

*As heard on  
the Scott and Lisa  
Breakfast Show  
Centuryfm radio*

## **SPECIAL REPORT**

**by**

**Clare Coffield**

**Clarity in Coaching**

**for**

**Professional women who would rather be somewhere  
else or doing something different!**

## **You've worked hard to get to where you are today.**

From the outside it probably looks as though you have everything anyone could possibly want in life: earning a decent salary, looking in control.

On the outside all seems fine.

However, on the inside you're not really convinced that what you're spending your time on right now is really what you want to be doing.

So, why are you not doing something about it? Well, change can be very scary, that's why! Putting off taking action won't make the situation any better – and I guarantee it won't sort itself out.

Ask yourself - what are the consequences of doing nothing about it?

What's causing you to think that you can't change your life for the better?

What's really holding you back?

## **Oscar Wilde said: "Be yourself – everyone else is already taken"**

Unfortunately, so many women compare themselves to other people and usually feel that they come off rather badly.

Ladies - we are our own worst critic, judge, jury, and executioner!

Do you recognise any of this negative self-talk?

"I'll be the oldest / youngest / fattest / thinnest person there....."

"I'm too old / too young / too fat / too thin....."

"I'm just a ....I'm only a ....."

"I'll need to wait until the kids are older....."

"I can't apply for that job – there's too much responsibility....."

"I don't have the right qualifications / the intelligence / the energy...."

"I can't afford to....."

Once we get our head around this, and get rid of the self-limiting beliefs, and those horrible gremlins that play a constant video in our heads, we have a much better chance of having a healthy view of ourselves.

Then things start to change and at some point **we can take the risk to be happy.**

## **What's keeping you awake at night?**

- I'd like to apply for a job higher up the tree
- I know I need a change of career
- I have an idea for my own business
- I look the part but inside I'm not that confident
- I can't face giving that presentation
- I'm so stressed and tired all the time and I can't get everything done
- I'd rather be doing something different but not sure what
- I'd like to go back to work but don't know where to start

## **Do you wear one – or more - of these hats?**

### **➤ I'M STUCK IN FIRST LINE / MIDDLE MANAGEMENT**

You've reached a good level in first line or middle management. Friends say it's a good job and you should be grateful that you've got to where you are. This of course skims over the fact that you've worked extremely hard for it! You would really like to go further up the tree but something's holding you back. Like many women you feel you're not good enough for a job at a higher level.

Stop right there! You can do it if you really want it badly enough.

### **➤ I KNOW I NEED A CHANGE OF CAREER**

You're in a dull, dull, job that leaves you cold. You're not stretched in any way and you're wasting your talents. Your motivation is at an all time low. Possibly, there's a conflict between your values and those within the organisation you work for. If you can't influence or change the culture - are you really in the right place? Just think - someone else could have your job (they're welcome to it!)

You could be leaping out of bed in the morning because you can't wait to get to your new job.

### **➤ I HAVE AN IDEA FOR MY OWN BUSINESS**

You have a great idea for your own business but are scared to give up the regular salary and the financial security that you've become used to. There's a mortgage to pay after all. This feels very risky so it can go on the back burner for now.

On the other hand you could be your own boss, make your own decisions and know that you're doing something you enjoy every day.

### **➤ I LOOK THE PART BUT I'M NOT THAT CONFIDENT**

You look the part and know how to present yourself for the job. So, visually, there's nothing to give you away. I bet the people who work with you think you are very self-assured. They wouldn't believe for a moment that you have any worries at all about self-confidence. Don't be too hard on yourself – not everyone is fully confident in every situation.

Building self-confidence takes time and some work. This is as good a time as any to make a start.

### **➤ I AM SO STRESSED AND TIRED ALL THE TIME AND I CAN'T GET EVERYTHING DONE**

You're trying to do a million things at once. There's so much to do and so little time. You have too many responsibilities at work and at home, and it's really hard trying to juggle it all at the same time. The thing about time is that it whizzes by relentlessly - and we don't get any of it back – ever! Time is precious – we shouldn't waste it.

At times you're feeling some of these: generally unwell, out of sorts, headaches, upset stomach, aches and pains. This is not good for you, and in the long run

you'll be worn out. What do you think your employer will do if you leave because of this? Easy answer - you'll be replaced!

It would be so much better for your health and well being to find ways of getting this under control. Who can help or support you so that stress levels are reduced?

### ➤ **I JUST CAN'T FACE GIVING THAT PRESENTATION**

What is it about having to face an audience that freaks you out? You may feel that the people in the audience know more about the subject than you do or they won't be interested in what you have to say. Perhaps you're delivering someone else's script or you've had some negative feedback about a previous presentation. No wonder you're dreading it!

Imagine that you are extremely well prepared on a subject that you know inside out and are really enthusiastic about. Now you're concentrating on the people listening because you want them to get as much out of your talk as possible. The focus has changed completely. You're looking forward to giving your next presentation!

