

THE 21st CENTURY COACH AUDIT

Prepare to Guide the Future
Take this 50 Question Assessment
to Reveal If Your Business is AI Proof

DIANA DENTINGER

Creator of the Personality & Needs Profile®
Your Life Your Way Coaching Methodology™

Why This Audit Matters

This is for you to **future proof your business** as a Trainer, Coach, Psychologist, Counsellor or Mentor.

The **Personal and Professional Development** Industries, as well as the **Mental Health** Industry, are at a crossroads. This Audit is for assessing how best to move forward, in the most sustainable direction to stay a few steps ahead of changes.

We might all be witnessing how people's choices for help are changing, how certain systems are crumbling. It might be **best to be prepared**, or ahead, so you can see them behind you, rather than being in the middle of the chaos.

Here are a few reminders, also talked about in the introductory video, about our potential clients and colleagues.

People using AI

To be blunt, AI is replacing Coaches who rely on generic advice and offer "how to" steps. Yet, if help people make sense of themselves, navigate uncertainty, find meaning and fulfillment as well as stay focused... well, great, because AI can't do that.

Course Creator Coaches closing Businesses

You might have read on line or in newsletters that famous course creators have closed down their business and have transitioned into helping their loyal fans create AI Agents. It seems the most obvious choice is to run down the AI path. Yet, to counter balance all the tech, the "Innate Intelligence" and human transformation path is a better business decision for long term sustainability. Tech will change and you might just burn out racing after all the advancements. Instead, human beings are, and have been, made of the same stuff for centuries - a bundle of talents and inner resourcefulness they don't know how to fully use.

Decrease in YouTube "How to" Searches

This is just to name one statistic. Instead of people going on YouTube to find a "how to video" they go to an AI Chatbot. The reasoning is obvious: Why spend 10 minutes on blah blah blah to get the 7 steps when ChatGPT can give me them in written form. Notice too that new social media platforms will appear and old ones will try to stay afloat by adapting to their changing consumer behaviours. This means that even here, the business models are shifting as people's attention diminishes.

Who is Diana Dentinger

Welcome, I'm Diana Dentinger, a guide helping you support your clients in ways that are deep, wide and high so they reach their greatest potential and fulfill their profound life purpose for a life without regrets.



Back in 1985, I started my career as an **Entrepreneur** and **Corporate Team Building Trainer**. Since then, I've been on a mission to design programs that are fast, fun and highly effective.

Whether you're searching for the latest Coaching tools or seeking a spiritual compass, I've got something for you! I am a feet on the ground practical person yet gifted with intuition for inspired action.

Over these **35+ years**, I've Coached and Trained hundreds of one on one clients in over 20 countries as well as group clients in over 70 countries of the world.

What they all have in common is overwhelm in their roles and responsibilities, fears and struggles. They often empty or lost, confused and frustrated which puts a strain on their own health and relationships. What brought clarity and energy back into their lives was knowing who they are.

In 2004, my Coaching skills skyrocketed when I become a **BioPsychology (Neuroscience) Psychosomatic** Illness therapist. These profound and practical approaches helped me comprehend each person's inner conflicts as well as talents. Reverse engineering the science and research, I created the **Personality & Needs Profile®** and the **Your Life Your Way Coaching Methodology™**.

For these I was awarded **Top 100 World Women Achievers** in 2018. Here's the thing: You're here because you want more clients, easier ways of marketing, fewer drop outs, more return clients. You've hopped on trends, maybe some worked, others that were a waste of time, others that only gave short term benefits. What if you had Coaching Packages that actually sold themselves?

Born in Chicago, IL, I grew up in a huge midwestern USA family that taught me about life's variety and richness. I've spent most of my life in Europe (since 1984) raising my four children in Northern Italy and recently dedicating my time to grandkids.

What the Audit Does

This audit isn't about telling you what to fix. It's about helping you **see the gaps** in your approach so you can close them before they cost you clients or dilute your impact.

It's a mirror, not a test. The questions are **designed to uncover blind spots** and reveal to you where you're already excelling and where you might unintentionally be limiting yourself (and your clients).

This audit is NOT about fear or urgency. It's about clarity.

- Are you coaching in a way that AI can easily replicate?
(If yes, your clients will find a cheaper, faster alternative.)
- Are you delivering the kind of transformation that people crave but can't get from a chatbot? (If not, your business is at risk.)
- Do you have science backed tools with great results to stand out in a sea of sameness?
(If not, you're blending in, fading out and at risk of closing down.)

This audit is NOT a motivational exercise. It's a strategic tool to help you:

- Identify gaps in your whole life and ecosystem before they cost you clients.
- Refine your methodology so it's unique, personal and AI-proof.
- Position yourself as one who truly understands the challenges of the 21st century.

This audit is for professional Coaches, Trainers, etc who:

- Already have clients and want to elevate their impact.
- Use a structured methodology but wonder if it's enough.
- Want to stay relevant in a world where AI is taking over the "generic" work.
- Are ready to invest in precision, not just motivation.

This audit is NOT for Coaches, Trainers, etc who:

- Are looking for quick fixes or cheesy confidence boosts.
- Thrive on the hype type of motivation without substance.
- Haven't yet built the foundation for their Coaching or Training Business.

Sure, you might be a want to be Coach or new to Training. This audit can also be useful to help you lay the foundations for a more solid business. Some aspects, like your client testimonials, just won't be relevant because you might not have any yet.

