



SOUL-INSPIRED CHANGE

How Soul-based Coaching changes lives

NOV
2018

CLIENT EXPERIENCES AND TRAINER PATHS

METAPHOR MAGIC

Clients share how their lives changed through metaphor work

FROM THERAPY TO HOLDING SPACE

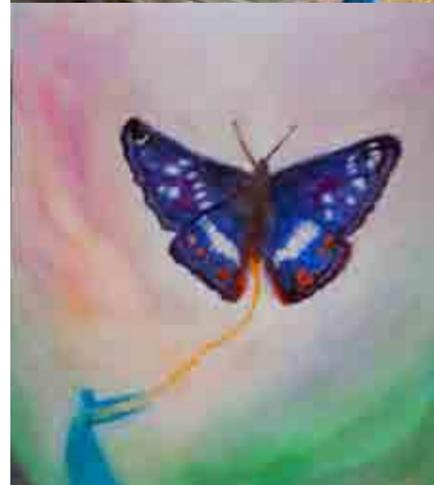
When the client's soul wisdom finally gets listened to

TRAINING TO BE A SOUL-BASED COACH

A safe space for personal growth while creating your livelihood

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Welcome to the World of Soul-based Coaching!



Annemiek van Helsdingen,
founder of The Academy for Soul-based Coaching

It is an incredible milestone to share the very first SOUL-INSPIRED CHANGE MAGAZINE with you! The magic that is possible in creating the life and livelihood you want never ceases to amaze me. It is true for our coaching clients, and it is true for us as coaches and in the Academy.

Soul-based Coaching is definitely not normal coaching. But what is it and what is it really like? What happens in a session and more importantly, what happens afterwards? We asked Soul-based Coaches, clients and coaches-in-training to give us an insight into their personal experiences and to share their most telling stories.

You will read about the amazing inner pictures that can be invoked by what seem to be simple questions and how these pictures then go on to bring lasting change into a client's life. You will find fascinating client feedback. And our participants, training to become certified Soul-based Coaches, share about their journey: learning to hold space and guiding the change process that is waiting to

happen - with their clients' deepest knowing leading the way.

The tools of Soul-based Coaching are also immensely useful in everyday life and that is why we share a lovely example of how they support soulful conversations with your children. Last but not least, we also included the experience of two trained therapists who decided to add Soul-based Coaching to their toolbox - and got hooked by this empowering way of coaching!

Enjoy the read, and do share all your questions with us! You can find us on Facebook as "The Soul-based Coaching Community" and "The Academy for Soul-based Coaching".

We love connecting with you.

Much love,
Annemiek

“Curiosity is a Potent Medicine”

Annemiek van Helsdingen is the founder of the Academy for Soul-based Coaching. She told Judith van Oostrom her story. It is a story that took her from fake to truth.

What do you do when you don't understand the world as a child? You stay in curiosity, willing to find out how things work. “Curiosity is one of the bits of medicine that keep a process going” as Annemiek puts it. That curiosity worked for her as a child and became a potent “medicine” later in life, to the point where it eventually made the birth of the Academy for Soul-based Coaching possible.

“That felt fake”

“As a child I was incredibly curious about why people do what they do, when it made no sense



to me”, she explains. In the years to come this curiosity became an instinct. The instinct of “there has to be a different way.” But first, Annemiek walked the conventional path, studying Business Management at University. She learnt a lot about what people think about organisations that want to reach a common goal. But really, she didn't feel at home there. “It was obvious that all these theories I learnt there were just perspectives, even though they were presented like truths. During exams I always felt into what was considered the right answer and created a story that the professor wanted to hear. That felt fake.”

Once she started working, there were new insights that needed her curiosity. “In one of the first weeks of my first job, one colleague told me that other colleagues, who were managing their life well, came in during the morning, hung up their coats and left their brains there as well. They were not allowed to use them. Or they didn't dare to use them because of previous experiences. They didn't feel responsible. That felt so wrong!” This was the moment when Annemiek's huge longing started: a longing to make a difference in how people feel, to help them heal and be their true selves.



The inner priestess demands her space

Around that time, another personal journey started for Annemiek. Her spiritual journey. She had attended an energy healing programme to find the priestess archetype in herself. “I felt it in every fibre. This is me!” With that knowing, a lot of questions came up. What did this new insight mean, and what should she do with it? There wasn't a full picture yet. One thing was certain: she could not talk about this side of herself while working in a corporate environment. By that time she had a flourishing company with two friends. They guided teams and organisations to make the change they wanted. That world wasn't ready yet to hear about priestesses.

While working, she discovered Clean Language and Systemic Modelling, which later would become important parts of Soul-based Coaching. These methods gave her the tools to make sustainable changes happen in organisations. Changes that honour the situation and connect the beliefs of where the team wants to go. “With these tools I felt like a fish in water”, Annemiek remembers. She realised that the tools allowed all the layers of a system to be present. There was room for the spiritual!

Break down

Her way of facilitating teams and her coaching style were so successful that soon she was asked to run training sessions. But it wasn't until she became very ill that the birth of the Academy started. For two years Annemiek's world collapsed. She couldn't work, felt so tired and so hungry without knowing what caused the problems. “It was the dark night of the ego for me. My soul wanted to show the way while my ego was holding on to everything I knew.”

