



PROFESSIONAL COACHING FOR WORKING MOTHERS





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What is coaching?

Imagine a relationship with someone who is can have “expert conversations” with you so that they can get you to unleash your potential, believe in yourself and create a catalyst for change. Imagine having someone who is as committed to your dreams as you are, who stays focused on your big picture even when you can't, who always tells you the truth about your strengths and weaknesses from an unbiased perspective; someone who celebrates your victories and helps you learn from your setbacks.



That someone is your personal coach. My job as your coach is to be the person who accelerates positive change in your life.

Coaching is an enormously powerful, collaborative relationship designed to support you in achieving your personal and professional goals to help you meet your need for more.

Coaching creates an environment where you focus your daily actions on the most important issues in your life, breaking down barriers to success and enhancing life skills.

Like an athletic coach, a personal coach's role is to challenge you to be better tomorrow than you are today, to provide you with the expertise needed to reach your goals, and to hold you accountable for living up to your full potential. Serious athletes depend on a coach to maximize their success in whatever sport they engage in; likewise, a good coach can help you maximize your success, no matter what activity you choose to undertake or what challenges you're facing.

Coaching is not psychotherapy the focus is not on analysing the past or evaluating human behaviour. Instead, we will work together to move forward into a compelling future.



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What will coaching do for me?

- You'll reach for much, much more because of the support and structure within a formal coaching relationship
- You will achieve your dreams and goals more quickly than you would on your own within this structure.
- You'll make better decisions because you can run your ideas by an objective listener
- Coaching will work when there are two factors present:
 - You are willing to grow
 - There is a gap between where you are now and where you want to be
- As your coach, I am:
 - Your motivator, when you need to move forward and not give up
 - Your collaborator in designing a compelling life and future for yourself
 - Your unconditional supporter, believing in you all the way
 - Your sounding board when making choices
 - Your advisor with great ideas when you need them



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- As your coach, I will help you:
 - To decide what is important to you and what you *really* want
 - Expand your awareness so that you can expand your options
 - Take more, better and smarter actions
 - Bring new meaning into your reality, to help you see it from a fresh perspective
 - Have more time, energy, money, focus, direction
 - Have a balanced life that works well, because you designed it
 - Solve problems
 - Help you set and accomplish the goals you really want
 - Have a lot more sustainable energy

- I will do this by:
 - Asking a lot from you
 - Being unconditionally constructive
 - Keeping you focussed on your goals and dreams
 - Providing structure and helping you plan your desired outcomes
 - Supporting you to uncover your own answers
 - Encouraging you to make the most of yourself and your opportunities
 - Challenging you and asking you thought provoking and insightful questions
 - Sharing our own experience and knowledge with you
 - Providing you with ideas and information and contacts
 - Offering ideas that you might not have thought about



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About Coaching Mums

Established in 2003, **Coaching Mums provides** professional executive, business and career coaching for professional working mothers and mothers in business who yearn for more hours in the day and success defined on their own terms. I have supported thousands of women since founding Coaching Mums and I have a client list of hundreds of working mums.

I formed Coaching Mums out of a desire to create a “special” place for working mothers who don’t want to just “make do” with life as a treadmill. My mission with Coaching Mums is to effect an attitude change in working mums – to help you to have the confidence, the courage and the support to live your life purposefully rather than accidentally. I see motherhood as a role that, whilst it brings great challenges, can be a driving force that enables women to achieve great things for themselves, their families and the world in which they live. In other words, I believe that being a working mum brings you opportunities as well as challenges.



*Coaching Mums clients discover that choice, clarity and fulfilment are possible and that working mums can **almost** “have it all”!*



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Amanda Alexander – Founder and Managing Director



You will be hard pressed to find another mums' coach with my experience, skills, track record and credibility. Read on to find out why!

A little about me: Educated to Masters Degree level in Computation from the University of Manchester and a double honours degree in Modern Languages, I was previously an APM-accredited Project Manager with demonstrable experience in project planning and control, subcontractor management and risk management. Working for multi-national blue chip IT companies, I worked in UK, Europe and Africa setting up and successfully delivering IT projects and delivering project management training to PM professionals.

When I became pregnant with my first child in 2002, I encountered a combination of threatened redundancy, uncertainty as to how I would manage a full time demanding career with motherhood, and a feeling of being at a crossroads in my life. I hired a coach and the rest, as they say is history! Coaching was such a powerful catalyst for me that I started taking steps to change my life immediately. I enjoyed the coaching process so much that I retrained as a coach myself!



Professional Certified Coach
International Coach Federation

I am one of very few coaches in the UK to be accredited to PCC level (Professional Certified Coach) with the ICF (International Coach Federation www.coachfederation.org), a stringently assessed and highly regarded accreditation within the coaching profession that very few coaches achieve, or indeed have the experience and length of service to even apply for.



