



What is Coaching?

Coaching is an interactive process that inspires individuals to create the life they want. Coaches work with clients in all areas including business, career, finance, relationships, health and spirituality. As result of coaching, clients set better goals, take more action, make better decisions and live more fully.

A lot of press has been given to the topic of life coaching and it's not just for TV and movie stars anymore. Here's a sample of what they are saying:

- "Life Coaches are personal trainers for the psyche." – NY Times
- "They call themselves 'coaches' – a new breed of career counselors multiplying nationwide, promising to unblock barriers to success, and make you a happier, better person, to boot." – Denver Post
- "Many Americans want their lives to go from good to great and they're looking to life coaches to get them there." – NY Times

Certified coaches are trained to listen and observe and customize their approach to the individual client's needs as well as elicit solutions and strategies from the client. A coach believes that the client is naturally creative and resourceful. The coach's job is to ask clarifying questions, provide perspective, support and accountability all aimed at helping clients improve their lives. A coach uses the power of commitment to support clients as they achieve results.

A successful coaching client possesses the desire and willingness to change. Typically, people who benefit from coaching feel "stuck" in some way – in their careers or personal lives. Coaching can help free the person to act in ways that are consistent with their deepest values and dreams.

What if you had an objective, knowledgeable sounding board – with no personal agenda, who always had your best interest at heart? Somebody who listens deeply and intuitively and knows not necessarily all the answers, but all the right questions to help you see any problem from the position of your greatest strengths?



Below, are some examples of powerful questions used in life coaching sessions:

- What is working best in your life right now?
- What is the most challenging aspect of your life right now?
- What would you do if you could do anything?
- What one change could you make in your life that would have the biggest impact?
- How curious are you about yourself?
- Are you operating at peak performance and work and at home?
- Are you willing to make an investment in yourself?

Partnering with clients to explore and find the answers to these and other powerful questions is one of the things accomplished in a coaching conversation. Coaches and clients work together to tap into the client's own wisdom and strength.

Coaching is designed to help individuals clarify personal or professional goals and the things they care most about in life. A personalized system of coaching is then employed that will ensure the achievement of these goals. Clients are asked to commit to taking action and are held accountable. Soon, the process provides solid evidence of success.

According Yogi Berra, "If you don't know where you are going, when you get there, you'll be lost." A coach can help you map out a plan for your life that takes your values, belief systems and life experiences into account.

What coaching is not:

Coaching is not therapy. Therapy deals with healing pain or addressing dysfunction and its focus is typically on the past. Coaching, on other hand, is forward moving and future focused. It is about making a great future by maximizing your potential with the present.

Coaching is not consulting. A coach believes that you are the expert on your life and will work with you to draw that expertise out. A coach asks the right questions to help you find the best answers.



Benefits of coaching:

Coaching can help you:

- Take your career to new heights
 - Get that promotion you've been pining for
 - Find a career that truly excites you
 - Love your work
 - Have time for life outside of work
 - Start a new business venture

- Become the leader you were meant to be
 - Let go of outdated practices that are no longer working
 - Learn how to inspire your team
 - Walk your talk
 - Grow your emotional intelligence
 - Learn how to engage your team

- Achieve financial freedom
 - Get out of debt
 - Set and achieve financial goals

- Improve your relationships
 - Finally find your ideal partner
 - Enrich current relationships

- Make health and wellness a priority
 - Lose the extra weight
 - Stick to an exercise regimen
 - Practice mindfulness/meditation

- Overcome an obstacle
 - Fertility issues
 - Stress management
 - Transition



Improving these areas in your life will ultimately lead to:

- Life balance
- Fulfillment
- Happiness
- Strength (physical and emotional)
- Peace
- Serenity
- Becoming an inspiration

Test drive coaching

The best way to understand coaching is to try it. It's a lot like driving a car. People can tell you what it's like, but until you get behind the wheel yourself, you won't truly know. Most coaches offer a complimentary coaching session so you can get a real sense of the coaching experience versus just reading about it. In addition, it provides the opportunity to make sure there is a good fit between coach and client.

Isn't it time to put yourself at the top of your commitment list? Hire a coach and start living your ideal life today.

To test-drive coaching with a complimentary session, please contact:

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“Empowerment begins when people realize they have a choice.”

Janine Friedman is the owner of Choice Training and Coaching Solutions, Inc. Launched in 2013, its



mission is to inspire and empower individuals to live their best lives. Janine possesses a complementary blend of experience in human resources, Employee Assistance Programs (EAP), corporate upskilling and coaching, and women’s empowerment. Highly skilled at bringing out the best in employees and individuals, Janine has the rare ability to make clients feel at ease and more open to reaching their full potential. She recently helped a client recover from a burnout state with self-care strategies and life balance methods, ultimately boosting their performance as a leader in business and in life.

Developing leaders for over 24 years, Janine’s customized system of coaching is tailored to each client’s specific personality, background and needs. She is an engaging and inspirational speaker, conducting training programs that are both educational and memorable. She excels at delivering her message with enthusiasm and clarity, resulting in better learning and deeper understanding.

Janine is passionate about supporting women who are struggling to achieve success in the workplace and in life. She is able to provide the tools necessary to help women develop competence and confidence as well as explore behaviors that may be holding them back. She has recently presented the Google initiative, “#IamRemarkable” to several professional women’s groups with very positive results.

Prior to launching Choice Training and Coaching Solutions, Janine served as Director of Training and Coaching for Open Arms and Employee Support Network EAP. She finds that clients often gravitate to her for help with their careers because of her experience as Vice President of Human Resources for a large independent broker-dealer.

Academics and Accreditations:

- Master of Science in Industrial and Labor Relations from Cornell University/Baruch College
- Bachelor of Science in Psychology from Binghamton University
- SPHR designation from the Human Resources Certification Institute
- SCP designation from the Society for Human Resource Management
- Certified Graduate of Coach Training Alliance, an ICF accredited training
- Certified trainer and coach for “The Leadership Challenge” training program