you needed to become a selfish and immoral person. He started to see something he had never known consciously about himself before. He shared with me in great detail the reasons for holding himself back – his fear of getting rich. He said he felt like a huge weight had been lifted off his shoulders and is now steadily working toward his 5 year goal. His breakthrough altered his belief system and his course in life. His decision to invest in a coach was a decision well made.

## CHAPTER 7: DISASSOCIATION

This client was referred to me by an existing client who had the courage to offer the suggestion of using a coach. She had a vision of herself being calm and powerful. At present, these were not the emotions she experienced when faced with deadlines and responsibilities. Instead, she became flustered and stressed.

This professional was at a place in her career where she felt she could not exude vulnerability for fear of losing her job. Was that the truth? I suspect not. Was that how the client felt? You can believe it was.

Her level of frustration had been building and she desperately required the proper tools to help her cope with these feelings. She was embarrassed by her behaviour and felt wildly out of control.

We spent some time identifying aspects and qualities of herself that she had not acknowledged prior to coaching. She was able to start assuming the role of the observer during some of the less challenging moments of her high pressured job. She was successful in remaining calm during discussions that would have previously triggered her defences and frustrations. She was able to identify which aspects of herself were 'running the show'. She understood that sometimes she allowed her inner child to take over her decisions and behaviour, rather than maintaining the professional status she had attained. We explored the various aspects of her life and determined what was missing that might allow her to maintain the perspective of power she was looking for.

She realized that she had been taking a lot of conflicts personally and eventually learned to disassociate herself from them. She was able to separate who she was from what she did and by doing this, she was able to free herself from personal and emotional restrictions. Because of the nature of her work, it is difficult to completely avoid stressful situations; however, she now has the tools and new perspectives that allow those situations to be resolved without having them affect her personally.

## CHAPTER 8: ALL IS WELL AND GOOD

The client in this story is an entrepreneur in the wellness industry who decided to try coaching with the intention of defining the next steps required for the future success of her company. She realized without a business and action plan, she would not be able to achieve her full potential. Coaching would provide the structure to achieve the level of accountability that had been missing. This client was very open to coaching and had created a substantial vision for her future. Each weekly session was filled with action items, which were sometimes completed and sometimes fell short. What became apparent to both of us early in the coaching, was the level of increased self confidence the client experienced as she started to complete each action on her list.

I recall a particular fundraising event that also served as an opportunity to promote this client's business. The client decided to step outside of her comfort zone and volunteered to lead. Although she had never undertaken a task such as this before, she had a profound feeling that it would be successful. Through the coaching process, we created daily rituals and activities that would successfully allow this individual to achieve her desired results.

A whole new level of accountability emerged. As plans were made, and schedules were created and adhered to, an overall feeling of enjoyment emerged in the process. At times, when the project seemed to get overwhelming, the client would utilize some of the tools learned in coaching to reconnect to the vision and remain focused. The event was hugely successful and the business has been steadily increasing ever since.

When asked what the benefits were of having a coach as part of this process, the client shared the following:

- the ability to visualize and hold the vision
- she developed a level of accountability that had never been there before
- having the support and guidance of a coach
- she was able to face her fears by moving through them
- creating a positive intention was very practical
- taking baby steps was motivating
- she now has the ability to distinguish the difference between commitment and attachment
- she understands some of the old habits that were influencing her life
- she has a clearer understanding of her purpose and values and how that can affect the decisions she makes
- she learned when to listen to her inner voice and create more personal power

This client created several visions for her business and was consistently amazed at the flow that started to occur in her day to day activities. To quote her "It is almost magic!"

## CHAPTER 9: THE ANSWER LIES WITHIN

This client had been a friend... a friend who seemed to have everything in its place most of the time. Our coaching relationship began when she questioned me about what would take her life to a place of greater peace. What emerged during our foundation sessions was her concern that she could not be honest with me. It was the pattern of a lifetime and so our design started with an agreement that we would both be brutally honest with each other. This was a very important moment in our changing relationship as we stepped into the flow of our coaching.

She shared the fact that she wanted to end the pretence that her life was great, when in reality; she was full of self-doubt, resentment and blame. Her relationships where not as fulfilling as she would have liked them to be and there was a gap between what she wanted and what she had.

She saw herself as someone who was well read and had been searching through her reading for 'the answers'.