I originally qualified with Distinction from The Coaching Academy in 2003, and I subsequently joined Coach Inc

(www.coachinc.com), the largest and most established global Coach Training School. I am a Certified Graduate from CoachInc's Advanced Programme as well as a lifelong student, regularly



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retaking courses with CoachInc to maintain my professional development. I am in continuous education and I always engage my own Mentor Coach.

But what does this mean for you as my potential client?

You can be confident that you are getting a coach with the highest standards of coach training.

The PCC “badge” requires that coaches who hold it have at least 750 paid and proven coaching hours experience. I have over 1,300 formally logged hours. This means you know that I have a *great deal* of experience as a coach.

I work as a Mentor Coach for coaches, helping them to develop their core coaching competencies and prepare for ICF assessment (If you are a coach, please refer to Mentor Coaching Packages in this brochure).

“Top Life Coach” (The Daily Mail)

Amanda is featured frequently as an expert on working mothers' issues on BBC Radio and in many broadsheets and glossies including:

- The Daily Telegraph Stella Magazine
- The Times (a featured expert in Careers section)
- The Sunday Times
- The Independent
- Red
- Eve
- Woman and Home
- Mother and Baby
- Prima Baby
- Glamour
- BBC Parenting

And many more!



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I am required to adhere to a strict Code of Ethics as an ICF PCC coach. You can view this Code of Ethics through the ICF Website. I have heard shocking stories in my career as a coach of breaches of confidentiality and unprofessional behavior by

coaches. By hiring an ICF Accredited Coach, you are hiring someone who is bound by a professional organisation to act in a professional and ethical manner at all times.

You can be confident that, as your coach, I have had to demonstrate competency in several recorded and assessed as well as live coaching sessions and that I have the ability to engage with clients in a way that produces positive outcomes for them.

What I bring to coaching you is the ability to look at things in an objective, focused way. There is not much that I will "step over", and I'll insist that you do the very best for yourself.

It's my job as your coach to provide you with a safe, supported environment so that you can play, explore, and then make real changes in every aspect of your life and career.

I am immensely practical, very positive and forward thinking. I believe that we learn best when we learn in light-hearted environment, and it is important that our coaching sessions produce tangible as well as intangible results, but not at the expense of enjoying the coaching process. Expect humour as well as focus during your coaching sessions with me!

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Is this you?

I have worked with hundreds of professional working mums across the globe from all walks of life since 2003. At the time of writing, my current client base includes clients from Australia, USA, Netherlands, Italy and Austria.

All of my clients are very special, talented and bright women, even though they might not recognise these facts when they first contact me! If you've got this far reading this, then you are one of those women!



Here are the sort of women I coach and the situations they might be in:

Professionals

- Professionals who want to **change their career** or achieve more flexible working, better work life balance or just feel like they are **active in their other roles in life** as well as their career role.
- Professionals who want to **grow their career within the same company**, but who want to **address their work life balance**.
- Professionals who want to **escape the corporate world, but who don't know how**
- Professionals who want to **escape the corporate world**, who do know how but need a kick up the backside to get moving and an **experienced business coach** to ensure they set up their business for success
- **Working mums who want to "get the balance right"**, create effective time management strategies and feel good about themselves as a mum and as a woman.

New Mums and Mums To Be

- **New mums** who recognise the opportunities as well as the restrictions that come with becoming a mother and who want to change their career or the direction of their lives.



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Solopreneurs, Entrepreneurs and Small Business Owners

- Solopreneurs/entrepreneurs who want to **increase their profits without sacrificing their life to their businesses**
- Small business owners who want to find **effective ways to market their services or products and to get their business noticed using effective PR strategies.**

Mums Who Coach

- Coaches who require a qualified **Mentor Coach to mentor them on their ICF Core Competencies and who satisfies the ICF Mentor Coach requirements.** Those applying for ACC and PCC are required to document 10 hours of work with a qualified mentor coach and provide two letters of recommendation from qualified mentor coaches. Subject to you meeting the required competency standards after our 10 hours work on your coaching together, I provide one of the two letters of recommendation you will need.
- **Mums who are aspiring or new coaches who want more clients** but who also want to grow their coaching business with integrity and professionalism. I coach many coaches with whom I share my accumulated knowledge, ideas and secrets of running a successful coaching business.
- Mums who are experienced coaches but who are not getting the success they want with their coaching business and who want **a clear plan for practice growth with support, guidance and direction.**



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Client Case Studies

The following profiles are just a very few examples of the clients I have helped to find success, confidence, fulfilment and happiness. Names and occasional details have been changed to preserve client confidentiality.