Despite her health problems, she had a strong will to contribute to society, to be part of it, to be responsible for her own living. That, combined with people who wanted her to teach them this new way of coaching, made room for curiosity once again:

how could training people work when it had to be on her terms? She could shape her future business into anything she wanted, now that she didn't "have to stay in any box". So she combined the coaching skills with the essence of what she had learned on her spiritual path. Bringing it into a container which allows people to tap into that deeper knowing inside. This container just needed a name: Soul-based Coaching was born.

The Academy is growing

The first class came in and the course developed. In order to reach all people who can benefit from Soul-based Coaching she decided that it shouldn't depend on her alone. So she created the Academy, consisting of several co-trainers, some administrative support – and of course Annemiek herself. "Soul based Coaching feels like my baby. I can see how this child is growing. I can let it grow into what it will become so that we can train coaches and have many more people begin leading the lives they truly want. They can follow their longings and create connections and communities in different ways. In the end it means creating sustainable ways of living together." ■

Meet the Academy!

In Autumn 2017, Annemiek called in three already certified Soul-based Coaches as her assistant trainers. After co-operating solely via online video calls, last June they all met in real life for the first time in Amersfoort, Netherlands.

Eimear Stassin works as a trainer, facilitator and Soul-based Coach. She is based in Falkirk, Scotland.

Judith van Oostrom is a Soul-based Coach and also works, together with her husband, as a facilitator for teams in organisations. She is based in Enschede, Netherlands.

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More Space for the Yin

You don't need to know about the theory of Yin and Yang to feel the difference of a Soul-based Coaching session when compared to most other coaching methods. Yes, FEEL the difference.

Photo by David Emrich on Unsplash

When it comes to coaching, we usually think of collecting facts, analysing them, setting targets, considering possible solutions, preparing strategies and action plans... Soul-based Coaching is not normal coaching: it holds space for the Yin.

Yin stands for soft and allowing, it stands for unpredictable, it is emotion-centred. It is all about the deep, often hidden layers of being, the inner pictures and emotional aspects of each decision, no matter if they are conscious or not. Here everything wants to flow. A coach who incorporates the Yin principle does not set any targets, but takes everything as it is now, without judgment and without suggestions for change. In this way, the coach creates and holds an energetic space for the unique truth of the client.

In this space everything is allowed to show up. And everything has the same value, there is no good or bad. There will always be things that you want more of though: more freedom for example, finally

a satisfying job, more time for yourself, or a smoke-free life. And there will be things that you feel are hindering you from achieving exactly that. The important thing about all of this is: it is about what YOU want more or less of, not what we as coaches consider good or bad for you.

Feeling it in your body is key

In our Yang-dominated world we would now draft a list of strategies to overcome obstacles and reach goals, something you will not get from a Soul-based Coach. Instead, we create space for the flow of your inner processes. We help you to literally feel your truth because, through feeling, the channels to your own inner wisdom start to open. As if by magic, your inner pictures begin to change, making your desired outcome possible. Consequently you will start to feel, think and act differently, as well as attract different opportunities. This is the only way real and lasting change from the inside to the outside can happen. And this is exactly what Soul-based Coaching does for you. ■

A metaphor-magic journey out of addiction

I would like to tell you the story of one of my clients who wanted to stop smoking. Let's call her Joanne.

In her first session, Joanne found a blue butterfly in her heart. It wanted to fly out into the bright and sparkling space of freedom, but it was stuck. It could be freed by the abundant fountain of life-force which was flowing through her. Only, this life-force was being dampened down by "something dark" below her heart. This was when Joanne realised that her addiction was connected with avoiding this dark place.

When we looked closer, the dark place turned out to be a tight fist holding something that wanted to come out. Once touched by the life-force, the fist opened carefully and deep grief, despair and some shock emerged and dissolved into light. After that an infinite number of butterflies fluttered out from the open palm. But movement in the dark place continued. The life-force was circulating around Joanne very strongly now – and then she saw a little

child -part of her sitting in that hand. She realised that the tight fist, the "something dark", had been protecting the fearful child. This was an incredibly holy and also tearful moment during our third session. Time was standing still for all three of us, Joanne, me and the child. We waited patiently for the child to feel safe and stop her fearful trembling – and eventually she took her place in Joanne's heart. Literally.

At the end of our last session, Joanne shared with me: "The peace, clarity and grounded strength I searched for are here and are very alive. I think I am home. What else could there be."

Six weeks later I was curious about her smoking, after all the reason she had contacted me in the first place: "Still on e-cigarettes but without nicotine. The habit is getting less and less, I can go long periods without even remembering it. There is still some longing in me, but I have recognised it as the longing to go home. Which, of course, is right here. Just falling deeper into myself..."



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Photo by Lulou

METAPHOR MAGIC

My Old Cape

“If you ask me what Soul-based Coaching is, I have a simple answer: it’s magic.”

I received many Soul-based Coaching sessions during my training and they all had a big impact on my daily life. In one of them I wanted to find healing and peace with my family. In this session Annemiek helped me to discover the feelings and emotions around that. It turned out to be like wearing an old cape around my shoulders, that weighed me down. The cape was full of expectations and negative beliefs. I could smell it and I could physically feel it on my shoulders. I wanted to let go of the cape because it hindered me from moving and flowing freely, from feeling alive and nourished. But letting go of this cape meant betraying my family - that became clear to me in that very moment! I cried and it hurt. And this was when Annemiek asked me the all important question: “And what would your family like to have happen?”

