

# Coaching case study

Clare | Director | London



"I'm 100% happy and satisfied and would like to thank Steve from the bottom of my heart for changing my life and inspiring me to do some self-development which I had previously been resisting"

## What challenges were you facing, and what did you want to achieve through coaching?

I felt overwhelmed, constantly a few steps behind and chasing my tail, with never enough time to get everything done. I couldn't shake a nagging question...how do I achieve 'work life balance' with a high-pressure job, young kids, a house etc. Things came to a bit of a head when I was offered a new piece of work, which resulted in sleepless nights as I tried to decide how I could fit everything in. I chose to work with Steve to figure out what I should do...and the coaching has helped me figure out so much more than that!

"Steve is completely non-judgemental and I felt 100% comfortable talking to him about private issues. He asked lots of questions to understand my style and preferences before we worked together and provided the exact right amount of support and challenge"

## In what ways has the coaching achieved your vision?

I have had several life changing realisations. There is no separate 'work' and 'life' and trying to find a balance was driving me mad...there is just 'life' and the choices you make in that life! Realising that we always 'choose' to do what we do, rather than 'have to' or 'should do' has been a revelation.

Following our work I have been able to make values-led decisions, meaning challenges that had previously kept me awake at night became easy. It was obvious what I should do, and I even understood more about why I have, in the past, felt uncomfortable with certain decisions, because they were out of alignment with my core values.



## What was the biggest insight you took away from coaching?

I was pretty sceptical that everyone in life has a purpose. Turns out I was wrong! It was great to realise that you can find your purpose and then choose whether to 'go big' or stay 'local'.

I had been nervous of admitting to my purpose in case it meant I had to make some sort of massive change I was not ready to make...it doesn't. Finding your purpose along with your values just means you feel happier, more comfortable in your own skin....and if you then want to go and change the world great! If you don't that is OK too....you can live a purpose driven, values-led life with your family and friends and in your current job.

"I have been lucky to meet lots of good coaches in my career. However, none have inspired me enough to make a personal investment in my own development until I met Steve.

What Steve has helped me do, and I feel is unique, is apply learning about myself (e.g. values, beliefs, purpose) to the very practical context of work. I have a clarity I did not have before which has been transformational for me, resulting in far less stress, comfortable clear decision making and increased performance"

#### How will your life change as a result?

I am sleeping much better; I'm consciously present when with my children, which has changed both their and my behaviour for the better; I have an 'acceptance' of myself, even the bits I used to feel ashamed of and try to hide; and I'm making values-led decisions which often result in a 'comfortable no'.

I was surprised by how quickly and easily I was able to make changes after working with Steve. I thought it might feel slow and hard to make changes, but actually once you know your values and your purpose it is surprisingly easy.

#### What would you say about Steve as a coach?

Steve is completely non-judgemental and I felt 100% comfortable talking to him about private issues. He asked lots of questions to understand my style and preferences before we worked together and provided the exact right amount of support and challenge.