### ➤ **I'D LIKE TO BE DOING SOMETHING ELSE BUT I JUST DON'T KNOW WHAT**

You're going around in circles and getting nowhere fast. You need direction but it's all a bit of a muddle.

Instead, start focusing on what you're good at, what you enjoy, what gets your energy up. The ideas will start to come. With some work you'll find your answer if you genuinely want to change.

### ➤ **I'D LIKE TO GO BACK TO WORK BUT DON'T KNOW WHERE TO START**

You're bored at home and have too much time on your hands. You have plenty of energy and you're thinking about returning to work, but hasn't everything changed? How will you fit in?

You may need to take some training courses to get you up to speed on the technical side. Going on a confidence-building course will help you to face the challenge.

## **How do I know all this?**

No, I'm not psychic - I was that woman!

I've been stressed, fed up and bored, with no purpose in my life, lacking in confidence, unwell....and all the rest!! I came to a point when I'd just had enough. I thought:

**"What on earth am I doing this for?"**

At the time – 3 years ago - I was travelling all over the UK and was totally exhausted. I desperately needed to change my career path but my self-confidence had taken a real battering.

At the railway station I bought a book called "The 10 minute Life Coach - Fast working strategies for a brand new you." By Fiona Harrold. I couldn't put it down.

Within 24 hours I had signed up with one of her coaches and we worked together until I was firing on all cylinders again and had regained my self-belief. I changed jobs soon after and then started training to become a coach myself.

I have gone from feeling lost and disillusioned to setting up and running my own coaching and management training company. I now love what I do every day! I've never been happier. I'm completely passionate about supporting other women to find the direction that is right for them and fulfil their true potential.

I have a vast experience over the last 25 years in management roles both in the Public and Private Sectors, so I understand the strains and stresses – and successes - that go with responsible jobs.

I've worked with many women throughout my working life and I've been in senior management positions. I know only too well that we can find ourselves in a job that is financially rewarding but still fills us with insecurities about our abilities. This is down to how we truly see ourselves.

Personal Development Coaching is about recognising there are areas of your life you would like to change or improve, but you feel stuck and don't know where to start.

I have devised a programme to motivate you, encourage you and support you in line with your aspirations. I will show you how to break down those barriers once and for all and move ahead.

**Mahatma Gandhi said:**

**“Happiness is when what you think, what you say, and what you do, are in harmony.”**

**Now, isn't that something to work towards!**

**Come to my workshop and make a start on your road to self-belief and have the life that you deserve.**

**Details: See the flyer:**

**“The Seven Steps to Understanding Coaching”**

## **What some of my coaching clients say about our work together:**

“Clare is very generous in her support for my business development. Her warmth, kindness and genuine interest shine through her coaching style – **she has such a positive effect on my confidence levels** that I come away, my bag of tools refilled once again for me to tackle my next project. I would recommend Clare to anyone who is seeking to develop their business and has no time to waste.”

“Many thanks for yet another excellent coaching session which has **given me the motivation to prepare for my interview with lots more confidence**”

**Joo-Lee Stock, MD, Lindy Jazz Dance Company**

“I was a client of Clare’s a few months ago. At that time my life seemed to have come to a stop. There were things I wanted to do but just could not see how I could fit them in. After some very amiable coaching sessions with Clare with no pressure whatsoever on her part **I found ways that I could move forward**. We agreed challenges, which I then carried out. The outcome was that, with Clare’s support and encouragement, I shuffled my life around and **achieved what I initially felt was far beyond my reach** – I also studied two courses and got Grade A marks for both, thanks to Clare.

I can recommend Clare as a very professional and caring Personal Development Coach with her client’s needs always to the fore.”

**Ann Lockey, Manager, Holistic Centre.**

“Having sorted out many areas of my life **I found myself floundering** as to how to solve the next big issue: my career. I was unsure of what I wanted from life and what I had to offer. What was needed was clarity of mind. This is what Clare has provided. **It’s not a quick fix but a structured approach that is driven by a lot of positive energy. After Clare’s coaching you are left feeling good about yourself and really know that life can change for the better.**”

**S.W. Manager, Engineering Company**

“I was being severely bullied, **and the build-up of strain meant I had lost confidence despite being a capable manager**. Clare helped me refocus on what I really wanted to achieve, recognise my successes, and **happily move on to a new job**”

**C.G. Team Leader**

## **My credentials:**

I have trained with three highly regarded Coaching organisations: The Coaches Training Institute, Coaching and Mentoring International, and The Coaching Academy and hold a Diploma in Coaching from CMI.

I am also a Coaching Academy Licenced Trainer.

I have a Diploma in Management with the Institute of Leadership and Management and am able to deliver certificated courses as I have been awarded Accredited Centre status.

I am currently studying the new Certificate in Education to upgrade my City and Guilds 7306 Training qualification.

My company covers these two areas:

### **Clarity in Coaching**



### **Clarity in Training**



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