



The DAILY NEWS TRANSCRIPT

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Today's Forecast: Overcast 42°F

[Crossword](#) : [Horoscope](#)

Life coaching gains in popularity

By Parna Sarkar-Basu / Daily News Staff

Monday, March 21, 2005

Feeling overwhelmed and disorganized, real estate broker Maryann Watson and fitness expert Scott Thompson turned to a life coach for help. The coach, they said, not only helped bring work-life balance to their lives, but also supported their career goals. Both agreed that working with a coach have made them more efficient and their respective business is prospering.

Watson, who owns a real estate business in Dedham, said initially she was skeptical about hiring a life coach. But after attending a seminar she decided to give coaching a try and said she is glad to have done so.

"Hiring a coach was useful in getting myself back on track," said Watson.

The coach helped her bring balance between her personal life and career, Watson added.

"I started working with a coach because I wanted to grow my business," she added.

Six months after working with her coach, Watson said she hired three new agents to support her growing business.

Thomson, a fitness expert, said he hired a coach as he was having problems keeping up with work.

"My coach held me accountable," said Thompson, a Westwood resident.

The coach changed his work habits, helped set up sales goals and enhanced his management skills, he added. She also helped change his filing system in the office.

"I have become more efficient now," said Thompson. "I feel more confident in the way I present myself."

Thompson now owns three fitness studios, including one in Dedham.

"I have a lot of different responsibilities and have to be extremely organized and time efficient," said Thompson.

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The life coach gave him tips on being more organized and he is still following her advice, said Thompson.

The business of life coaching has increased tremendously. According to the International Coach Federation, there are about 20,000 part-time and full-time personal and business coaches worldwide. Of these coaches, more than 7,800 are members of ICF, up from 1,500 a few years ago.

The demand for life coaches have increased since September 11, as people are looking at life differently, said Dawn Quesnel, President, Career Life Balance. Coaches are hired to help individuals with a transition, either in their life or career.

For example, individuals who were laid off are looking for jobs while the “go-getters” are becoming entrepreneurs, said Life Coach Quesnel. Matured workers look at retirement differently too. They either want to start jobs in a new area or keep active in other ways.

Life coaches help in many ways, from finding a purpose in life and maintaining a balanced personal life to achieving business and career goals, said Quesnel.

“If someone is not satisfied in an area of their life, they can hire a coach,” said Quesnel.

As for Quesnel, her clients mostly fall in two categories: individuals who are out of a job and want to start their own business and, entrepreneurs interested in creating a work life balance.

“They are so involved in their business and have lost sight of other things that are important,” said Quesnel. “Many individuals are successfully managing their time and day to day activities but don’t feel challenged. They hire life coaches to get over the hurdle.”

One of the benefits of hiring a coach is that it allows individuals to talk to a third party, knowing they are not being judged for who they are or their decisions, she added. A coach provides a fresh viewpoint or simply brainstorms with the client until they come up with a solution that works for the individual.

“It’s all about partnership and trust” said Quesnel.

The fee for hiring a life coach varies by an individual’s goal and time. It could be a minimum of \$100 per hour to several thousand dollars a year.

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