I saw all of them. They were right there at my side in that moment. And suddenly it was crystal clear to me: They wanted me to let go of this old cape that was weighing me down so much. Their permission came from deep within me and all of a sudden it was easy to let go of the cape. It felt great! They applauded and laughed. I felt their love. They were proud. I was free and able to move. What a relief!

This session happened more than four months ago, and this feeling hasn’t changed since. Writing this makes me cry again. I am so grateful for my family and their support. And I am just as grateful for this question that Annemiek posed at exactly the right moment. Sounds so simple - maybe it is - but it does MAGIC and it has changed me and my relationship with my family. It has raised my energy vibration. That’s huge!



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Just like Alice in Wonderland

Psychotherapist Urša Poljansek gives an insight into the mechanics of Soul-based Coaching.

Trained in psychology and psychotherapy, I always felt that with all the analytical left-hemisphere-centred approaches, a piece of the puzzle was missing. Analytical mind seemed a bit dry. A bit grey. Of course, working with emotions and processing them was important. But I longed for an approach where Mind+Body+Emotions+Energy+Soul would be fired up, uniting, aligning, dancing as one. I guess I wanted the process to be more holistic, more colourful. A bit more like... magic! I had always been drawn to yoga, movement and art. So I trained as a yoga teacher, explored the body through chakras and asanas and found a new life philosophy. A more multi-dimensional approach made increasingly more sense. And after years of shedding layers and layers and getting clear about who I was and who I wanted to be, in a series of synchronicities, magic finally found me. It was hiding in metaphors and Clean Language.

Like Alice in Wonderland

Metaphors are a bridge to our subconscious. They contain the magic and bring to the surface tools, resources and immense energy hidden in the unconscious. When using metaphors, the left and the right hemisphere start to work in unison and the patterns of the familiar are disrupted. Which means we are no longer trapped by the past, by who we were yesterday, but can more easily step into the future. The future, our outside reality, starts to shift and rearrange in accordance with what we have

created internally. The journey with this style of coaching is beautifully summed up in the words of British coach Angela Dunbar: "I went into the first session with my normal, logical thinking patterns and came out with a completely different awareness of life, the universe and myself. I felt like Alice, having fallen down the rabbit hole and finding herself in Wonderland. I was in total awe of my own internal metaphoric representations and amazed at how deeply I was affected by them." And like Alice, I similarly found myself moving on from a solution-focused approach and more long-term psychotherapy to the beautiful modality of Soul-based Coaching, based on Clean Language and Symbolic Modelling. The most multi-dimensional and potent tool I have found so far.

Clean Language and the use of body awareness

Clean Language was first used in trauma healing by the New Zealand psychotherapist, David Grove. The approach enables a most powerful healing and a natural and easy process of change without "pulling the grass to make it grow faster," as our trainer Annemiek would say. By using clean techniques, it is possible to develop the metaphors that occur quite naturally as we speak and to reveal more about our thought processes. It is possible to uncover thoughts we have not been conscious of and to bring them into awareness, where they can be understood more fully. Another crucial element of Soul-based Coaching is the body. Clean Language - at least in the context of transformative

coaching or therapy - in fact, works a lot with the body, connecting with it, changing body awareness and healing through the body. And the clients I have worked with so far have all experienced a physical effect and some kind of physical trauma- or energy release. They reported feelings as if they were "levitating", as if "a weight had been lifted", a hot sensation "like lava" rising up their spine. They were suddenly sitting upright "like a queen", receiving the respect and rightful place in the world, or playing with "sunbeams under water", experiencing total immersion and peace.

The magic of metaphors

Working over time with the body and the magic of the metaphor, as the language of the soul, I find it quite a wondrous process to see things shift and change. Both in the clients' metaphors as well as in their lives - and their bodies! In metaphor landscapes, the "levitation" and a "hint of wings" can become a full-on "joyous take-off", lifting off the ground, and an exploration of "flight" and "speed". An emotional "wall" can begin to disintegrate, dismantling piece by piece. A tiny animal on weak legs turns into a powerful horse... The effect can similarly be seen in the body as well, changing and processing as the client's physical state changes. Clients may experience a sudden flush

or turn white. They may heat up. They may need to stand up and move about. All this rearranging and response usually signifies a great emotional release. To me, tapping into the various layers of the intricate system that we humans are is an amazing tool for change. Change that is like a journey into Alice's wonderland, where the various rabbits are like the dreams that we begin chasing. That lead us forward and enrich our inner landscapes, inner understanding and our lives. So, if you are ready to step into the magic, drop the struggle and find out what lies on the other side, Soul-based Coaching is a prominent tool for change. ■

Recommended Reading

Robert Scaer's new book "8 Keys to Brain-Body Balance" explores how somatically based trauma therapies work. Scaer points out that most of these techniques have been discovered by therapists over the last 20 years, leading to anecdotal claims of rapid resolution of trauma-based symptoms.

The features of these apparently successful therapies are also reported in [Judy Rees' article](http://beacon.by/judy-rees/your-clean-language-questions-answered/12#/12): <http://beacon.by/judy-rees/your-clean-language-questions-answered/12#/12>

THE AUTHOR

Urša Poljansek is a psychotherapist and a coach travelling the world as a digital nomad. She offers soul-based coaching sessions in English, helping you turn any situation around and become the person you most want to be.

