



Personal Coach Helps Clients Win in the Game of Life

If you want to learn how to play tennis you can watch a match on television, grab a friend, a racquet and balls and hit on a local court. If your goal is to master the sport, you hire a coach, take some lessons and practice. A good coach teaches you techniques to improve your game, focus on your strengths and ultimately win.

A personal coach takes the same approach—they identify a client's strengths and help them achieve their goals. Personal coaching evolved in the 1990s as a less-stigmatized version of counseling, and people who seek the help of a coach do so for any number of reasons from stress management to changing careers.

For most of her career, Beth Wells '70 has worked in higher level academia where she has developed a skill set which includes: counseling, teaching, administration, management, research and analysis. Wells has channeled these skills, along with degrees in psychology and counseling and a passion for helping others, into a successful second career as a personal coach.

"Listening, resourcefulness, and lots of support characterize my work with clients," says Wells, whose clients include a number of professionals, including a university professor who is writing a book. The two have worked to reduce anxiety about the book, and Wells even helped the author redefine the topic. "It is a very goal-focused field. We don't focus on problems. We identify goals, and I help my clients achieve them."

While most of her clients are women, she does see a few men, primarily for career changing advice. And, while the need for change may happen around mid-life,



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Wells doesn't believe it's a "crisis" situation, merely a change of circumstances.

"From my anecdotal experience with my clients, I can say that change does often happen around mid-life for many men and women, not due to a crisis, but because they are now financially and otherwise free to pursue what they'd really like to do, once the kids are through college or otherwise self-supporting," says Wells.

Another area of her private practice expertise is stress-management. Wells finds great satisfaction in being able to teach her clients skills they can immediately employ, from visualization and deep-breathing techniques to exercise, sleep and proper nutrition.

The tagline for her business, "Give yourself the gift of your life", has become Wells' own mantra. "It means three things to me," she says. "First, it is a play on the way we say: I had the time of my life!...with the suggestion that working with a coach to achieve one's goals is rewarding, fun, and usually life-changing. The second meaning comes from the fact that coaching is something

one must give to one's self....and since I work primarily with women, who often are very good at giving to others, it's a little encouragement to give something to themselves, too."

"Our lives are a gift," she adds with a smile. "No matter how we believe we got here — through evolution, a Creator or higher power, or both — it is a miracle that each of us gets to be here on this Earth, with a life to live for a finite time. So my tagline is meant to encourage people to embrace this gift of life and give it to themselves."