

Beauty & Wellbeing

SPECIAL ADVERTISING FEATURE

Working together to achieve life's goals

By **Maria Galinovic**

IN her jobs as a project manager in large corporations, Silvia de Ridder realised she had a talent, as well as a passion, for team building and people development.

Without too much trouble, she could get people to realise their individual potential and work for the good of the team.

So, she decided to get into a career that would be useful to others.

Her business, Unconscious Potential, provides coaching services to individuals, executives and business owners.

Services include coaching for personal achievement, executive coaching, small business coaching, project-program management coaching and emotional intelligence measurement and development programs.

But just in case people want her to solve all their problems, Ms de Ridder of Sylvania is quick to point out there is no magic bullet.

"Coaching is not about giving advice, but involves working with clients to come up with solutions so they can make their own decisions," she said.

"A coach works with a purpose of helping clients to achieve their goals."

The role of the coach is to be a "facilitator, motivator and sounding board".

She gives examples of personal coaching working on stress management and fitness goals.

A particular client wanted to lose weight, but kept sabotaging herself with "mindless" eating.

On the small business coaching level, a business owner wanted better balance between work and his private life.

The solution involved better time and staff management skills.

"Although people know what to do, the coach can help them look at their behaviour and help them make changes," Ms de Ridder said.

Unconscious Potential: 0402 851 378.



Getting the best out of people:
Coach Silvia de Ridder.