Realistic Risks & Revenue Potential

<p>Low Risk High Revenue</p> <p>Deep trust, emotional intelligence or areas of life for top performance where AI cannot yet compete.</p> <p>Life Path, Life Purpose, Know Yourself Coaching Human Skills (ie Leadership, Communication) Coaching for High Level, Athletes, Performers</p> <p><u>CREATE TRANSFORMATIONAL EXPERIENCES</u></p>	<p>High Risk High Revenue</p> <p>AI handles data/repetitive tasks, but human judgment & experience command premium fees</p> <p>Executive Coaching for C-suite leaders High stakes negotiation Coaching Wealth management Coaching</p> <p>MUST CREATE HIGH TOUCH VIP PACKAGES</p>
<p>Low Risk Low Revenue</p> <p>Community or human connection focused, less lucrative but resilient to AI disruption.</p> <p>Community based Coaching Local support groups Volunteer or Nonprofit Coaching Parenting or Student Coaching circles</p> <p><u>BUILD MEMBERSHIPS FOR CONNECTION</u></p>	<p>High Risk Low Revenue</p> <p>AI easily replicates basic advice, driving down prices and commoditizing services.</p> <p>Generic Life Coaching Most “How To” Content Creators Basic Career or Business Coaching Basic Relationship Improvements</p> <p>MUST NICHE DOWN OR HAVE STRONG BRAND</p>

Focusing on the human side of Coaching

Call it being a Personality expert. When you have profound tools to help people tap into their potential for deeper understanding, you reap many rewards, first being low risk. Here are other benefits of Personality and Human Potential Coaching:

1. **Deep Impact:** Help clients achieve profound personal growth, not just surface level change in one area of life (aka just reaching a goal).
2. **Resilience to AI:** AI cannot replicate genuine empathy, intuition or the ability to inspire and motivate looking at another person in the eyes.
3. **Strong Client Loyalty:** Clients who feel deeply understood are more likely to refer other people to you, sign up for longer packages and come back for more.
4. **Personal Fulfillment:** You experience the joy of witnessing other people unlock their potential and live more meaningful lives.
5. **Diverse Opportunities:** People are everywhere so you can work with individuals, couples, parents, Corporate teams, Schools, Universities. Wherever there are people you can offer them transformation.

Rate Your Current Risk & Revenue

Low Risk High Revenue	High Risk High Revenue
Low Risk Low Revenue	High Risk Low Revenue

Chart what you are currently doing. What quadrant are you in now?

The goal is to create an AI proof, future proof and sustainable business.

Write out your reflections here or in a notebook. Get real about your ideal client and what they need. Get real about your past 5 year’s income, last year’s income, this year’s income.

Have things changed? Is what you are doing requiring more social media marketing, more posting, more effort doing things that are not what you really love to do (if you really love to coach and train).

Listen to Diana’s examples: For example about Low Risk, Low Revenue doing parenting classes at a private school for \$50 a person for 100 people over 3/4 evenings.

Back in the days, she offered more VIP weekends doing One on One Coaching for \$5000 and did one per month while raising her 4 children as a single/ only parent.

Respond to the emails and let her know how you chart yourself.

Directive vs Non Directive Coaching

<p>Low Risk Personalization High Revenue</p>	<p>High Risk Advice Giving High Revenue</p>
<p>Non Directive Coaching plus Directive Coaching</p> <p>Uses personalised reflection and insights as well as combines directive tools or AI for efficiency. “What does your version of a fulfilling life look like? Let’s design a path that fits who you are. Draw that out, journal on it, create a manifesto.”</p>	<p>Directive Coaching as Advice Giving</p> <p>Where once a business mentor could counsel on what worked for them, now the market is changing so fast that what worked before might just be outdated in the tech driven world.</p>
<p>Low Risk Low Revenue</p>	<p>High Risk Low Revenue</p>
<p>Non directive Coaching</p> <p>Just uses empathy, active listening and presence. “I hear how overwhelmed you feel. Let’s explore that together.”</p>	<p>Directive Tools and Templates</p> <p>Just offering tool based sessions, prescriptive steps or suggestions like "use this goal tracker", use this budgeting app, etc.</p>

Could Directive Coaching could be a relic of the past?

In many decision making, time or habit tracking formats, AI can do it better, faster, and cheaper. It just tells you what to do, even though you would never fully want to trust what it says. It is not an all knowing oracle for truth as it does hallucinate and give bad advice.

When you are full on with Directive Coaching you are low risk for AI replacement (and highly useful to prevent burnout, overwhelm, not to mention the mental and emotional issues challenging people. This is simplified when you have a Personality Profile because you can ask more targeted questions which increase the human connection and empathy while leading a client to discovery and exploration.

Key Point: When your Coaching is client centered, reflective, personality and individual values based, then AI cannot replicate the depth of transformation you can provide.

Non Directive Coaching is appearing more to be future proof when it is more deeply rooted in the uniqueness of every person. Coaches and Trainers who wish to **thrive in the AI era** will be the ones who will shift from telling to guiding people to find their answers within. This way you empower the person from only wanting to achieve external results towards obtaining life long inner clarity and meaning.

The Why of a Blue Ocean Strategy

Right now, most Coaches and Trainers are drowning in a sea of sameness. You could say they are stuck in what's called a **Red Ocean** where everyone tries to grab a share of the demand however they can. Some stack on extra bonuses, reduce prices or use sleazy marketing tactics just to get customers to buy!

That is why the next part of the audit is about **Methodology & Business**. Because in the currently saturated industry, few are creating an **uncontested market space**. Most Coaches and Trainers are doing similar things which makes them replaceable by competitors.

So many Coaches and Trainers just chase trends. Just like the pressure to do dancing reels on instagram (and you have seen those coaches!), now it is the **AI trend** and showing up as the latest expert to teach AI Agents. But once again, Coaches that are doing this will be replaceable. They will have to **fight to stay relevant**, many will burn out to stay ahead of the game, **then everyone will need to pivot** with the arrival of the next trend. **Exhausting!**

Your real lifeline? Offer a human centered, transformational process with a solid Methodology. **It won't be just a nice to have**. It will be the difference between blending in with everyone else or standing out, it will be the difference between **chasing trends or offering real value** to human beings and their lives.