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What Clients Say...

Connected

"Insight into inner symbols, soul metaphors and archetypes has strengthened my **intuition**, opened the channel to **inner knowledge** and peacefulness and I gained a sensation of universal connectedness. I can see my own emotional or mental delusions more **clearly** and have gained personal strength for taking **responsibility** for my own life." (Mary, after 3 sessions with Urša Poljansek)



Safe space for change

"Working with metaphors created a safe space for me. When I showed my metaphor to my colleagues we talked about the **metaphor**, not about me directly." (Participant of a team session, facilitated by Judith van Oostrom)

True journey back

"My session with Paloma really helped to understand what my soul wanted out of my life journey: to **connect** to all parts of myself and be in touch and open up to **loving** all parts also. A feeling of fear and uncertainty was holding me back from fully embracing my true journey back to myself. Within my picture I have two paths. One is easier than the other but whichever one I choose I will eventually be where my **soul** wants to be, completely loving every aspect of myself." Laurie H., after her first session with Paloma White)

Empowered inside

"The type of questions helped me access deep layers, inner pictures and therefore hidden **resources** inside myself. These pictures continue to have an effect: they light up feelings and strengthen me in a subtle way. As if something had been **empowered** inside me to express and advocate myself, unswervingly and fearlessly. A loud **YES** to myself! Thank you for this journey which made so much profound change and **insight** possible." (Maria M., after 3 sessions with Sigrun Saunderson)



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Most precious gift

"In just a few sessions, Ursa helped me unleash **creativity** that has been dug under the marketing and entrepreneurial overwhelm - the most **precious** gift! I feel way more joy for life, I am confident in my shoes and the relationship with my son got **magically transformed**. I feel free and ready for whatever comes next." (Mojca, after 3 sessions with Urša Poljansek)

"I got the job!"

"So within 3 weeks of not knowing what my goal was to getting a job, I think that's **pretty good**. Thanks for your help. The fire in my soul has **re-ignited**." (Aideen C., after 3 sessions with Sigrun Saunderson)

Confidence is back

"Throughout the coaching process, I have also been able to gradually **uncover** the heart of my desire and build the confidence to help me enter back into the work place, which **I have now done**." (Donna P., after 3 sessions with Eimear Stassin)

Gems of realisation

"I was in recovery from challenging and painful life situations. Alara doesn't seem to input any particular ideas or beliefs, but rather extracts what is already there my own **intelligence**, but hasn't been accessed yet. She holds the space well and safely for an internal **exploration**, facilitating gems of realisation to come to the surface. After three sessions, I arrive at the possibility of a place of **contentment**, as well as excitement about the future." (A. Y., after 3 sessions with Alara Mayes)

Go visual!

"The first amazing thing for me has been that I was able to **visualise**. And normally I am not a visual person at all!" (Marzia, after 3 sessions with Erika Maizi)

Serendipity

"I have gained so much **clarity** on the 7 paths that are open to me now. After our session, I went into the shops and found a glass bubble with a white feather in it, a gold ball table lamp and tea cups and saucers with light pink butterflies on them... I'm noticing things **happening** already!" (Caroline, after her first session with Eimear Stassin)

My inner voice

"I am deeply amazed at this soft and magical approach to coaching that lets you **discover** what your inner voice has to tell you. It helps you drop deeper and deeper into your own Self. I highly recommend this method and am very happy about the new insights and clarity it has helped me attain. And the magic is still **unfolding**, even after the coaching is over!" (Septembra M., after 3 sessions with Erika Maizi)

To the essence

"When you can move around **freely** within the metaphors, lovely things happen. The **metaphors** I still use today, they help me to get to the **essence**." (Leonie, after 3 sessions with Judith van Oostrom)



Becoming the Leader of My Own Life

Judith van Oostrom remembers the most important change that Soul-based Coaching invoked in her: she learned to trust herself.



Photo by Aaron Burden on Unsplash

The leader in you

The leader in you
Is what the world needs
Today
No more and no less
Just you

Find her
In the crevices of your being
In the warmth of your heart
In the source of your existence
She is closer than you think

Invite her back in
From where she had been hidden
In the life that you are living
In the power of your existence
To have her in full strength

And if she seems to have
disappeared
Let me offer you the riverbed
To go and search for her
Voice, her touch, her love
To be who you really are

Because the leader in you
is what the world needs
Today
Nothing more, nothing less
Just you

Judith van Oostrom

What would you like to happen in our session together?" There is a glassy look in her eyes. As if my client wanted to say: "How should I know that? You are the coach." Of course I can never be totally sure what the look in the eyes of my client means. And at the same time I understand her completely. Because that's exactly how I felt the first time when I was coached in a Soul-based way. In hindsight, that first question: "What would you like to happen?", turned my life around. The power of that question appeared to be part of a magical elixir. Together with a safe space, complete trust, and the use of metaphors, it helped me to get back in touch with myself, with what I really want. Not conceived from somewhere outside of me, but originating from myself. For me that offered the way back to my own strength and my "knowing". Back to my inner leader, back to the strength that was long hidden. In my case the feminine strength.