I always considered it a delight to work with her, as she was very open to suggestions and ideas. She was willing to examine the source of her struggles and able to identify the fact that the choices she made were the 'cause' of her successes and her woes. Slowly, she was able to take back her own power by realizing that she was responsible for her life just as it was. She was able to take the steps toward making choices that benefited the values she expressed during our coaching sessions.

The answers were always within her and she found great delight in realizing this fact. She began to trust herself and to see that she had power over all of her circumstances and situations, and she was able to make choices that resulted in greater peace of mind. The restlessness that had driven her to search for answers has dissipated. Throughout our time together, she became stronger and her self confidence soared. She no longer doubts her choices and there is an aura of calmness and a level of self assurance that she wears well.

## CHAPTER 10: INSPIRATION

When I first met my client, she indicated to me that she had always been curious about what benefits a coach could actually offer her. She had purchased a coaching package as part of a fundraiser in a local silent auction.

I sensed a level of scepticism during our initial conversation and allowed her to express the area where she wanted to focus the coaching on. She was working on the launch of a new part time business. She was clearly inspired, and from what she explained to me, I too could see the value this website would bring to her industry.

Her biggest challenge seemed to be that she couldn't get people to follow through on their promises. She felt frustrated by having to constantly follow up with people. This made her feel that she had no control over situations.

I probed a little deeper by asking the question "What would happen if you gave up control?" At first, she responded by listing off all the reasons why she needed to maintain control and how if she didn't exercise this control, nothing would ever get accomplished. We then practiced an exercise where she visualized the project going off without a hitch. Everything unfolded effortlessly. When I asked her what she thought was the secret to her success, there was complete silence on the phone. After a couple of minutes, she blurted out the word "Inspiration" and then she began to laugh, because she realized the difference between inspiring people and controlling people. Inspiration would yield more positive results. It's akin to the saying "you can catch more bees with honey than with vinegar." At the time of this writing, her project launch is only a few months away, and amazingly, it is ahead of schedule.

With my assistance, she is feeling less stress and enjoying the project; it doesn't seem like such an overwhelming task. She has signed on for a full six month coaching package, knowing there will be other areas where she can improve with my services. Coaching will help her work through future challenges both with the project and her entire life.

## *Lori Douglas* RHN, CPCC

Lori Douglas is a Coach, an Author and a Registered Holistic Nutritionist who has committed her life to the service of others. Coaching was the culmination of her life's yearning for self-expression. Lori came to coaching as a Holistic Nutritionist (RHN), Certified Iridologist, and Reiki practitioner with rich experiences from the service and financial industries. She is an entrepreneur who has both created and managed several successful businesses.



Lori received her coach training and certification (CPCC) at The Coaches Training Institute, is a member of the International Coaching Federation, and is currently studying Organization and Relationship Systems Coaching at the Center For Right Relationship.

Lori works with business owners and executives to co-discover the thought patterns that sabotage their personal success and re-integrate fragmented aspects of self. She coaches them to reach their goals and take back the power that is their birthright. Lori is passionate about coaching individuals to create joy-filled lives. She works with individuals who are ready to be fully responsible for causing their own vibrant health and sustainable vitality.

Lori generously gives of her time by assisting at Landmark Education in support individuals who are currently enrolled in the Curriculum for Living. Lori acknowledges the profound contribution that Landmark Education has made to the quality of her life and the lives of her family members.

## *Cindy Stradling* CPC, CSP

Coach, Author, Facilitator and Entrepreneur, Cindy Stradling has over 25 years of practical hands on business experience. She has worked across various business sectors including production, logistics, materials management, retail, customer service and sales. She has achieved her professional sales designation (CSP) through the Canadian Professional Sales Association and is a certified coach (CPC) with Erikson College. Cindy is also a member of the International Coaching Federation and is currently working toward her PCC Designation.



Cindy graduated with High Honours from the Adult Education-Staff Training and Development program at Seneca College. She is also an accomplished member of Toastmasters International with over ten years experience in speaking, competing and mentoring. She has achieved her DTM, which is the highest academic award in the Toastmasters International curriculum.

Cindy believes that there is untapped potential in each of us and is delighted to coach women as they create the lives they always new they wanted. Cindy herself, is a lifelong learner and has accomplished goals beyond her expectations by working with her own life coach.

In her spare time Cindy is a volunteer for Leisureworld, where she reads and does one on one visits with the residents. She is also a member and volunteer for the Markham Little Theatre. Her favourite charity is Children's Wish Foundation and has conducted several fundraisers to support the good work of this organization.