That is why part of Diana's Blue Ocean Strategy, explained in the video, is about going totally in the **opposite direction of artificial intelligence**. As many Coaches and Trainers are interested in increasing the tech, Diana is helping the **human being to rise** to their innate potential, being the best version of who they really are - no tech required!

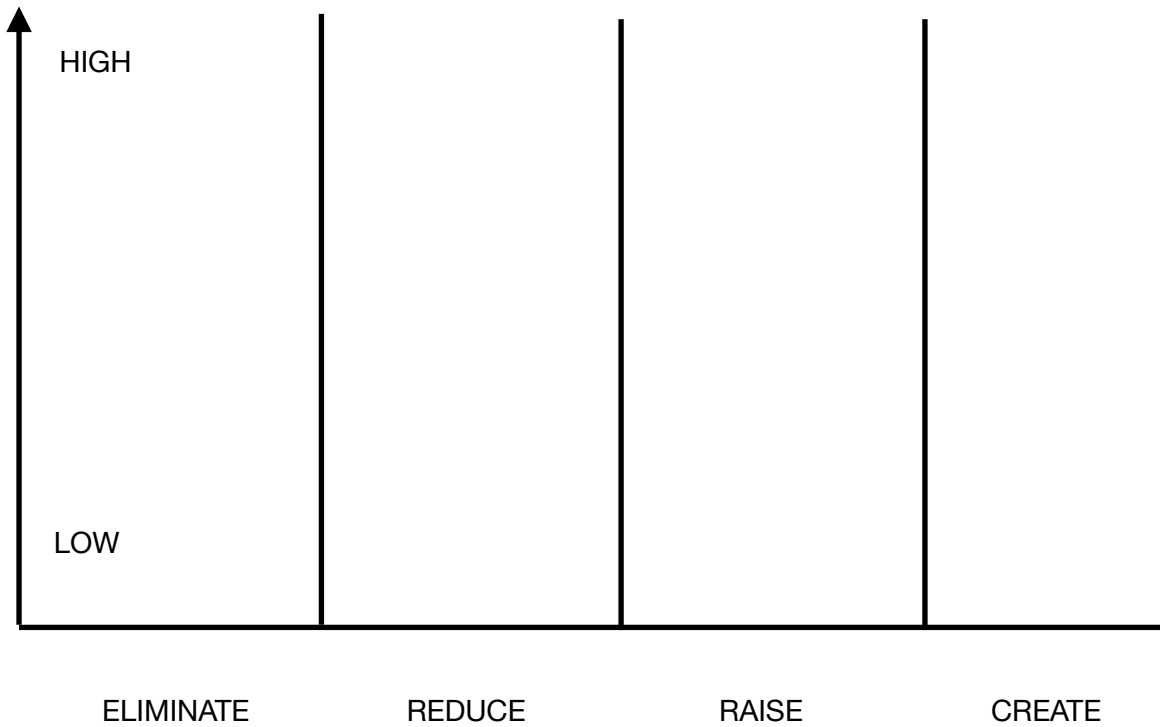
What **AI will never be able to do is give real personalization** with the depth and biological insights that come from how that person gets their personality and how their innate programming shapes their every decision, behaviors, stress responses and life direction.

The risk of not adding personalization is simple: **you become replaceable**. If your offerings, messaging and branding don't clearly communicate that you are also human centered, that you offer important existential answers, then **you're not just competing with other Coaches**, nowadays you're competing with AI, free information, generic advice.

When your Blue Ocean Strategy is grounded in tools towards self realization then your clients aren't just satisfied, they're transformed.

Your Unique Values Graph

What parameters are measurable between you and the industry or niche standards?
Watch the video for how Diana explains the Personality & Needs Profile® .



Get out pen and paper. Take notes, take a few days, take the time you need to be BLUE!

The 5 Sections of the Audit

Why Each One Matters (And What's at Stake If You Overlook Them).

1. ABOUT YOU

It's hard to guide someone toward self awareness if you're not clear on your own. You don't have to be problem free, but if you're still operating from your own unresolved stories this will come out in your sessions. It is vital to position yourself with inner clarity & alignment because an unclear Coach is replaceable. AI can give generic advice, but it can't hold space for self discovery the way you can when you are "neutral" and not emotionally charged.

2. ABOUT YOU AS A COACH

AI lacks empathy, intuition and emotional intelligence, the human qualities that facilitate transformation. If you rely on generic, how to or surface level tools, then you won't feel confident helping with the deeper issues your clients most likely have. You can't stand out as a real guide. And when they don't feel your ease and expertise, they'll seek it elsewhere, be that AI, with another Coach or by giving up on transformation altogether.

3. ABOUT YOUR CLIENTS

If your clients aren't getting results, they won't finish working with you nor stay loyal. And when they leave, they'll either replace you with AI because AI can give quick answers or they will seek out another Coach. And this becomes a huge Industry issue. Because what we see is that when a client feels they wasted time, energy and money one time, they lose trust that Coaches, as a category, can help. Are you offering real client transformation? Do clients stay motivated, complete, breakthrough and refer you to others?

4. ABOUT YOUR METHODOLOGY

Generic methodologies are replaceable by AI. With tools, models and knowledge that are surface level or outdated, you are competing with algorithms. Your clients won't see you as capable, unique or valuable. And when they can't tell the difference between you and AI or between you and another Coach, they'll choose the cheaper, faster option.

5. ABOUT YOUR BUSINESS

Coaches that blend in get replaced by AI. When your positioning, marketing, price to value, content and differentiation make you the obvious choice, you stand out. If potential clients don't see that you and your programs are worth the investment, your business is destined to shrink up instead of thrive.