About knowing and "knowing"

For a long time I tried to fit in with the masculine way that is prominent in our society. My job was to write project plans. When some inexplicable feeling told me that this project plan would never work, I regularly ignored it. I continued to ignore those feelings until I could not recognise them any longer. It became increasingly clear to me how im-

portant it is to have my inner leader ever since that first step to find and acknowledge her. I can listen to myself again and simply "know" what the next step is. In my first coaching session, I did not really know what I was getting into. I had a vague idea of what I wanted, but I did not know what kind of fire it would ignite. Now I can say it ignited the fire of leadership. Not the leadership that is construed in our minds. Not the kind that we read about in books. No, the kind of leadership that shows your true self. The feminine leadership that rises from you. And the one you can always lean into.

A new type of leadership

With all that is happening in our world today, I feel the importance of this inner feminine leadership. Everything changes faster than ever. Enormous problems around sustainability and our care for mother earth arise. This needs another way, a new way of problem solving. I believe that this feminine power is at least part of that solution. And the good news is that you can start today. If we use our feminine power on a daily basis, the effect slowly continues to wriggle into the different areas of our lives and the lives of others. More and more I understand what it's really all about for me and how I want to contribute. A beautiful road that is far from finished. There is so much more that I would like to have happen...



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Finding Myself through SBC

How nature enthusiast Sabine got in touch with her inner nature and learned to trust everybody's innate healing capacity.

I'm in deep love with nature. Not a day goes by without me seeking some green in my life: sitting by a tree, going for a walk in the forest, or even admiring the flowers outside my window. When I am out in nature I intuitively pick the right spot. Whatever it is I need that day – relaxation, an energy push or some inspiration – my body and my system would find the right spot in the forest for me. I just have to leave my mind out of it and follow the impulse that arises from inside. So when I keep my senses open and walk where my intuition and my body guide me, I am lucky, every time.

Intense journey towards trust

And now, after having done the training “Invoke your client's magic”, I noticed that it is quite similar with Soul-based Coaching. What an intense journey it was, being coached so many times by other students and coaching them just as often! Every session left me in awe of the nature of human beings, when the most incredible things came to the surface. And I found out a lot about myself. But most of all, I learned to trust my system and to follow that impulse from deep within – both as a coach and a client. When I let myself fall into the process and give up the barriers in

my mind my system knows exactly where I need to go, how to follow the path my soul shows me. As a client, I have felt the power that is unleashed when I tap into the inner wisdom, the soul knowing. Simply asking clean questions, my coach would beautifully guide me to the sweet spot in my inner landscape where the magic showed itself. The unexpected and yet often so simple turn of my story would surprise me. And at that moment it became reality and was very alive inside my body. The experience was real for me.

Unlocking inner wisdom

After the course I can say I love myself more now and I trust myself more. I have learned that I do have everything inside of me already and I do not seek for so much advice on the outside any longer. The best advice came from this inner voice that suddenly had a safe space to speak up in the shape of beautiful metaphors and pictures. They showed me how my system is structured and what is important to my soul. I was amazed by the wisdom that was unlocked in the sessions. After realising this, I consciously reminded myself of these pictures and visualised them regularly. And suddenly the things I wanted to change evolved in my life. I have changed – in such a subtle, quiet

way that it took me a while to recognise it. The change was smooth, organic and beautiful. Suddenly it was easy to do the things I had a difficult time even imagining before. And life itself handed me some things on a silver platter, things I have casually mentioned in a coaching session. I only had to remind myself of my innate strength, power and wisdom and accept life's invitation.

Coaching without advice

The connection I feel in nature with the trees, the animals, the life force, is the same connection I feel during Soul-based Coaching. It is a reconnection of me, my core and my being. And I love to be able to use Soul-based Coaching now to guide my clients to their soul-wisdom in their inner landscape. Now I can guide them without intervening in their innate healing capacity and without giving them advice. Just like I trust my own system, I do trust their system to get them to the perfect place where they need to be in this moment. I know they will find the answer to their question. And I am no longer focused on their problems or on the things they need to work out. Instead, I am able to see all their beauty within and love them for what they are – wonderful and whole already. ■



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METAPHOR MAGIC

Spreading Wings

During my training in the Academy, I had a beautiful session with one of the other coaches-in-training. She guided me so wonderfully through the session that I could experience my metaphor so deeply. In order to strengthen the metaphor's magic, I painted that

moment on the cliff I didn't see butterflies in my metaphor, but they represent the joy and lightness once I'm jumping and when I'm in the air and the wind dances with me. I'm truly grateful for this session and for being on this journey together with all those beautiful souls. ■



