THE 21st CENTURY COACH AUDIT

How to Future Proof Your Business
21 Thought Provoking Questions
so You Remain Relevant in the AI Era

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.

Since the beginning of time there have been 2 streams that people use throughout life: the Stream of **Self Knowledge** and the Stream of **Practical Knowledge**. The first is natural. It is all about the **human experience**. Everyone, at least once in their life, comes to the shores of this stream asking, "Who Am I?"

But most people tend to go to the Stream of **Practical Knowledge** when they need help. It gained popularity with the rise of middle class literacy and self help books from the 1850s on. There is though a decisive **split in** the Stream of **Practical Knowledge** that now flows into 2 very distinct and different branches.

One branch (left) flows into accelerated **AI and technology.** It is available to everyone. It can give your potential clients 24/7 on demand guidance, access to oodles of answers, offer detailed how to steps and suggest plans for improvement... even for free.

Coaches working in this stream are **on a wild river rafting ride.** It is competitive, fast moving, energy consuming, even draining. Tech is unnatural, that's why. It is artificial.



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What is Changing in the Industry

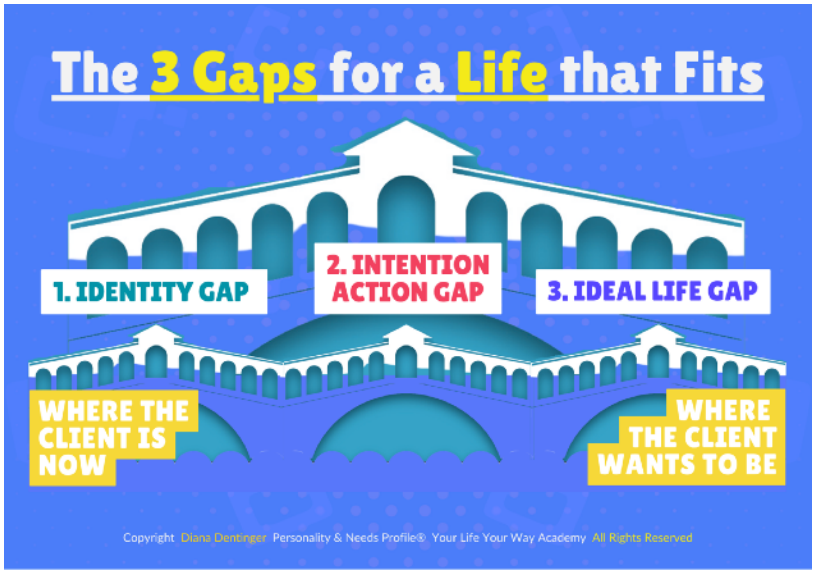
Instead the original flow (right on the image) is in a transitioning phase. If coaches working here don't need to provide how to's, then what do they offer? So from providing information (because that is now AI) this branch can focus on offering specialised **human led expertise**.

Coaches who want to work successfully in this (right) branch of the **Practical Knowledge** stream will guide based on their experience, expertise, track record and best when they offer even accountability. The previous "one size fits all" approaches will be less valuable because people will not be interested in paying for something so basic.

This of course is simply my personal opinion about the Coaching, Training, Personal and Professional Development Industries. Working in them since the late 1980s, I have become quite adept at noticing trends and seeing (even intuitively) the shifts before they become mainstream and popular.

As I see this phase of positive evolution, for coaches and trainers to stand out, stay relevant and future proof, a strategic option is to work in the Stream of **Self Knowledge**. Yet to effectively guide clients, these **professionals will need precise and profound tools.** The questions you will help clients with could be considered existential: who are they, why are they here, where do they naturally excel, what do the do well and how.

These introductory pages and the **metaphor of the streams is about your positioning.** You can be present in all streams. The question is what leads your work: you, the information or the person?



Leading with the **Person First Approach** is about closing the **Identity Gap** first.

That way the client in their **greater potential** is the one deciding what goal to set, take action on and reach, for their **realisation** and **a life that fits.**

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On to Interpreting Your Scores

The 7 sections of the Coach Audit can be grouped into these 3 main areas of interest so you future proof your business. Find the complete set of questions at the end of this PDF.

1. POSITIONING SCORE (SECTIONS 1 & 2 FOR POINTS 6-30)

- **6-14:** You sit in the "how to" branch of the practical stream. This is the branch AI is absorbing first. Your value is framed in terms AI can compete with directly.
- **15-22:** You have elements of differentiation but they are not yet structural. They can be copied or replicated by others.
- **23-30:** Your positioning is built on something few do, done better or deeper and wider. AI might compete with your tools, but not with you.

