

Improve your life? Coaching could provide the motivation

A change of job can often involve nothing more than a simple move from one company to another, bringing with it a new career challenge and maybe a promotion and increase in salary. But what of those people who are in a career that no longer satisfies them? Or those people who are seeking a complete turnaround in their life – who have dreams of a different life, but don't know how to make the most of their potential? That is where a phenomenon called Coaching can come in. Coaching can be applied to all areas of life – health, wealth, career, family, relationships and even the spiritual.

Its leading proponent in Luxembourg is Monica Jonsson, who has been coaching under the auspices of her own practice – CoachDynamix, under the slogan “Improve Your Life” – since 2002. Coaching may be an American phenomenon, but Monica does not fit the aggressive drill sergeant preconception many Europeans may have of coaches from across the Atlantic. An attractive Swede, she has an almost serene air of determination about her that probably inspires real confidence in her clients. “European coaches probably take a more down-to-earth approach,” she says. Monica is a firm believer in the great potential that lies within all individuals, and it is releasing this potential in others – to get them to reach their goals and make the changes they want in their life – that motivated her to take up coaching as a career after 12 years in senior management positions in the corporate world. “I fell into it almost by accident,” she explains. “Until I did some research, I didn't realise that much of what I had been doing in my career – helping others develop courage and confidence – was actually coaching.”

Within a couple of weeks of setting up by herself, Monica had her first client. She qualified in the UK and is accredited by the European Coaching Institute (ECI). “Even if I feel I have a natural gift to coach, I felt it was important to get accredited qualifications,” she explains. The ECI is there to regulate what is a fast-growing profession, and Monica will use its support to start lobbying for official recognition of Coaching as a profession in Luxembourg. For all her professionalism, Monica's manner is relaxed and open-minded. She



Monica Jonsson

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offers new clients a free initial session in order to allow them to experience coaching first-hand before committing to continue. Although she does not require long-term contracts, she recommends her clients to commit to at least three to six months of coaching. “It takes time for new habits to stick,” Jonsson explains. Her role, she says, is to ask the right questions. “It is the client who provides the answers and who always decides what goals to set and in what time frame.” Jonsson can then use her skills to motivate and guide the client towards achieving their goal. “I am not involved in their life, so can provide an objective evaluation – others closer to the person may have their judgement clouded by their own agenda,” she says.

Jonsson's clients come from all walks of life, artists as well as career professionals, for example, and cover a wide age range. “The youngest was 25 and the oldest 55,

and both men and women come to see me.” Jonsson sees coaching as a holistic exercise, that is not just about targeting career goals. “It is important to gain an overall view of a person's life. We can help improve their health and their relationships as well,” she explains. Indeed, the list of benefits from coaching includes greater confidence, higher motivation and overall energy, improved personal organisation and effectiveness and achieving a balanced life.

Perhaps a quote from Nelson Mandela may help enlighten those that are sceptical about Coaching and what it can achieve. “We ask ourselves: ‘Who am I to be brilliant, gorgeous, talented, fabulous?’ Actually, who are you not to be?”

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