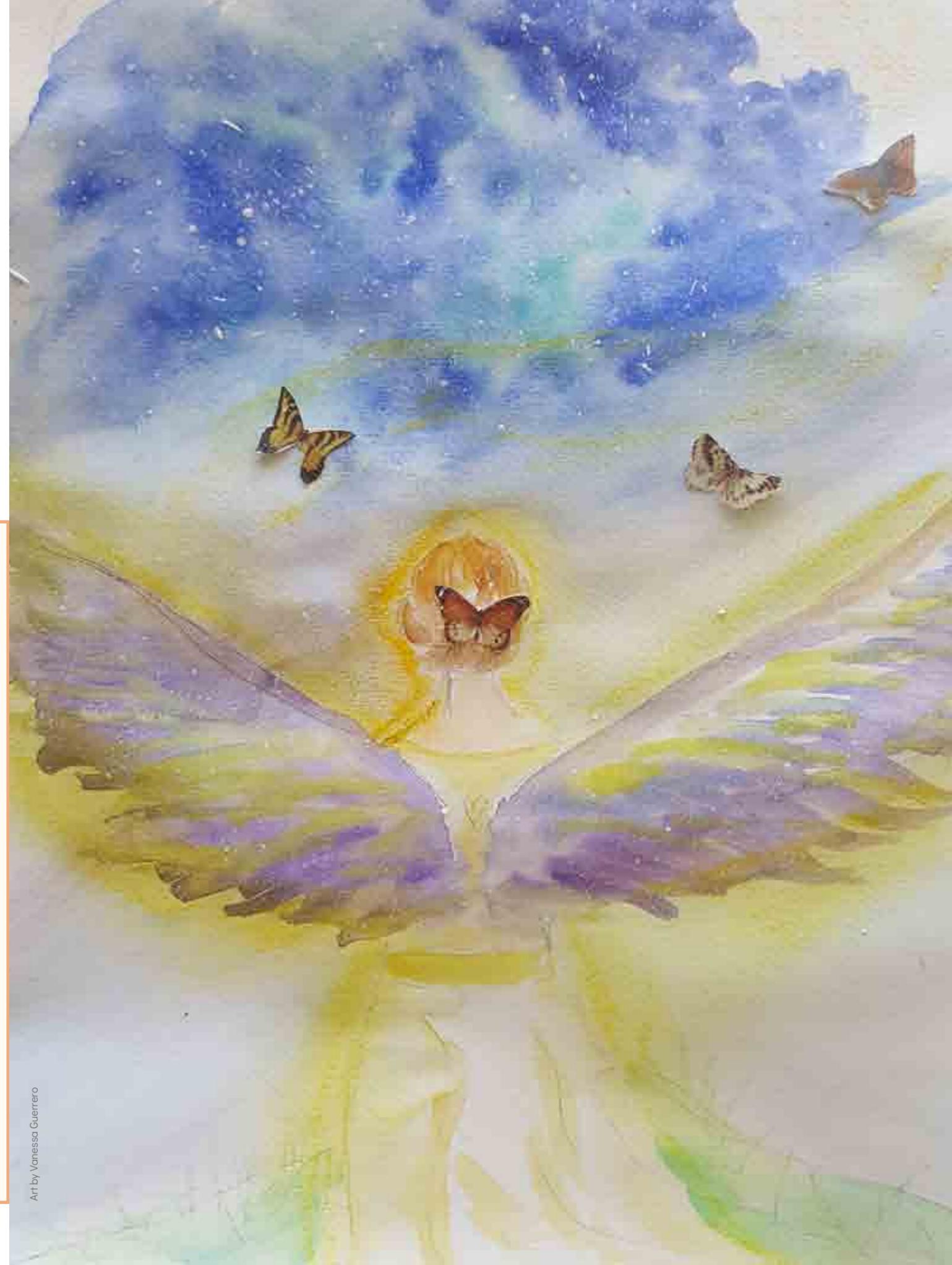
THE AUTHOR

Vanessa Guerrero is a designer, artist and soul-biz-whisperer, currently living in Valencia, Spain. During her training at the Academy for Soul-based Coaching she produced some highly inspired and inspiring artwork.

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"Spreading my wings"

I stand on the cliff and look into the horizon.
The wind blows softly in my face and I take a deep breath in and a long breath out.
I spread my wings and it feels so strong and confident,
I feel ready and open.
I jump from the cliff and there is a moment of fear and freaking out until the current of the wind carries me.
I can't control the direction.
The wind carries me wherever it wants but I feel trust that it is the direction I am meant to go.
I feel joy, lightness, trust, and support and I can fully enjoy the landscape around me since I can relax fully and trust the wind's support.
The wind is life, my own truth... something higher.
In order to get close to the cliff and jump, I need to stand up from my chair, from the familiar surroundings.
I need to take the steps towards the cliff and let go of heavy thoughts and limitations so I can stand and spread my wings freely.



Art by Vanessa Guerrero



Soul-based Coaching meets Family Life

The tools of Soul-based Coaching are so versatile for use in everyday life. In supporting our children during emotionally challenging times for example, This is what Eimear Stassin experienced during her first few months of training.

I had just started to learn about the main tools of Soul-based Coaching, the holding space, the clean questions, the non-judgmental posture..., when one day my 6-year-old son tried to tell me how much he loved me. He just could not find a word that described his love for me. My heart was melting. At the same time I realised that this was a perfect opportunity to help him not only access the words and language, but also develop his unique expression for his love by asking him questions.

I could gift him this tangible way to express his deep feelings. And so I proceeded by asking him "what kind of love is that love when you love me so much?". And on we flowed in conversation together as this beautiful scene was born around and within him:

"I love you like Loveland, which is right in the middle of my heart", he explained. Loveland is a land where people are red-heart shaped and eat heart-shaped lollipops. Where love is spread

everywhere, making his heart bigger and transferring all his love to me and everyone in the family. When the people in Loveland eat their heart lollipops, their love grows and spreads even more. In Loveland everyone is happy. There's no crime or war. Just lots of heart-shaped people helping other heart-shaped people. A little heart-shaped man pops out of the middle of his heart from time to time, when it's quiet and still as he drifts off to sleep, and whispers to him about Loveland.

