

it takes motivation, determination and persistence

want to be a coach?

By **LISA R. ADAMS**, Advertising Sections Editor, *St. Louis Post-Dispatch*



If Joanne Waldman is anything, she is an inspiration to anyone who has a dream or a goal for their life. As Calvin Coolidge once said, "Nothing in the world can take the place of persistence...not talent, not genius, not education. Persistence is omnipotent."

Lucky for Waldman and all who know her and work with her, she not only possesses persistence but all of the other traits above and she wants to help you achieve your dreams as well.

Knowing for many years that she wanted to work for herself on her own terms, she found her lifetime love as a "coach". Waldman waited for the right time to quit her job of 13 years as a retail and relocation career counselor, and set up shop for herself in her own home, "surrounded by the things I love," she said as she gestured around her beautifully appointed office.

As she looks back, what motivates her may be the result of successfully working through a traumatic episode in her life before she was even 20 years old while in college at the University of Missouri-Columbia. "It was my first year at Mizzou, we discovered that my father was dying and I became ill myself with mononucleosis from November to

February, but I was determined to make it," Waldman said. "I figured that if I could get through that, I could get through anything."

And get through it is exactly what she did topping it off with a bachelor of arts in psychology and a master of education in counseling, both from Missouri-Columbia, graduating cum laude, Phi Beta Kappa, with honors. She also is a licensed professional counselor (L.P.C.) with national certification in general counseling and is one of only 230 nationally certified gerontological counselors (N.C. G. C.)

Turned on by a co-worker to the concept of "coaching", Waldman used her resourcefulness to educate herself on exactly how she could make a living doing what she calls "Disneyland" work. "I love to work with successful people who want to do more, to be more," she said. Which sums up what coaching is all about. And coaching a person is based on their perspective.

"It's our perspective that defines our experience in life," Waldman said. "If you have a negative perspective, guess what? Your experiences in life are likely to reflect that. Coaching is about listening to a person and asking pertinent questions to help them realize what perspective they need to reach their goal. I have to ask the right questions." She helps her clients attain trust instead of doubt and how

to respond instead of simply react, among many other things.

There are four different areas of coaching she enjoys: life coaching which is helping people reach a goal in life such as writing a book they've always wanted to write; retirement coaching for "first-time" retirees – as Waldman likes to say – who want to achieve personal fulfillment in a new role, maybe not even in the workforce, but as a volunteer for example; career coaching which is self-explanatory; and as a mentor coach who can teach other people to be coaches like her.

One of the more fascinating aspects of Waldman's career so far – she calls it solopreneur – is her job as a teacher on the internet: she teaches classes virtually over the phone lines to her students located all over the world through the International Coach Academy. Already a total success, she teaches five classes: half of these students live in the United States and the other half in Australia, Tokyo, Canada, Rome, New Zealand and the United Kingdom. "Finding a good time to hold class is interesting," she laughed.

Happy with what she's doing today, she has plans to build her coaching business with new clients and to create her own virtual coaching university from her own home.

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Joanne Waldman, M.Ed., L.P.C., N.C.C., has coached many professionals and helped them change their careers, plan their retirement, or achieve personal goals. She also trains and mentors coaches as a teleclass leader for International Coach Academy. Call her at 314-469-3288 or e-mail joanne@newperspectivecoaching.com