

# The Boca Raton

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DATED MATERIAL  
POSTMASTER: PLEASE DELIVER IN HOME  
ON SEPTEMBER 16, 17, 18, 20, 2004

PRSR STD  
U.S. POSTAGE  
PAID  
PERMIT #2438  
MIAMI, FL

SEPTEMBER 2004

# Your Personal Side...

## GET A LIFE: GET A COACH

By Diane Feen

Dr. Bruce Hofmann would never have agreed with the Rolling Stones when they sang, "You can't always get what you want." Neither would Laura Berman Fortgang, Shirley Pordominsky, Susan Klein or Judi Hedge. It's not that they are bearish on popular culture or that they have a dislike for long-haired rock stars. They just make their living telling people the exact opposite: "You can get what you want."

And that's why people are flocking to them. Called life or success coaches, these modern motivators are attracting folks who want to better their lot in life. Some people hire success coaches to help them add zeros to their net worth, others just need some fine tuning when it comes to relationship skills. And still others are having a hard time navigating their way through life's circuitous maze.

"Having a coach is the new tool for the new millennium," said Hofmann, a former health care practitioner, and now a devotee of the Neuro Emotional Technique (N.E.T.). Hofmann's expertise is working with people to get their heads and hearts in sync. "When the head and heart are in sync, people become empowered. But when there is a conflict, it causes a disconnect. My job is to look for specific pivotal moments that cause people to disempower, or sabotage, themselves."

Hofmann's goal is to help clients eliminate obstacles and limitations so they can use their personal power to accomplish what they want in life. His model mixes the scientific with the social, and ends up modifying the behavioral.

Susan Klein, founder of Success Technologies Inc., takes a more experiential approach to coaching. "I work with clients to help them maximize their performance to reach their optimum potential. It starts with an open discussion that leads to objective feedback, and then an action plan is put into place to get what you want," said Klein, who has been a life coach for the past 17 years.

If the goal of coaching is to help people become happier, healthier and more

successful, then it would seem that coaches are modern day psychotherapists. But looks can be deceiving.

"A therapist helps you look at the past to explain why you are the way you are today. A coach takes you from today and helps you leverage what's working to get you to the future you want to create," said Laura Berman Fortgang, an executive and career life coach who has written two books on coaching, and is co-founder of the International Coach Federation. According to Fortgang, coaching is a healthier discipline than therapy because it helps people see what is right about their lives, rather than focusing on what is wrong.

"Giving someone the answer is not the most empowering thing to do, but asking them questions and guiding them

You can get what you want... and that's why people are flocking to coaches.



to their own brilliance is more effective," she said. And that's what most coaches do. They ask a lot of questions, because as most coaches will tell you, the key to a happy successful life is getting in touch with your inner self, or as Fortgang calls it, your personal life blueprint.

Judi Hedge, a successful life and career coach, takes this matter to heart. "I try to create a sacred space that's truthful, caring and safe so people can be who they truly are. We end up developing a partnership that inspires greatness and improves performance in people's careers, home life, relationships and lifestyle," said Hedge.

If I am to believe Hedge, Klein,

Hofmann and other career coaches, then it would seem that having a coach is one way to turbo charge one's life from a Mazda to a Maserati. And apparently it is. "I ask people, 'What do you want?' And then I help them clarify their goals to get to another level," said life coach and Neuro Linguistic Programming Master Practitioner, Shirley Pordominsky. Pordominsky recently had a client who was bored and unhappy as a high school teacher. After working with Pordominsky, the woman went back to school, got a Ph.D. and began a new career as a college professor.

Hofmann has seen similar results using N.E.T. "I worked with a man who was an extremely successful car salesman. All of a sudden his performance dropped for no apparent reason. After

working with him, we discovered that he had unconscious childhood beliefs that were sabotaging his ability to succeed. After five months, we resolved the issues and he went on to outperform his own sales records," said Hofmann.

Most coaches ask questions such as, what are your strengths, what do you love doing, what are you good at, what are your needs, and what is missing in your life. By getting the answers to these questions the coach will get an idea of what the client's hopes and dreams are. If this venture seems a tad narcissistic, perhaps it is, but according to coaches, it's the best recipe for suc-

(Continued on page 43)

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