Loveland becomes Sadland

Then one day, he came home from school very agitated and upset. Eventually he told me about something that had happened in school that day. He had been up to mischief with his friend. The consequence meant sitting inside with the teacher and his friend at opposite ends of the room! So I wondered about Loveland. I asked him where was Loveland in all of this. There was no Loveland, he said. The people in Loveland were sad. Their love hearts not red, but grey. A dark grey where you could just see the outline of the red. Everyone was sad. It was in the same place in his heart as love was, but it was now a Sadland.

My heart melting again, I held space for him to explore Sadland. And in doing so, acknowledging that sad feelings are equally important as love and happy feelings. That sad feelings also need space to be felt, experienced and voiced. To be expressed in tangible ways such as I was developing with him. It's in this space that he can voice what's going on within, in his own unique way. It's in this space that I'm showing him that he is being truly listened to and respected for the growing child that he is.

That's empowering for my son as he navigates his emotions throughout his life. It's empowering for the rest of my children and family too. And it's empowering for me as a mum, to have the skills to do this. It turned into my quiet superpower!

Since Loveland and Sadland were born, I became a Certified Soul-based Coach. This has opened up much magical possibility in how I integrate these tools and ways of being into my everyday life. As well as how I develop my business as a SoulPreneur. ■



THE AUTHOR

Eimear Stassin is a facilitator and certified Soul-based Coach as well as an assistant trainer at the Academy for Soul-based Coaching. She lives and works in Scotland.

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From Therapist to Soul-based Coach

Every year, some highly experienced therapists complete the training for Soul-based Coaching as an addition to their traditional training. Therapist Alara Mayes shares her journey.

Last year, I came across a communication tool called Clean Language and was immediately captured by its simplicity and power. Originally devised by New Zealand psychotherapist David Grove, the core of clean language consists of a set of questions which allow the speaker to communicate without bringing their own thoughts, beliefs and assumptions into the therapeutic space. Furthermore, I took a course at the Academy for Soul-based Coaching where clean language is part of a coaching process that leads into the depth of soul wisdom. This has been of great help to me as it really frees the space for the patient's own inner process to unfold.

I am able to facilitate this process by focusing their attention on specific words or aspects of their experience and guide them to their own deeper knowing - which they learn to trust. Following their own insights leads patients to a deep inner transformation. Moreover, they feel much more in charge of the process, more engaged with their own I, which is essential for building up courage.

A new relationship

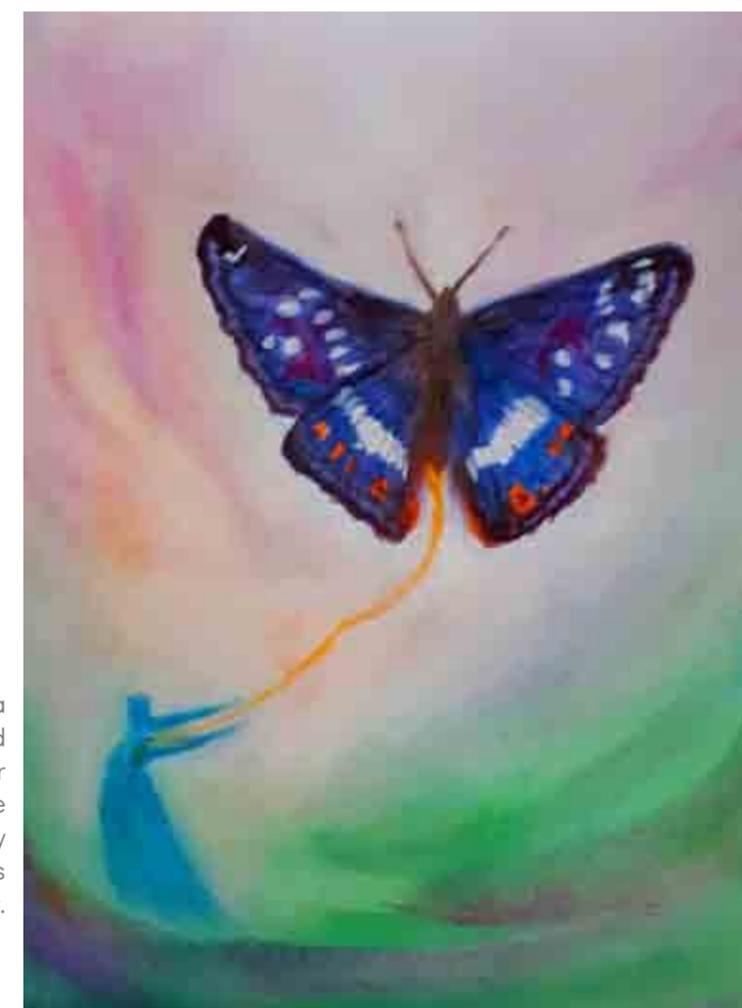
Significantly, this kind of conversation also frees me and the patient from the binding ties of transference and counter transference which have to do with the inherent inequality of a more traditional patient/therapist relationship. Working with NHS patients adds to this as we are seen as part of the medical establishment, which carries much power and authority. Creating a 'clean' space through the conversation enables a more equal relationship where the therapist is more like a companion to the patient. Moreover, this new relationship and the clean language process help me to really sense and meet the I of the Other.