2. GAP-CLOSING SCORE (SECTIONS 3- 5 FOR POINTS 9-45)

- **9-20:** Problem-first or goal-first only. You start where the client arrives and stop where the goal ends. The deeper work is untouched, and so is its value.
- **21-32:** You touch the deeper gaps with some clients, but it is not a systematic part of your method or program.
- **33-45:** You close all three gaps: Identity, Intention to Action and Ideal Life. This is the depth AI cannot replicate, because it requires a human who truly sees the other human.

3. FUTURE-PROOF SCORE (6-30)

- **6-14:** No shared language, and referrals depend on clients finding someone with the same problem. Growth is through hard effort and word of mouth is minimal.
- **15-22:** You have a tool or returning clients, but not yet both working together.
- **23-30:** A shared language makes clarity simple, widens who you can serve, and gives every client, past and future, a reason to refer and return.

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Reading Your Overall Total

YOUR TOTAL FUTURE-PROOF INDEX TOTAL RESULT

- **21-49: At Risk in the AI Stream.** Your practice is framed around what AI now does well. The good news: the fastest path up is closing the Identity Gap first, because every person on earth has one.

You are not failing. You are succeeding inside a stream that is being rerouted. The coaches who thrived in the **Practical Knowledge** stream, from Norman Vincent Peale and Dale Carnegie onward, solved real problems. But the "how to" branch now flows partly into AI. Your reinvention is not more marketing. It is depth: start every interaction with who the client is, and the problem they brought becomes a doorway rather than the destination.

- **50-77: Transitioning.** You are between streams. Parts of your work are irreplaceable, parts are exposed. Systematizing the three gaps and adding a shared language is your next move to gain more solid traction for the future.

You already do deep work, at least sometimes. The risk is that it lives in your intuition rather than in your method. Intuition does not create a shared language, cannot be referred by name, and does not widen who you can serve. Make the implicit explicit.

- **78-105: Future Proofed.** You go deeper, wider, and better. Your clients feel understood, refer easily and return. Protect and sharpen this position, and consider teaching it forward to something others can benefit from too.

You are what the Personal and Professional Development Industry needs most: proof that human led work, grounded in self knowledge, outperforms both generic frameworks and AI outputs. Your next opportunity is to scale through other people: training other coaches, licensing your methodology or building a community.

THE ONE BEST MOVE SUMMARY

Whatever your score, the single highest leverage move is: **Close the Identity Gap first.** Give your client greater self knowledge through a tool you both share, and everything else changes: the problem gets revisited, the action fits their strengths, the goals fit their life, referrals become easier because everyone has an identity, and clients return because they felt understood. That is the **Person First Approach.** It is what people need most to adapt to a rapidly changing world: self knowledge for greater resourcefulness and resiliency.

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The 5Rs Value of Raving Fans

WHY DEEPER UNDERSTANDING MATTERS TO YOUR BUSINESS

This Audit is not only about what happens in a session. It asks whether you can deliver very personalised guidance. When you can, then this becomes part of your positioning!

Personalization adds value, yet very few coaches include it in their packages. When you do then you are more likely to stay relevant, no matter what goes on in the AI stream. Human nature and existential questions have been around for ages.

REAL RAVING FANS SAY THESE SIMPLE STATEMENTS

"You understand me." Your client relaxes and opens to positive change.
"Now I understand myself." Your client feels a sense of relief and confidence.
"This goal and plan fit me." Your client maintains motivation and commitment.
"These improvements are meaningful to me." Your clients notices tangible results.

STEPS TO A SUCCESSFUL BUSINESS WITH RAVING FANS

1. **RESULTS** Get faster, more meaningful outcomes with clients thanks to personalization. You waste less time helping them gain clarity and confidence. For your client this means a greater return on investment for the time, money and effort they put into coaching with you.
2. **REPUTATION** Become known as the go to person to get people results.
3. **REFERRALS** Clients easily recommend you to someone they know may benefit.
4. **RETURN** Some clients choose to continue when it's a natural next step.
5. **REVENUE** New and repeat business can contribute to more ease in earning.

You won't find these steps on internet. Pause and **ask AI the 20 most powerful ways to get raving fans**. The list says everything except "include a tool in your program or package so the client really understands themselves."