Section 1: You as a Person

Give yourself and your self awareness a rating from 1 (low) up to 10 (high).

1. How well can you articulate in words your own Personality, innate talents, predictable stress reactions and your own Needs? Can you describe yourself in 50 - 100 heart moving words? (**1** = Don't know myself so can't put it into words → **10** = I fully know myself and can express it in words)
2. How well can you articulate in words your life purpose? Can you feel how it energizes and pulls you? Do you feel your personal reason to be? Do you know what fuels you? (**1** = I cannot put it into words → **10** = I am crystal clear on my life purpose)
3. How much do I consciously express my Personality and innate talents? How much am I fulfilling my life purpose in my day to day life? (**1** = Not at all → **10** = Totally)
4. How well do I prioritise my own Needs (rest, self care, inner desires and dreams) because I fully understand myself? (**1** = Never → **10** = Always)
5. How much do I love myself? Can I say to myself "I love you" in the mirror 25 times and really feel it? Does it make me cry with joy? (**1** = I don't love myself → **10** = YES)
6. How capable am I of communicating who I am to those around me both in my personal life, with family, with friends and even in my professional life? (**1** = I cannot put it into words so always misunderstandings → **10** = Never communication issues)
7. How much can I see myself in my greatest potential and let myself be guided by this higher version to make the best decisions for my present situation? (**1** = Never → **10** = Completely guided)
8. How confident do I feel being the real me, that I can show up authentic in every situation life offers and stay true to who I am? Do I feel I embody who I am fully? (**1** = Rarely → **10** = Always)
9. How much energy do I have daily? Do I have my own inside energy meter to perceive when something drains me or fuels me? Can I feel when I am on track or off my life path in my body? (**1** = Never know, never listen to my body → **10** = Always)
10. How good am I to feel and see when I am reacting, expressing a lesser version of myself, and can quickly shift that to being my best? (**1** = I run my old patterns always → **10** = I catch myself instantly and make better emotional, thought and action choices)

Example Personal Mantra

Based on a client's Personality Profile, Diana gave them a script in which they added the key verbs and key adjectives to create a full mantra. The verbs help them do more of who they really are and the adjectives support them in remembering the feeling of being them.

Here is a client example with the Personality Needs on the Game Board in the video with the introduction also that the client then records and repeats daily.

“This is your personal mantra to listen to and repeat each morning when you wake up and each evening before you sleep. Smile now to relax into your soul into the joy of being alive. Take a deep breath inhale through your nose relax your head, face and shoulders, exhale slowly through your mouth like whispering in a baby's ear. Take another deep breath inhale through your nose relax your chest, arms, abdomen, hips legs and feet, exhale slowly through your mouth. Another deep breath and soon you will repeat the words of your personal mantra while you are saying these words out loud imagine yourself being these words, doing these things. Afterwards write down or draw any insights you receive. Ready?”

I am (name). In my individual expression of all that is, I AM respectful, orderly, balanced, decisive, ever changing, on the go, dynamic, wise, introspective, questioning and calm. And with this conscious awareness of being me I honor, allow, order, move, change, finish, assess, ponder and counsel. I feel empowered. I believe in myself.

Life force energy flows through me when I am focused, creative, affectionate, peaceful, brilliant, reassuring, enthusiastic, appreciative, sincere, generous, joyful and optimistic. I am one with my divine expression, the real me in pure form. I am here to take risks, to investigate, mediate, heal, coordinate and collaborate, embellish, touch, shine, comfort, emerge and liberate the real me.

I am here to make the wrongs, right ... to change and evolve ... to access my inner wisdom and help others decide the changes that are right for them with my valuable advice. I fulfill my life purpose and desires daily when I feel powerful, aroused, harmonious, persuasive, protective, constructive, sensual, pleasant, authentic, considerate, celebrative, positive, dutiful, unpredictable, articulate, perseverant and calm.

There is unlimited universal energy assisting me to bring my highest desires into material form. I see my highest self now, I see energy and I see my desires. I ask now that they be fulfilled and I give blessing for all this abundance. I am (name) I am here to bring forth the creative manifestation of all that I AM. I am (name).

Can you offer this mantra and set of real affirmations personalised to your clients?

Diana's Personal Manifesto

This basic outline can be replicated for you to first fill in the blanks before rewriting something that feels more aligned. As with the Self Image pictures, this Manifesto can be refined a few times a year based on the professional focus and type of client to best serve.

The intention and objective is to fully clarify your message as a person and also as an outstanding professional. There is a series of 5 Questions to create a Manifesto.

1. Who I am as a person? Who am I as a professional? What is the overall feel?
2. Describe my fuller purpose, daily professional persona.
3. What is the “Cultural Feel” of being in my circle & what I stand for?
4. What is the “Cause” I sustain aligned with my values & principles?
5. How can people work with me and join my circle?

Excerpts from Diana Dentinger's Manifesto

1. I am an energetic expert capable of catalysing in people to feel great about themselves! Being well informed intellectually and open hearted emotionally has people instantly trust me and are curious to know how I can help them.

2. As an inspirational woman, I share profound words, healing energy and intuitive visions to expand individual, group and global conscious awareness. My service to others is to teach them how to love themselves unconditionally, to free themselves of their limiting fears and to empower themselves to live their real reason to be.

Feeling that all human lives are sacred, I am dedicated to my wholeness, my personal growth and my self realisation. My daily priorities include connecting with family and friends as well as creating quality content to positively influence other's personal growth.

I guide people to rapidly reach their fullest potential, to live with deeper meaning and to have healthier lives, relationships and careers. I am open to every opportunity to fulfill my purpose creating financial abundance for myself and family. I encourage each and every person to express their uniqueness, respect all life forms and contribute to the greater good of their community and the planet as a whole.