Cheryl, in her early 50s, is the mother of two teenagers, aged 19 and 15. Cheryl is an ex HR Manager who set up her own consultancy a year ago. She is a company director who wanted to find confidence in her role as mother and wife that equalled the confidence she felt as a professional. We worked on identifying Cheryl's values as an individual and on defining her new work and life roles that would enable her to support her family whilst feeling content in her life and able to assertively articulate her own wants and needs to her family.

Bella has just turned 40 and up until 2 years ago, she was a Business Development Manager of an international credit card company, working in London and internationally. She became dissatisfied with her career and approached Coaching Mums when she decided it was time for a change. Bella wanted to spend more time with her 2 boys aged 3 and 14, and wanted to have more time to enjoy her own interests – to pursue her writing ambition and improve her fitness levels amongst others. We worked with Bella over the period when she was at risk of redundancy so that she could identify her options and diminish the feeling of powerlessness that redundancy can bring. We helped Bella to identify a new career, retrain, market herself and set up her own business. Bella completely turned her life around in 2 years and has achieved that magical work life balance – a life in Dorset by the sea, time to enjoy sport, keep fit, eat healthily and notice the differences. Bella is writing her novel, is running a successful coaching business and is in control of her finances. In addition, she has improved her relationship with her teenage son and is helping him to increase his confidence and grow into a well-balanced young man.

Christine is a young mum in her late 20s with a 2 year old daughter. Christine felt that, whilst her daughter had a great life with toddler groups, music lessons, swimming lessons, Tumble Tots and so on (!), somewhere in the rollercoaster of delight and exhaustion, Christine had lost her own identity and confidence. She came to Coaching Mums with a plea to help her find herself again, discover what she wanted and help her to get the courage to define a plan to get her life back. Within a year



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(and many tribulations that tested her along the way), Christine set up a business with her husband and then added her own business idea of selling greetings balloons and corporate gift packs. She learnt to deal with her family rather than letting them upset her and found a sense of peace with them. She embarked on a weight loss programme and lost a stone and stopped worrying about what other people thought.

Julia is a Senior Client Manager for a multinational telecomms company and mother of a 3-year-old girl. She loved her job and her career, but on the other hand she wanted more time with her family. *She earns more than her husband and resented him being able to spend more time with her daughter, even though they had agreed this as a 2-year plan to save enough money to move to the country. She felt guilty that she worked full time, and guilty about leaving work on time in order to see her daughter. She felt constantly behind with household chores and felt sick when Sunday afternoon came round so quickly, with the prospect of more commuting, more politics and more guilt. Julia is still a client and achieved an incredible turnaround within 2 months of working with Coaching Mums. Julia is still working full time, but she no longer feels guilty. She recognises what a great mum she is, she enjoys fabulous quality time with her daughter, has been promoted in her job whilst setting clear boundaries with her employer of her need for work life balance, she now enjoys a (previously non-existent) social life with her husband and her friends and is far more relaxed about the challenges of work. She is planning to try for a second child and is excited about this possibility. We continue to work with Julia in her bid to “almost have it all” as a woman, a wife, a mother AND a high-flyer!*

Freya was stuck in a rut and felt like her life was going nowhere. A single mum of a 10 year old girl, she had a good job but was frustrated by many aspects of her job and felt that her skills and talents were not being maximised. *She didn't have much of a social life and felt quite negative about most aspects of her life. One year on and Freya still has coaching calls, although less frequently, as she has achieved so much and is able to meet challenges brilliantly by herself. Freya has changed her attitude and her life. She has tried so many different activities, has enjoyed dating some eligible bachelors, she has created 2 afternoons to work from home, spends more time with her daughter. Freya is actively campaigning for an after school club at her daughter's secondary school, with the intention that this will be in place by the time her daughter attends senior school. Freya has discovered her strengths and is creating a new role for herself at work that uses her strengths and enables her to do what she loves. She has stripped off the top layer that was hiding her wonderful, sparkling personality and she is now an attraction magnet for great things in every aspect of her life. And she has decluttered her house and planned and enjoyed the holiday of a lifetime with her*



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daughter.

Caroline is a freelance journalist and mum of four children aged 13, 9, 7 and 4. She felt that she spent most of her time ranting, chasing her tail and repeating herself, worrying about being a bad mother and constantly battling against lack of time for anything. Caroline really committed herself to her coaching and her weekly "fieldwork" and after just over a month she had created new, positive habits that enhanced her life. Caroline summarised the results of her coaching for a newspaper article and this is what she wrote: "my home is calmer, I spend more time actually with the children and less time feeling guilty about the things I don't do. I have made efforts to spend more time with my husband and less time worrying about work, which I love. The household is far from perfect but it has more time to enjoy life now instead of enduring it".



