

# Milton Means Business



Photo by GRAHAM PAINE

Brenda Stephenson is a whole-life coach who makes her business helping people make positive changes to their lives.

## Life coaching can have profitable results, says Campbellville woman

By RICHARD VIVIAN  
The Champion

Coaching can involve more than athletics. It can be used to encourage people to achieve their dreams, says Brenda Stephenson of Rainbow Life Coaching Services.

"Coaching, as most people know it, has to do with athletics, sports. That coach helps people with one aspect of their lives — athletic ability. With whole-life coaching, we help people look at all the aspects of their lives and help bring their lives into balance," the Campbellville resident told The Champion from her home office.

"When you're aware of your values, you can make choices for yourself rather than reacting to everyone else. You actually know what's good for you and what your unique greatness is."

As a whole-life coach, Ms Stephenson encourages people to look at aspects of their lives and make changes based on their level of satisfaction. She doesn't make suggestions on how to improve satisfaction, but rather guides clients to dis-

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**BRENDA STEPHENSON**

cover the answers for themselves. "I don't give them any advice, because inherently everyone knows what's good for themselves. I might offer suggestions, but the agreement is that this is all about them. They're the boss. They lead the whole process, I guide them gently."

Because of the uniqueness of everyone's goals and desires, the coaching process is tailored to the individual client's needs. Most sessions involve the posing of thought intensive questions, while some involve additional assignments intended to move the client toward achieving their goals.

"Some clients say, 'Be tough with me. Make me do things I don't want to do' and others

will say 'Be gentle with me. I just need a nudge every now and then,'" Ms Stephenson explained.

"I believe that we all have a unique path to follow and unique values and requirements for achieving."

One of the most common obstacles she helps her clients to overcome is procrastination.

"Procrastination is all about fear. I help them identify the fear and once it's identified, it's pretty straight-forward for them to overcome it."

For Brenda Turino, a client of Ms Stephenson's since March, the service has helped her overcome a fear of telephone marketing and allowed her to advance her business.

"I knew that it was me and my fears that were holding me back," Ms Turino said. "She's (Ms Stephenson) given me the confidence I needed and the power to be me."

The market for whole-life coaching remains small, but according to Ms Stephenson, a boost in media attention is starting to give the industry new legs. "It's a relatively new profession and service for people. It's becoming more and more (known), but right now it's a narrow market because people don't really understand what it is."

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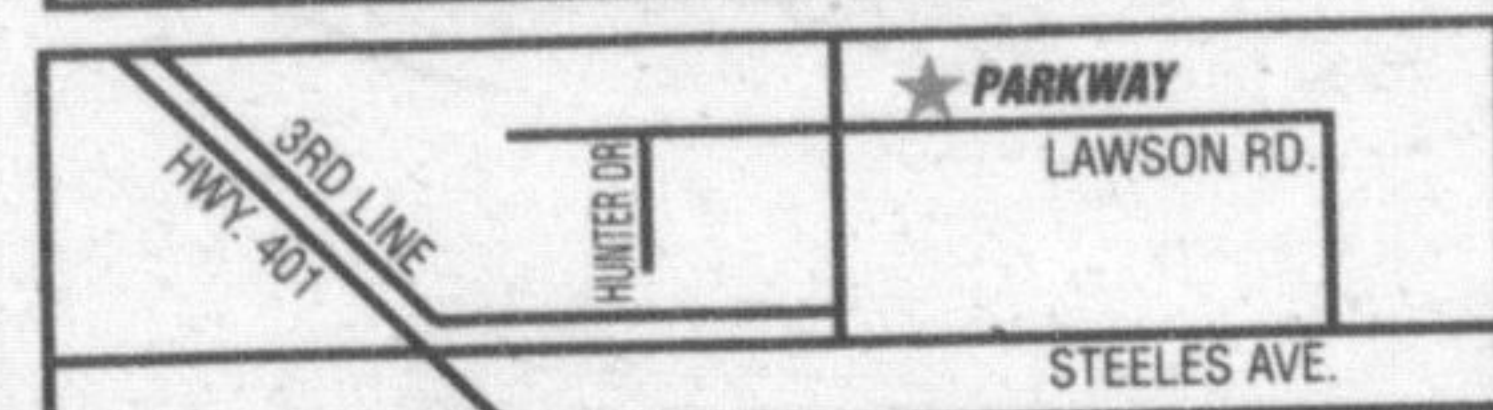
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