3. If you don't know who you are, you are living as a cup “half empty”. Your “emptiness” creates disasters for you, your family and the entire universe. If you don't take responsibility for who you are, you are living as a cup full of excuses. You creating excuses spreads fear, guilt and lack energy everywhere you go. If you don't empty out the excuses, there is no room for your greater potential. This inner knowing speaks to you in so many different ways, listen to it and trust it.

Section 2: You as a Coach

Give yourself and your role as a Coach or Trainer a rating from 1 (low) to 10 (high).

1. I have a tool to understand my client? This allows me to understand their deeper wants and desires and reasons for them. (**1** = No tools → **10** = Yes, spot on tools)
2. I get wrapped up in my client's story and can't get them out of it?
(**1** = Always → **10** = Never)
3. I have models that give me more confidence and structure in my sessions?
(**1** = No models → **10** = Yes, the best and most effective models)
4. I can go with the flow of what the clients needs even if it is not following the pre-established steps for what to do each session?
(**1** = I cannot go with the flow → **10** = I am always in flow)
5. About using scripts to feel confident guiding clients?
(**1** = Yes, I always use scripts → **10** = I never use scripts)
6. I feel that I wow my clients each session?
(**1** = Never wow them → **10** = Always wow them)
7. I feel comfortable speaking about any issue my client has?
(**1** = I am not comfortable → **10** = I am very comfortable)
8. I feel confident before (no performance anxiety) during and after each session?
(**1** = I always feel anxious → **10** = I never feel anxious)
9. I feel energized after each session and recharged having expressed my life purpose?
(**1** = drained of energy → **10** = full of energy and purpose)
10. I can let go of how the session went afterwards or how the client perceived me?
(**1** = always rethink I could have done something different → **10** = I am always relaxed)

Your Coaching Confidence

This is possible when you successfully **avoid making these massive mistakes**:

1. **Most Coaches** make the mistake of being in their **own personal story** or using their personal outcomes as a Methodology. These are often ineffective for all their clients and not much better than **how to information on line**. Your clients are stuck in their problems because they are unclear about their potential. They are bearers of beliefs they can't see. You must guide them to be themselves, tap into who they are.

2. **Most Coaches** watch the latest video from the latest guru who said they cracked some code from neuroscience. Coaches repeat the messages without questioning the validity or going into the research. This is how so many of the **latest and useless trends** have developed. For example, it seems that mindfulness or controlling your dopamine levels have become the panacea for everything (now at the time of writing this).

3. **Most Coaches** think **People" & "Opinions**. The most effective way to Coach is to think "animal" when your client shares his or her issues. You must be able to read between the lines of what your clients want in terms of **life in a pack** or even **outside the pack**. Because unless you are fully prepared and learned in the different levels of behavior, you risk judging, justifying or disregarding how your client or those involved in their issues actually behave. This is a grave mistake.

4. **Most Coaches** only think **Results**. Coaches work with clients to reach an end result. In reality, **results do not exist**. A path or more possible paths exist. Finding these paths and living them is the real goal. Your goal is to have your clients take a journey. With this 21st Century Methodology, you learn how to see solutions for them, but this requires that you are emotionally free and detached from their issues.

When you learn how to use these **leading edge Models, Tools and Techniques** with your client's Personality Profile, you will know exactly who you are (so you don't project your ways onto them) and who your client is. Your guidance becomes priceless and is amazingly effective based on what he or she wants **regardless of who you are**.

You learn how to **interpret actions and symptoms**, from a sneeze to a back ache to diabetes, so you are able to comprehend what is really going on with your clients. You learn how to read body language, catch the slips in their phrases which often say more about their underlying fears & desires than they can communicate to you.

Clearer & More Confident

If you want to know more about yourself, you can book 4 - 1.5 hour sessions for a total of 6 Coaching hours with me to cover all about yourself and your business. The focus is on bringing more you into your life, bringing more you into your business, coaching, marketing and presence in the online and in person spaces.

This offer is only promoted here. See the specific product page:
<https://yourlifeyourwayacademy.com/product/6-hours-coaching/>.



If you are curious about this Methodology and considering integrating the models, tools and techniques into your practice then there is a special offer on 1.5 hours of Coaching with Diana Dentinger. It is a prerequisite coaching call before enrolling in the Facilitator Certification. It is a pure coaching call that comes with your Personality Profile. That way you experience the power of this Methodology.

When you feel the power of the Methodology then you can take the next step by having a free business session to determine how the tools can be integrated into your existing processes, programs and packages. When there is a fit, you enrol in Certification. Here is the link: <https://yourlifeyourwayacademy.com/product/discovery-call/>.



Real People Real Results

CLIENTS IN OVER 70 COUNTRIES OF THE WORLD

Increasing your self awareness is what gives you greater access to making the best decisions aligned to the real you. You achieve more success and deeper satisfaction.

What Clients Say about having their Profile



Gillian Hipp
Ph.D. Movement
Therapy
UK

This **Methodology** found a spare puzzle piece that I hadn't been aware of in my Personality. Actually, it was the **missing piece that's not been there for my whole life**. Massive weight lifted... I love working through all this and something has really shifted for me... very grateful to you! The universe works in amazing ways!

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What Clients Say about having their Profile



Diana Lehner
Veterinarian &
Animal Trainer
AUSTRIA

The course **opened my eyes** on which needs I have to address and how. Now I am aware of whenever I get off course and about my next steps. Life is so much more enjoyable when you **stop wandering in circles** and start walking towards your goals. I'm equipped with everything I need but wasn't sure how to use it all!

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What Clients Say about having their Profile


This program is astounding. After a 2 Day Intensive with Diana, I even got my wife, sister, and children coached. **Everyone needs Your Life Your Way**. Thanks for making it accessible to more people!



