

Life Coaching

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History Life coaching has exploded into mainstream society in the past ten years. Only the very wealthy and A-list celebrities used to be able to employ their own personal coach, but nowadays one in three of us, at some point in our lives, will need the services of a professional coach. Life coaching has been quoted many times in the press and the media as the occupation of the millennium.

What is it? Life Coaching helps you to make deep and lasting personal change within yourself. It is based on a number of disciplines, like neuro-linguistic programming or hypnotherapy, which can lead you down a path of self actualisation. Mentoring, values assessment, behaviour modification, behaviour modelling, goal setting and other techniques are also used. Unlike psychotherapy, it does not focus on the past, but on where we are now and where we want to be. By learning these skills, you can be supported and empowered throughout every area of your own unique life journey.

Who uses it? Everybody faces day to day challenges, whether they are in relationships, at work or at home. Sometimes we are held back from achieving our true potential. Emotions are powerful thoughts and they can prevent people from achieving what they want in life. If you suffer from a lack of confidence, assertiveness or self esteem, it can have a dramatic effect on your personal and work/life balance. You may suffer from fears or phobias which hinder your life. As a result of excess stress at work you could be experiencing panic attacks, anxiety or, in some cases, depression.

You were not born like this and have therefore learned to feel this way. A coach can help you to unlearn restrictive habits and present your life in a more acceptable light.

The attraction of life coaching is that it can offer relatively fast results, as long as one is prepared to be brutally honest with oneself and willing to take responsibility. It is possible to see your life in a different capacity and make changes for the better.

Many life coaches divide their clinics into personal and business coaching, others simply focus on one area or the other. Personal coaching tends to be on a one to one basis, and business coaching is aimed from the self employed small business person to large corporations, executives and company directors. It is deemed that everyone has the scope to improve and develop their personal brand.

What is the cost? Charges can vary immensely depending on the experience of your chosen coach. Typically sessions are charged at an hourly or daily rate. £75 to £100 per hour is the normal charge.

Mark Shields is a hypnotherapist and NLP Master Practitioner. He runs his clinic from York House Surgery in Grosvenor Street, St Helier.

For more information, telephone 01534 720156 or visit his website at www.channelislandslifecentre.com