Having reflected on the 21 questions in the 7 Areas of the Audit you might now see how working in the Stream of **Self Knowledge** and starting with the **Identity Gap** is the key to getting results. Results lead to raving fans.

The next page connects these observations to your whole business.

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Now Let's PACK IT

STAYING RELEVANT IN THESE UNSETTLING TIMES OF CHANGE

I created an acronym for what you want to consider now. It's called **PACK IT.** It starts with how you describe what you do, your marketing efforts and the experience you give to clients before they sign up, during the delivery and afterwards.

P — POSITION You help who and your expertise equips you to solve what.
A — ATTRACT You aim for fit with potential clients who understand your approach.
C — CONVERT You clarify their current situation, commitment and desire for change.
K — KEEP YOUR PROMISE You work on agreed goals and wow your clients each session.

I — INVITE You ask clients upon completion to continue when it's in their best interest.
T — THEY TELL OTHERS You gracefully ask for introductions since they got results.

WHERE PERSONALITY BASED COACHING FITS

Your **niche** answers, "Is this Coach relevant to helping me with my situation?"
Your **methodology** answers, "How will the Coach work with me as an individual?"

You can combine both. For example: "I help **busy midlife professionals** who feel they have lost themselves understand who they are so they **create a life and career that fits**."

With Personality based Coaching in a **Person First Approach**, you can state that you guide people on a fast and fun **self discovery journey**. This is useful because many people are tired and don't want the grind of working on themselves. That languaging sounds pretty labor intensive! Make it light, make it simple, make it transformational.

Most people too have a **scrambled egg mess** (metaphor) when speaking about what they want to improve. Every life situation (each egg) is intermixed with all the others. They can't define the issue with each egg. This is the cause of overwhelm and procrastination.

To sum it up, most people want positive change but can't name exactly what they want. When using a Personality Profile, the **starting point is greater self awareness.** I say to first lay the 4 cornerstones: being clear, feeling confident, having energy to take action. The **Your Life Your Way Coaching Methodology™** uses a series of models, tools and techniques to catalyse rapid transformation in the person as a unique human being.

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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.



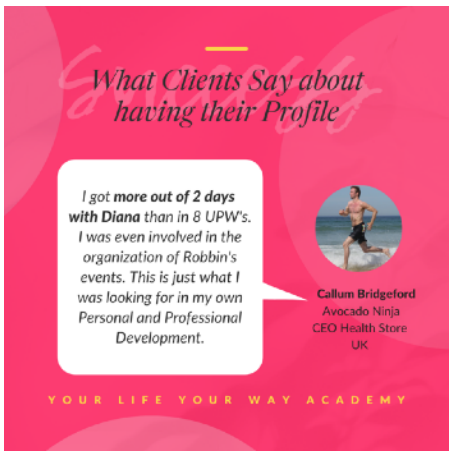
















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Step 2: Get the Coaching Playbook

SEE THE PERSON FIRST COACHING APPROACH IN CASE STUDY VIDEOS

You're here because you sense something important: The **Coaching Industry** isn't evolving fast enough to **keep up with people's needs.**

Parts are corrupt, parts replaceable with AI.

Most coaches keep using the same mindset hacks, mindfulness tricks and surface level techniques that might have been effective 20 - 50 years ago... but **barely scratch the complexity** of the modern and distracted life we are living now.



The truth is: **People are stuck.** The world has changed. But the industry hasn't. And that gap is exactly why so many coaches feel unsure, overwhelmed or invisible.

This **Playbook and Video Demonstration** is about how you can rise above the low, confusing and ambiguous standards of the Coaching Industry. And see if stepping into a 21st Century Coaching Methodology, grounded in neuroscience and unique human programming, could be your ticket to greater ease and success.

Because when you up level your whole approach, **you become the differentiator.** You create transformation that clients rave about which makes it simpler to build a Coaching Business you genuinely love. Having a solid Methodology and powerful Packages, your Business grows organically through real results, referrals and return clients.

Watch the 6 part short video series and get the PDF guide here:
https://yourlifeyourwayacademy.com/coaching-playbook-series/

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Step 3: Ready for an Experience?

EXPERIENCE THE PERSON FIRST COACHING APPROACH YOURSELF

This Audit, the observations about the Industry, the metaphor of the streams, the steps to create raving fans, the acronym for repositioning yourself in this new era of Coaching and Training have given you greater perspective.