Miguel Ribeiro Ferreira
Shark Tank
Judge, Portugal

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What Clients Say about having their Profile




Stig Bertelsen
Quantum Healer
Practitioner
SWEDEN

Sometimes even we who work professionally with giving feedback need feedback ourselves & I mostly go to Diana for this. She is also a **power house of compassionate energy** built on a foundation of researched academic skills.

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What Clients Say about having their Profile



Sai Ramya
Soft Skills
Trainer
INDIA

I have attended many workshops and heard so many Coaching styles, patterns and topics but none of them is so unique as yours. This Coaching is tailor made for each and every individual. If knowledge is powder, knowledge of yourself I the ultimate light and power. I am really glad for having met you. My heartfelt thanks.

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What Clients Say about having their Profile



Brid Hanlon
Healy & Timewaver
Consultant
IRELAND

Absolutely brilliant! I had no idea of who I was... I even feel upset about it because I managed to provide without knowing and my reference points were always outside, who does that person say I am, do I fit in... then I must be ok even if I don't know who I am. I have a lot of catching up to do...

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What Clients Say about having their Profile

I got more out of 2 days with Diana than in 8 UPW's. I was even involved in the organization of Robbin's events. This is just what I was looking for in my own Personal and Professional Development.



Callum Bridgeford
Avocado Ninja
CEO Health Store
UK

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What Clients Say about having their Profile



Costanza Arduino
Author, Bowen
Practitioner
ITALY

With Diana's help I finally understood the **profounder reasons why I was afraid** to publish my books, angel cards and meditations. She mentioned if there was someone in the family tree that worked with angels. It was crazy when my father told me the story!

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What Clients Say about having their Profile

After going through my Personality Profile with Diana, I started to feel good naturally, have more energy, **peak my performance** and even increased my income by 58% in 6 months.



Mopani MK
Banking Industry
Motivational
Speaker
UK

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Section 3: Client Perceptions

Put yourself in your client's shoes. Rate what they do from 1 (low) to 10 (high).

1. My clients become raving fans and refer me as the go to person? They get the results they set out to get or better? (**1** = Never refer me → **10** = Always refer me)
2. I have 100% completion rates and high retention in my programs with clients who stay motivated and excited? (**1** = I have many unexplainable drop outs → **10** = Everyone stays)
3. My clients give me outstanding testimonials? (**1** = Never → **10** = Always)
4. I get powerful testimonials from over 50% of my clients? (with or without posting on social media or my site their face and full name) (**1** = Never → **10** = Always)
5. I ask for constructive feedback from clients so I can improve my services? (**1** = I never ask nor do they offer to give → **10** = I always ask)
6. When a client is drifting off course, I can bring them back on track? (**1** = They drift and never get back on track → **10** = Always)
7. My clients openly express what they are going through and I feel they trust me and feel safe sharing. (**1** = Never express depth or whole life → **10** = Always)
8. My clients are not just of my belief systems, religion, social economic or educational background? (**1** = All the same as me → **10** = I am open to everyone)
9. My clients feel heard and seen for who they are in their potential, not as a weak victim or negative person for their mistakes. (**1** = They feel weak or negative → **10** = With me they feel empowered and resourceful)
10. My clients feel uplifted after working with me and their life improvements reflect that? (**1** = Few improvements working with me → **10** = Always uplifted and improved)

Section 4: Your Methodology

Give yourself and your Coaching Programs a rating from 1 (low) to 10 (high).

1. I have a process that works with 100% of the people to give them 100% of the desired results that I promise. I don't need the excuse that the client was not committed or accountable. (**1** = I don't have that → **10** = Yes I fully have that)
2. I guide clients to get results "their way" and not to only what I did to get results? (**1** = No, they do things my way → **10** = Always find their way)
3. I have the science, statistics and proof that what I do works for everyone. (**1** = No real science backing up my program → **10** = Yes, strong science)
4. I package my program with materials to give to clients so they see the journey they are going on and can measure their progress, reflect and take notes? (**1** = No materials → **10** = Yes, materials they love and use)
5. I have tools to adapt my coaching style to different client personalities, different needs and therefore do not use a generic approach? (**1** = Always use the same approach → **10** = Fully adaptable)
6. I am crystal clear on who I serve (ideal client) and the specific results they get with me? (**1** = Unsure → **10** = Crystal clear)
7. I have tools to actively listen, reflect back what I hear and ask clarifying questions? (**1** = Rarely do I really hear what they say → **10** = Always able to ask great questions)
8. I notice changes in tone, body language even client's eyes to ask deep, transformational questions? (**1** = I don't notice changes → **10** = I always capture changes and use them)
9. I always avoid judgment and meet clients where they are? (**1** = I am judgmental → **10** = I never judge but unconditionally hold space)
10. I have non directive approach with my models, tools and techniques to support the client finding their answers inside. (**1** = No → **10** = Yes, I sure do)

Section 5: Your Business

Give yourself and your Coaching Program a rating from 1 (low) to 10 (high).