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Coaching programmes

Please read through the coaching programme options carefully. You will find that I work differently from most coaches, having tailored my coaching programmes to offer the “shape” of support that I have found my working mother clients need, rather than a rigid structure of “3 calls per month”.

Platinum Coaching Programme

The platinum programme, whilst it is the “crème de la crème” of coaching support, represents excellent value over traditional monthly coaching programmes. Clients on the platinum programme are able to schedule coaching on a call by call basis when they need for a full year. There is no restriction to coaching, enabling you to take advantage of intensive support when you need it and not feeling obliged to make coaching calls when you need it less. (Please note that I don't work during the month of August).

You will be given a platinum access link to my online calendar, enabling you to book 30 minute coaching calls. You may book one call at a time.

During the year, we will also meet up twice in my office in Cheshire for two x half day intensive personal strategy sessions.

I provide all Platinum Programme clients with email support and emergency short calls or texts as needed in between coaching sessions and I will send you books that will support your personal and professional development during our year together.

Platinum programme fees (One year coaching retainer): £3,500 when paid upfront

Platinum programme fees can be settled via a payment plan of £600 initial payment followed by a monthly Standing Order payment of £270 per month over 11 months. Total payable £3,570 if fees for platinum programme if fees are settled this way.



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Gold Coaching Programme

The Gold Coaching Programme also gives you full flexibility, offering you a “bank” of coaching sessions which you can use any time within a 4 or 8 month time period. You may book coaching as frequently as weekly or as infrequently as monthly according to your individual needs and schedule.

I provide all Gold Programme clients with email support and emergency short calls or texts as needed in between coaching sessions.

As a Gold Coaching client, you will be issued with a link to my online calendar to book your coaching calls (normally approximately 45 minutes in duration).

Gold Programme Fees

£850 for 6 coaching sessions within a maximum 4 month period payable upfront

£1,500 for 12 coaching sessions within a maximum 8 month period when paid upfront

12 month Gold Programme fees can be settled in a three part payment with £700 payable in advance with two further payments of £450 at the start of months 3 and 6. Total fees payable £1,600 if fees are settled this way.

One Off Coaching Calls

A one off coaching call is £200; duration of up to one hour

Face to Face Coaching and Personal Strategy Days

Regular face-to-face coaching can be arranged. Fees are as per my standard corporate rates at £550 per 2 hour session plus travel expenses 60p per mile where applicable.

Half day face to face strategy session with Amanda at her office in Cheshire: £700.



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Mentor Coaching and Coaching Supervision for Coaches

There are two options for mums who are also coaches:

Option One- Mentor Coaching

This is for coaches working on business (practice) development, personal development and professional development and fees are the same as the Gold Programme.

Option Two - Mentor Coaching with Supervision (a/k/a Coaching Supervision)

This option provides supervision requiring additional mentoring skills, competencies and time.

If you are a coach seeking mentor coaching either for your coaching business or to work towards ICF accreditation, we will discuss options in detail during our Chemistry Call.

General notes on coaching plans

You may pay your fees by bank transfer, cheque, standing order or by credit card using a PayPal account. However, please note that we do have to pass on the PayPal fees (currently 3.4%).

I try to walk my talk with work life balance and have designed a life and business that enables me to serve my clients, be there for my family and take care of myself. Whilst I devote myself to your success as your coach, I work part time, I work a reduced working week during school holidays and take most half term holidays off to spend time with my children. I do not work during the month of August.

Coaching sessions are generally available Mondays, Tuesdays and Wednesdays. I do not coach during the evenings with the exception of my group coaching programmes, which take place on Monday evenings.



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Client Testimonials

You will find a selection of client testimonials via my [Linked In profile](#) and on the [Coaching Mums](#) and [Amanda Alexander](#) websites.

Your next step

Your next step is to schedule a complimentary “Chemistry Call”. You can read a lot about coaching, but only by experiencing coaching will you know if it is for you, and even more importantly, whether we are the right match.

I only agree to coach clients with whom I believe I can create a dynamic and successful partnership. I take your investment seriously; coaching is *not* just a pleasant regular chat, but a powerful, collaborative relationship where you are the focus and your agenda is the sole purpose.

If you think you are ready, willing and able to take your life to the next level, call me on +44 (0)1829 752656. We can then schedule your Chemistry Call – a 30 minute discovery and coaching call to find out where you are, where you want to get to, and how we might be able to work together to get you there faster.

If, after this call, you decide that coaching isn’t for you, then this is fine. It is my experience that, in order to gain results from coaching, the client has to be fully committed. By booking a Chemistry Call, you will lose nothing, and it is very likely that you will gain more insight, and decide to take a small step towards a more fulfilling life.