

# Career TIME

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## How to become a life coach

THE FIRST step in the coaching process is finding the source of a client's dreams, desires and life goals. You have to help each one define truthful objectives, whether it relates to business or pleasure. You then help them combine their diverse personal and professional backgrounds with intensive professional training to achieve a single goal.

To successfully coach others, you must be self-motivated and have a clear understanding of your own abilities, potential and limitations. You must enjoy working closely with people, and be interested in their well-being. You need good communication skills and you have to be sensitive to the needs of your clients.

This is not a career for school leavers. You need life experience to be able to appreciate your clients' concerns. Many of them will probably be sports and business people, so it helps to be health conscious, and have an interest in sport as well as an understanding of business.

**Qualifications needed:** A recognised international life coach diploma.

**Where to train:** Creative Consciousness International offers courses for life coaches. In the Master IV module students develop the competencies needed for executive and relationship coaching, and for setting up and running their own successful coaching businesses.

**Expected earnings:** The sky is the limit.

**Contact:** Brett Shuttleworth on 021 782 6798 or [www.brettshuttleworth.com](http://www.brettshuttleworth.com); Creative Consciousness International at [www.cci-portal.com](http://www.cci-portal.com)

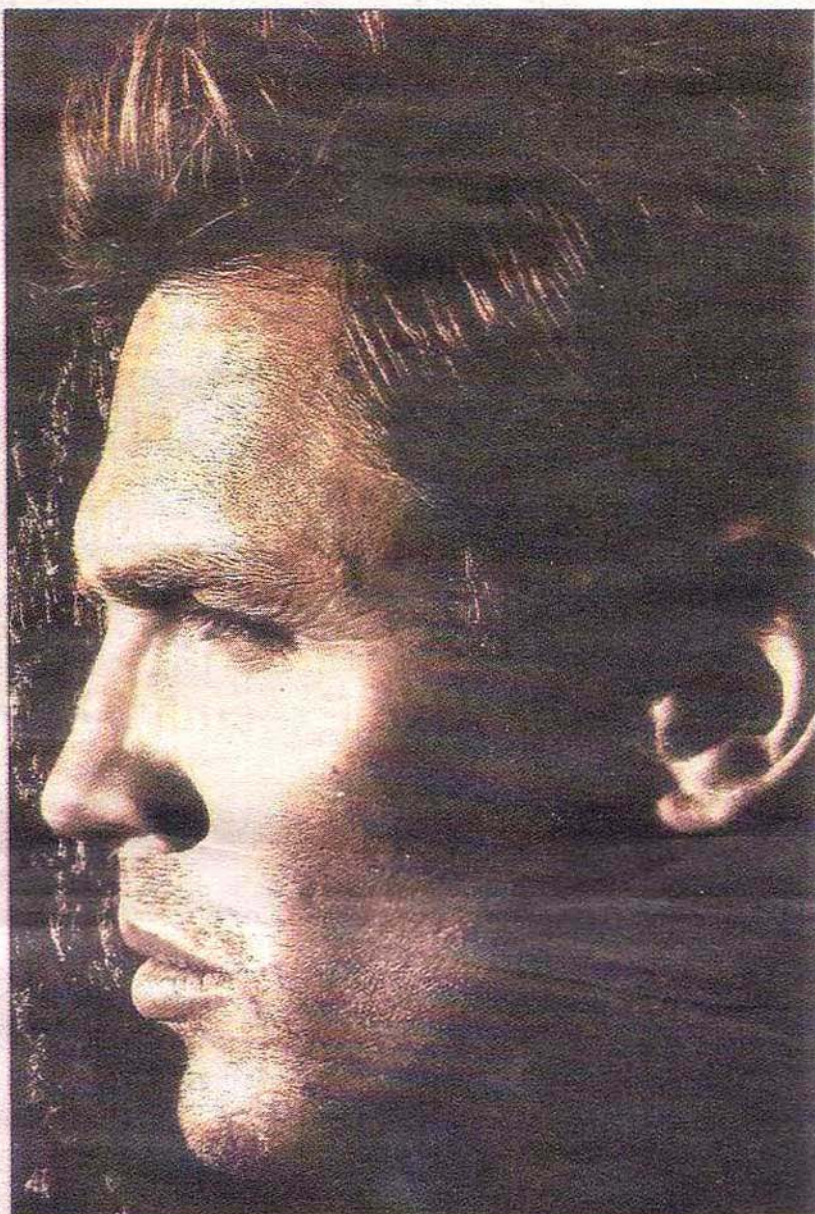
### Real jobs, real people



By Sarah-Jane Bosch

- Today: Brett Shuttleworth
- Job: Consciousness coach
- Qualifications: Consciousness Coaching International Diploma
- Place of work: Self-employed

Every Monday Sarah-Jane Bosch interviews real people at work in Cape Town.



**UNDERSTANDING:** Brett Shuttleworth says this is not a career for school leavers. You need life experience to be able to appreciate your clients' concerns.

Picture: Milan