1. My business satisfies my lifestyle and is aligned to who I am and what I need. (1 = No alignment → 10 = Fully aligned)
2. I feel my marketing and messaging reflect who I am, my life purpose and the unique transformation I offer. (1 = It does not reflect the real me → 10 = Fully me)
3. I am at ease marketing my services because they are purpose driven from my mission and clients have all gotten outstanding results. (1 = Not at ease → 10 = Very at ease)
4. It feels natural to enroll clients during a sales or discovery call? It feels aligned to who I am and is in no way pushy or awkward? I fully understand the ROI so can overcome financial objections. (1 = It is pushy or awkward → 10 = Easy, my program sells itself)
5. I know my monthly income because when people enrol they stay so I don't worry about refunds. (1 = Under 50% stay → 5 = About 70% stay → 10 = Over 90% stay)
6. I know part of my income will come from clients working with me again or referring me to their family, friends or acquaintances. Part of my income might come from local work not just online. (1 = No referrals building my business → 10 = Yes referrals and local)
7. My business is human centered and people feel that? (1 = No → 10 = Yes)
8. My business is structured to also earn money if I am not doing Coaching sessions? I have an evergreen and interesting digital product to offer. (1 = No ever green → 10 = Yes an offer that is evergreen)
9. My business is low to medium risk at this moment so I can be sure to not be replaced by AI or other upcoming tools. (1 = I am high risk → 10 = I am future proof)
10. My business is Blue Ocean offering what others in my industry and area of specialization do not. (1 = No Blue Ocean Strategy → 10 = Fully Blue Ocean)

Reflection on the Results

Why Each One Matters (And What's at Stake If You Overlook Them).

1. ABOUT YOU

Reflections:

2. ABOUT YOU AS A COACH

Reflections:

3. ABOUT YOUR CLIENTS

Reflections:

4. ABOUT YOUR METHODOLOGY

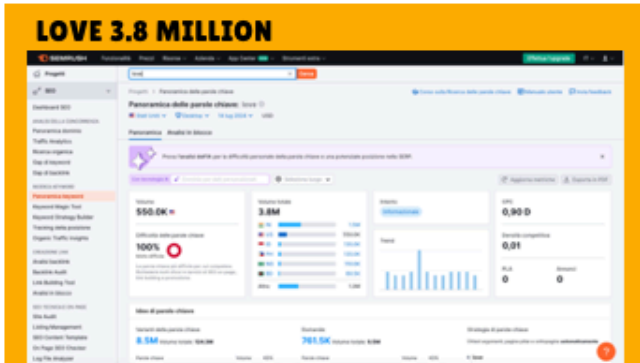
Reflections:

5. ABOUT YOUR BUSINESS

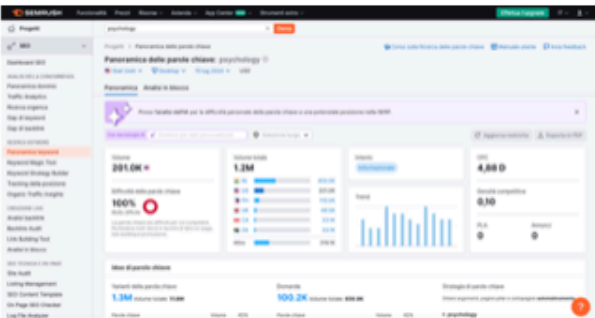
Reflections:

What Do People Search for?

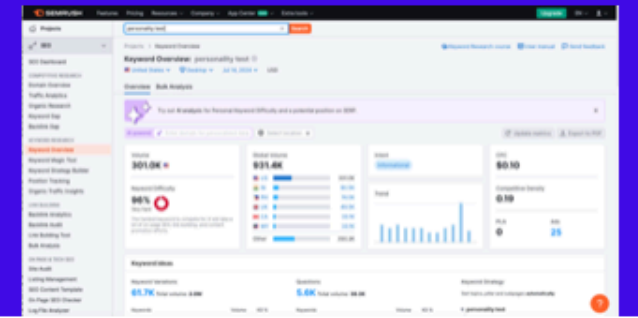
These screenshots are from Semrush in July 2025 for google search terms.



PSYCHOLOGY 1.2 MILLION



PERSONALITY TEST 931.4 K



HAPPINESS 751.2 K



MOTIVATION 589 K



People are naturally curious about themselves. People reason **what is in it for me.**

So a question for you:

- Are you offering your clients what so many are searching for?
- Do you include a Personality Test (profile) into your packages?
- Can you say that you know your clients better than they know themselves?

Compare the Google search terms to see how many people are looking for what you offer. Would that amount increase if you also helped potential clients know themselves?

PERSONALITY TEST (931,400 SEARCHES PER MONTH)

Frequently Asked Questions



1. What is a Personality & Needs Profile® Readout?

The Personality Profile Readout is a 212 page readout with 5 pages of descriptions for each of your Unique Individual Needs in each of the 12 Facets of Complete Personality. The descriptions are “key worded” so your biology, neurology and psychology remember “what it’s like to be you”. These key words have the power to catalyse change so it is easy to step into your potential and feel energised. Ultimately your Personality Profile Readout is an Instruction Manual on how to live life your way being the best version of yourself. Offered in VARIOUS COURSE OPTIONS it includes a 20 part video series, exercises to facilitate the process of decision making and focused action taking.

2. How does the profiling process work?

First you fill out a Questionnaire writing at least 30 words to each of the 15 open ended questions such as: “Name the number one challenge that if it were solved would change my life for the better?” When correctly filled out, your questionnaire is put into a system that elaborates your Personality Profile Readout. It organises the Needs you have and in which Facet of Personality they are in. This Methodology is protected by copyright laws.

3. Does Personality change over time?

No, your innate Personality does not change. The degree to which you live Personality is what changes. You might have periods during life in which you fulfill your Unique Individual Personality Needs and therefore expressing your Personality potential. And there might be other periods in life in which you do not. Being that this Profile and Methodology were created by reverse engineering the root causes of psychosomatic illnesses, there is a higher probability of developing an illness and emotional blocks when you are not expressing your fuller potential.

4. How does this Profile differ from other Personality Assessments?

Most other “tests” or assessments have you answer a multiple choice questionnaire, forced yes or no answers, or even rating an affirmation from strongly agree to strongly disagree. These are called Psychometric tests. They are not based on science. And if you would take the same test at a distance of time, there are probabilities that the results will vary. The results you obtain from these “tests” or assessments are that you are 1 of 4/8/9/16 types. But you are so much more! That is why the Your Life Your Way Academy is a one stop, best place for personal growth.

