

Introducing Transformation Coaching

How can this benefit you?

WHO IS TRANSFORMATION COACHING

My name is Marié Rossouw. I am passionate about facilitating personal transformation, growth, self-empowerment and self-realisation to attain the highest potential in life for everyone. I have been working with people on their journeys of personal transformation since 2000. I am a certified Neuro-linguistic and Neuro-semantic coach and practitioner with the International Society of Neuro-Semantics (ISNS), and am registered with COMENSA.

In addition to the transformation facilitation and coaching, I am able to draw on over 40 years of experience in the corporate world, where I have trained and mentored staff in departments as varied as Marketing Services and Research and Sales.

"Success is liking yourself, liking what you do, and liking how you do it." Maya Angelou

THE VALUE OF NLP AND NEURO-SEMANTICS IN COACHING AND CHANGE FACILITATION

Neuro-linguistic Programming and Neuro-Semantics allow the recognition of beliefs/behaviour patterns that do not serve the best interests of an individual. This belief can be changed to a resourceful one that unlocks unlimited potential. Resourceful states can be created and called upon when required.

Limiting beliefs can potentially have a negative effect on individual. Beliefs can be changed on a neural level to become an integral part of one's life. Without the neural change, beliefs or old habits re-establish themselves in old behaviour patterns.

Goals, directions and effective strategies can be developed to reach the highest potential possible as an individual. Clarity of goals, setting of timelines and recognition of success are all part of the process.

I strongly believe that change cannot easily be effected in people while they are operating with perceptions of self limitation. More often than not, they are not even aware of their limiting beliefs. My personal belief is centred on people growing to their full potential so that they are able to perform at peak and realise their full potential.

WHAT IS..... NEURO-LINGUISTIC PROGRAMMING AND NEURO-SEMANTICS

Neuro-Linguistic Programming (NLP) is an incredibly powerful discipline that enables people to unblock the structures of human communication and human excellence. By doing so people can think, communicate and manage themselves, and others, more effectively. NLP explores the relationships between how we think (neuro), how we communicate (linguistic) and our patterns of behaviour and emotion (programmes).

By studying and learning from these relationships people can effectively transform the way they traditionally think and act, adopting new, far more successful models of human excellence. (This activity is called modelling and is a key feature that distinguishes NLP from psychology). In effect, NLP is a powerful change management tool that transforms the way people think and act to have the greatest impact both professionally and personally. That's why NLP is one of the most powerful skills used in business management, psychology, sales, sports coaching and all forms of personal development.

The experience of undergoing NLP training is a life-changing one for many people, and its techniques offer substantial advantages to people performing most roles in organizations:

NLP techniques help particularly by making it possible for people to:

- Set clear goals and define realistic strategies
- Coach new and existing staff to help them gain greater satisfaction from their contribution
- Understand and reduce stress and conflict
- Improve new customer relationship-building and sales performance
- Enhance the skills of customer care staff and reduce customer loss
- Improve people's effectiveness, productivity and thereby profitability

Robert Smith MBA

Neuro-Semantics is a model that describes how we humans get meaning (semantics) incorporated into our body (neurology) so that we feel meanings and do so in terms of our emotions and states.

Neuro-semantics is an inter-disciplinary field, drawing from Cognitive behavioural psychology, General semantics, Neuro-linguistic programming and Systems thinking.

Neuro-semantics claims to explore the structure of meaning and how those meanings become embodied within people. It approaches the mind-body-emotion system in several ways. From the mental dimension, it tries to explore how language works inside of us, how we attribute meaning, create meaning by words, associations, framing, metaphors, etc. From the neurological dimension, it seeks to explore how the body works with ideas to "realize" or "actualize" them and how what we do influences what we believe.

Dr Michael Hall Ph.D

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POSSIBLE STRUCTURE OF A COACHING PROGRAMME

Before any coaching programme can be structured, consultation has to take place between the coach and client.

The areas that could be focused on in a coaching programme are:

- How to set clear goals and define realistic strategies
- Personal, sustainable motivation triggers
- How to improve effectiveness, productivity, commitment
- Coaching to sustainable internal change that manifests in external achievement of goals
- Coaching to create states of strategic thought. Modelling excellence and much more
- Coaching to achievement of sustainable personal growth and success
- The development of interpersonal and communication skill sets
- How to improve and maintain new and existing customer relationship-building and performance
- How to enhance the skills of customer care to reduce customer loss and grow existing business
- Understanding and reducing stress and conflict

THE WAY FORWARD

I would like to meet you to discuss your needs and requirements. I am confident that my skills and knowledge would be of benefit to you.

Marié Rossouw
Cel: 083 306 8362
email: transcoach@mweb.co.za
website: <http://www.transformationcoach.co.za>

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