What will you do with it? Have you reflected on how deeply you understand your clients? Would you like to explore what it feels like to be on the receiving end?

GET YOUR PERSONALITY PROFILE AND 1.5 HOURS OF COACHING

The investment for getting just your Personality & Needs Profile® in the Best You Yet 21 Day Challenge is the same as also getting a One on One Coaching Session with me. My mission is to up level the Industry with personalization, so I am offering to Coaches and Trainers the opportunity to experience this Methodology and Personality based Coaching.

Bring a real question from your own life: a decision, a goal, a recurring frustration or something that no longer fits. What you get for only $175 is:

- Your Personality & Needs Profile® in the 212 page Manual.
- The Best You Yet 21 Day Challenge video series.
- Your Game Board and 12 Sided Dice to make it fun.
- A 90 Minute One on One Coaching session with Diana.



In the session, you see how the Profile provides information about you, the person behind the words, behind the goals, beyond the mainstream assessment types, beyond the patterns of behavior... so you step into your greater potential.

The Profile is a tool that lasts a life time as you express more and more of yourself.

You experience first hand how to connect self understanding to deeper desires and goals. When you are ready to accept this invitation to know yourself better, then click the link: https://yourlifeyourwayacademy.com/product/discovery-call/

After the Coaching Session I will invite you to a Free Business Call to see how the Profile and Methodology could support your clients. I can give you information on the Facilitator Certification Program. There is no obligation to enrol.

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Your Coaching Confidence

We coaches and trainers have responsibility to guide to clients to the best of our abilities.

Having a structured Personality Profile and reflection process can give us a more grounded place to return to, while still leaving room for the client to explain their lived experience.

Still, many **coaches have self doubt** during and after sessions or even anxiety before them. Unexamined self doubt can make you think that trial and error is how you coach. Sorry.

When you notice **a client did not have an obvious breakthrough**, you might feel:
Anxious. Inadequate. Pressured to prove your value. Impatient with their slow progress. Uncertain whether you asked the right question. Afraid the client is quietly disappointed. Relieved when the client says something positive - and unsettled when they don't.

Once your client finishes working with you, you might wonder:
"Did they get what they came for?"
"Were they satisfied or were they just being polite when they said it helped?"
"Did I create enough value for them to come back or tell others?"
"Did I miss seeing something important that could have helped more?"

How often have we felt disappointed, rejected, anxious, relieved, proud, happy and confused all at once as coaches and trainers?

THE HIDDEN COST OF UNCERTAINTY

When we are not fully confident, especially in how we guide each individual as a unique human being, the client can feel it. Not because you, the coach, is incompetent. But because personality, life situations and the world are complex!

So making this as simple and straightforward is essential. Having tools to boost your confidence is essential. A Personalty based process does not remove the need for you to be present, listen actively, ask great questions, use your judgement and ethical care.

But a Profile gives you (both) the words to understand better what the client wants, call it a shared language. Instead of trying to guess what the client means, you return to the client's Profile, their own words, experiences, needs, goals and reflections.

Instead of trying to manufacture a breakthrough or feeling uncertain as whether to pause, challenge or support a client... knowing who the person is and what they need, helps give you the approach that fits them best.

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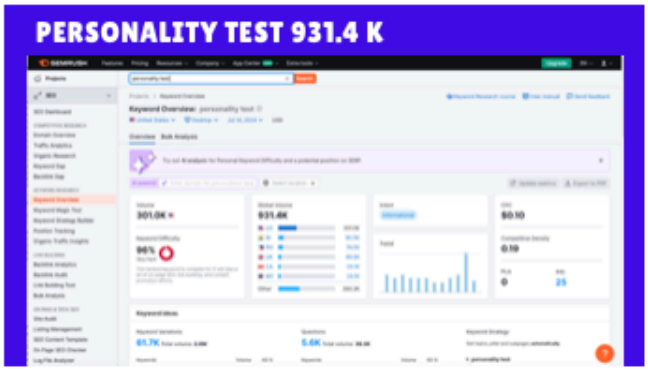
What People Search for?

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













People are naturally curious about themselves and **Who Am I** is an age old question.

What could you be asking yourself:
- Are you offering your clients what so many are searching for?
- Do you include a Personality Test (profile) into your program and packages?
- Can you say that your tools are precise and profound so clients know themselves?