Your Next Best Steps



Consider learning the Your Life Your Way Coaching Methodology™ to become a Certified Facilitator. You will then be able to **use the Models, Tools and Techniques** as a stand alone package (just what a Newbie or Want to Be Coach needs) or help your clients gain deeper clarity and confidence by integrating the **Personality & Needs Profile®** into your existing programs.

Your next best step now is to book a Coaching Session with Diana Dentinger. That way you experience first hand the power of the Methodology on yourself.

The Coaching Session is a **90 Minute One on One Call** that includes your Complete Personality Profile. The fee is \$175 discounted from \$295. Book your Coaching here: <https://yourlifeyourwayacademy.com/product/discovery-call/>.

The Session is pure Coaching! Diana guides you through all your Personality Needs. You walk away renewed and even more energized. This time together allows us both to feel if this Methodology is a good fit for our Missions and Visions.

When you see how fast, fun, precise and profound these tools and techniques are then most likely you will want to understand the Certification Process. Following the 90 Minutes of Coaching you set up a **Free Clarity Call** to speak about your business model.

The value of Facilitator Certification is well over \$50,000 for the simple yet leading edge trainings, the Coaching Materials (Models, Game Board, Cards), Diana's over 30+ years experience with clients in over 70 countries of the world and the Art and Science of 21st Century Coaching. Your investment is only a fraction of what Diana has spent on becoming an outstanding, excellence driven Coach. **READ THE NEXT PAGES TOO!**

About Facilitator Certification

This Certification is not for everyone. It's designed for Coaches, Trainers, Mentors, Counsellors and HR Professionals who want to go beyond surface level frameworks. By integrating the Personality & Needs Profile® into your programs, you are able to catalyze long lasting, positive change in your clients reaching their goals is aligned with who they are.



There are a total of 5 Phases to Certification

You can complete the process by studying 2 hours a week for a period of 3 months. You can also do it at your own pace and take longer. You have your own private access to an E-Learning portal where the video Masterclass Trainings and the PDF Certification Manuals are hosted.

Each of the 5 Phases is a stand alone set of trainings. Each Phase includes a One on One Coaching Session with Diana Dentinger of 90 minutes to guarantee you have understood the materials. You are your first case study so you will exponentially grow.

You have access to the following Phase only after the One on One Call. The final Phase includes a Case Study Exam. Upon successfully completing the exam, simulating coaching Diana as if she were a client, you are officially a Certified Facilitator.

When you enroll in a Phase of the Certification, you pay only for that Phase. For most Coaches that will be \$1250 per Phase for a total of \$6250. The investment per Phase will be determined based on your current business, amount of clients and country of residency as economies are different. For some Coaches it might be more, for some Coaches less.



The investment might also increase if you wish the Coaching Models and Tools branded to your business. We speak about this on the Free Strategy Session after you have had your Coaching Session.

Book your 90 Minute Coaching Session here for the discounted fee of \$175:

<https://yourlifeyourwayacademy.com/product/discovery-call/>.

This is NOT for You When...

Here is my deeper philosophy and point of view. To be straight forward, direct and totally bold and blunt here are reasons you should NOT sign up to work with or learn from me.

IT IS TOTALLY FINE IF HAVE PREVIOUSLY DONE THE LIST BELOW. YET NOW YOU REALIZE THAT THERE ARE BETTER, MORE HELPFUL WAYS TO FULLY SUPPORT YOUR PEOPLE.

You prefer to use cliché words that make no sense for what you offer. Here's an example: I see many business coaches, even top names, use phrases like “become the best version of yourself” but they teach business which is about performance, money and success. They are not specialised in who you are (nor do they have a profile so you can know who you are). So ask yourself how can they really guide you to become yourself and your best self?

You prefer pushy, unethical, FOMO filled sales with emotional triggers so people buy. And it does not bother you when you have clients who sign up for your programs but never start, continue or finish. Sure, marketing and getting people's attention is fundamental. But your intention, whole heartedly, is that they solve their issues with some type of guidance. If you are the person who feels the best for them, then all the better for you (when you can fulfill your promises).

You support and think Coaching should go AI. Well, let's support great Coaches having work first with real human connection - the more in person, the better. You might want to listen to stories about facts in family history. That way you realise the intricacies and uniqueness of what shapes a person's emotions, behaviors and experiences. You also might want to refine how much you know about communication - remember that only 7% is words and 38% is tone and 55% body language. Does your chat bot pick up on when your eyes slightly water, see when you change the position of your feet, notice the tiny shifts in the corners of your mouth? Just wondering. Let's stay human!

You will not budge on outdated concepts like “thoughts create reality”, “get out of your comfort zone”, “change your mindset to change your life”. I am in not in the business to convince you nor persuade you that most of the mainstream phrases and tools are obsolete and misguide people.

You are not open to conversations on consciousness and the multi dimensions of reality. You don't have to have had a near death experience, an out of body experience, strange or unexplainable synchronicities, déjà vu type things about time or past lives, meditate, nor other woo woo type category stuff. Having an inkling that there is “more” could be helpful to an evolutionary journey.

You are afraid of a blank piece of paper and therefore will not do your self image picture. This Methodology is based on precise principles of the brain. Drawing is part of accessing the pre frontal cortex and right hemisphere of imagination to facilitate and catalyse long lasting change in people. You gotta sketch at least stick figures and make that fine!

IF YOU RESONATE WITH THESE STATEMENTS THEN BOOK YOUR 90 MIN COACHING SESSION:

<https://yourlifeyourwayacademy.com/product/discovery-call/>.