



Life Coaching For Dummies

By Jeni Mumford

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Trusted advice on finding a coach and getting more out of life

Life coaching is a popular, though unregulated, personal development tool. This no-nonsense guide debunks the myths behind life coaching and gives expert advice on incorporating it into daily life. Whether readers want to self-coach or work with a professional, this savvy resource provides essential tips on getting priorities straight, being more productive, and achieving goals.

Jeni Mumford (London, UK) is a qualified personal life coach and an accredited NLP practitioner.

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Life Coaching For Dummies By Jeni Mumford Bibliography

- Rank: #1531307 in eBooks
- Published on: 2009-09-23
- Released on: 2009-09-18
- Format: Kindle eBook

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Editorial Review

From the Back Cover

Practical techniques to help you take action and create the life that you want

Be inspired, take control, and fulfil your potential

Life coaching uses a range of practical, effective, and purposeful techniques to help you challenge negative beliefs, find answers to your own questions, and create the life that you want. Whether you're looking to make a change, or simply achieve some more balance in your life, this common-sense guide explains what to expect from life coaching and shows you how to develop your own coaching techniques that will enable you to establish an action plan, stay focused, and be inspired to achieve what you want, in all aspects of your life.

Discover how to

- Be your own life coach
- Find a professional coach
- Prepare yourself for a change
- Work out what your priorities are
- Maintain your motivation
- Coach others for a living

About the Author

Jeni Mumford is a coach and facilitator who applies whole life coaching techniques to her work with people and within businesses. Before her own life-changing decision to become a coach, Jeni benefited from a 16-year career with the Hays group, spanning recruitment, sales operations, project management, and people development, where she was lucky enough to embark on a new challenging job role every 18 months or so. It was this experience of discovering that the grass is green wherever you are – if you take proper care of the lawn – that gave Jeni the conviction and motivation to build her purpose around inspiring people to attract and enjoy their own dream life and work.

In her business Jeni uses best practice coaching techniques together with NLP, and is a licensed facilitator of Tetramap (a holistic model of behaviour) and Goal Mapping (a brain-friendly technique for identifying and maximising progress towards goals). She is addicted to learning and this helps her add value to her work with clients. But Jeni will admit that quite a lot of the credit is down to her succession of cats, from whom she has picked up a great deal about how to handle the ups and downs of life.*

One of the things Jeni likes best about being a coach is that she feels she always gets as much out of the experience as her clients and she can't thank them enough for the honour of seeing them move themselves from frustration to power. Honestly, it's enough to make you want to write a book about it . . .

You can find out more about Jeni and her business at: www.reachforstarfish.com.

* This philosophy can be summed up as: play, ponder, and when in doubt, take a long nap in the sun or on a comfy bed.

Users Review

From reader reviews:

Arthur Dickison:

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