The Google search terms show you the comparisons. Life Coaching only has about 30K per month. If you positioned yourself as helping potential clients know themselves?
PERSONALITY TEST (931,400 SEARCHES PER MONTH)

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FAQ about Personality



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 is an Instruction Manual on how to **live life your way** being the best version of yourself. The Profile comes with a 20 part video series to guide you through a DIY 21 day process plus reflection exercises to facilitate better 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 are that you are 1 of 4/8/9/16 types. But you are so much more! That is what you discover with your Personality & Needs Profile®.

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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 eventually learning 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 can 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.

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The Audit Questions

Section 1: Which Stream Are You In?

Are you positioned in the branch AI can absorb, or the one only a human can hold?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

1. My clients come to me for who they are becoming, not only for the skill, goal, or problem they arrived with.

1	2	3	4	5

2. What I offer in a session goes beyond what a well-built custom GPT or AI assistant could deliver.

1	2	3	4	5

3. My value comes from how deeply I see and work with the person, more than from my knowledge, frameworks, and step-by-step methods.

1	2	3	4	5

Section 2: Your Differentiation Reality

How replaceable, or irreplaceable, is your positioning?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

4. I can state in one sentence what I offer that no other coach in my niche can claim.

1	2	3	4	5

5. My approach either does something few other coaches do, does what others do noticeably better, or goes deeper and wider than the standard.

1	2	3	4	5

6. If my niche problem disappeared from a client's life tomorrow, they would still have a strong reason to work with me.

1	2	3	4	5

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Section 3: The Identity Gap

The Person First Approach: do you start with who the client is?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

7. I start every engagement by building the client's self-awareness of who they are being now and who their best version is.

1	2	3	4	5

8. My clients can describe themselves with greater depth and accuracy after working with me than before.

1	2	3	4	5

9. I work on who the client is as a person, not only on the problem or goal they arrived with.

1	2	3	4	5

Section 4: The Intention to Action Gap

From awareness to action that fits.

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

10. My clients regularly redefine what they truly want once they see themselves more clearly.

1	2	3	4	5

11. My clients' action plans are built on their individual strengths, not on a generic framework I apply to everyone.

1	2	3	4	5

12. I can trace a clear line from a client's new self-awareness to the specific actions they take.

1	2	3	4	5

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Section 5: The Ideal Life Gap

Does the life they are building fit who they are?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

13. After a goal is achieved, I check whether the life my client is building actually fits who they are.

1	2	3	4	5

14. I help clients set goals aligned with their identity, not only with what they think they should want.

1	2	3	4	5

15. My work with a client extends beyond their presenting problem toward the life they want overall.

1	2	3	4	5

Section 6: Tools and Shared Language

Do you and your client speak the same language about who they are?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

16. I have a proprietary tool or profile that gives me and my client a shared language about who they are.

1	2	3	4	5

17. This shared language lets me support clients beyond my niche, with other life challenges.

1	2	3	4	5

18. My tool produces insights about the client that the client could not have reached alone.

1	2	3	4	5

The Future-Proof Coach Audit

Section 7 of 7 · 18 of 21 answered

Section 7: Referral and Return Economics

Does your positioning make growth easier or harder?

How to answer
Each statement is rated from 1 to 5:

1. Strongly disagree, not true of my practice
2. Disagree, rarely true
3. Somewhat agree, true about half the time
4. Agree, usually true
5. Strongly agree, always true of my practice

19. A client can easily refer me, because what I offer applies to everyone, not only to people with their specific problem.

1	2	3	4	5

20. A meaningful percentage of my clients return for a second engagement or stay in touch afterward.

1	2	3	4	5

21. Clients tell me they felt deeply understood, not just well-coached.

1	2	3	4	5

Return to previous area | See your audit results

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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 most clients have in common is a feeling overwhelmed with their responsibilities. They often feel lost or empty, confused and frustrated which puts a strain on their own health and relationships. What brought clarity and energy back into their lives was having their Profile and knowing who they are.

In 2004, my Coaching skills skyrocketed when I become a **BioPsychology (Neuroscience) Psychosomatic** Illness therapist. These scientifically proven approaches helped me comprehend each person's inner conflicts as well as talents. Reverse engineering my extensive research and experience, 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 for the transformation power of the tools. Right now you are here because you realize were are in a new era of Coaching. You feel the shift away from the attention economy and into something more real and authentic. People need support and need to find someone they feel they can trust. My mission is to up level the Industry so Coaching becomes human centric.

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.

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