Holding space for self-healing

I found an immense joy and freedom in literally tossing away facts and knowledge and focusing on being present with my patient. In this process of holding space and drawing out from the patient their own experience and innate wisdom, I am starting to facilitate their own capacity for self-

healing. For me, this is the most selfless and loving way to relate to another human being and to be of service. What I bring to the relationship are not concepts and ideas but myself and my loving presence. Last year, I made the decision to practice unconditional love and wasn't quite sure how that could be possible. Having experienced this approach on myself and practised it, I know this is my way, this is how it is possible. For me, this is the essence of the I and Thou meeting. ■

The two pictures were painted by Alara during her process of being facilitated by fellow trainees in the Academy for Soul-based Coaching. When she finished the training, the butterfly had not only hatched but was set free to fly.



THE AUTHOR

Alara Mayes is an artist and counselor working therapeutically with people suffering from addiction, mental health problems and chronic pain. She also works with metal colour light therapy.

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In Praise of Vulnerability

About moving towards becoming a Soul-based Coach and what it is like to learn in the "safest of safe" environments. By Beth Zimmerman.

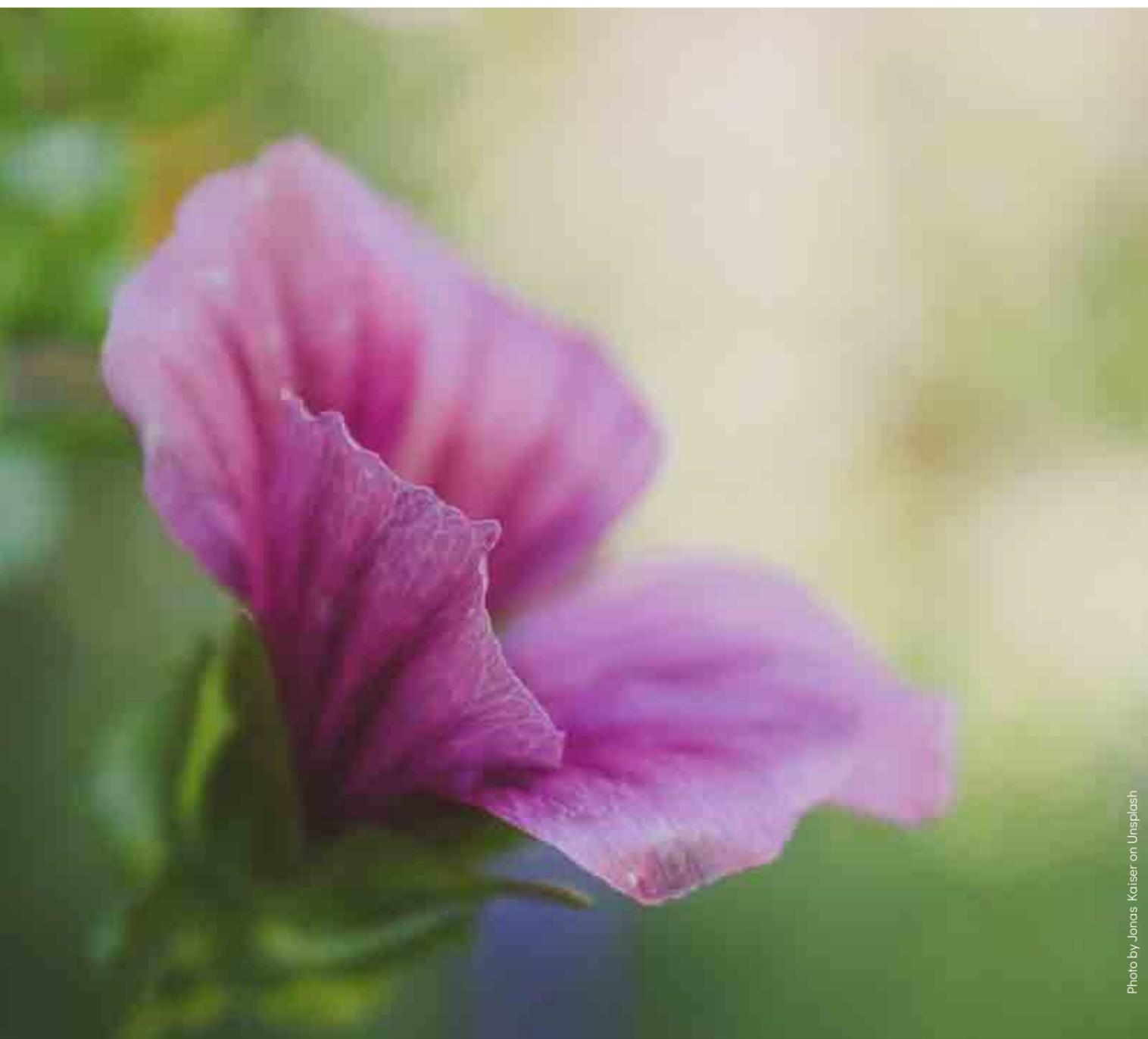


Photo by Jonas Kaiser on Unsplash

I love Soul-based Coaching so much that I am willing to be seen attempting it, as a trainee, well before it becomes second nature. Because this is true, I know that I will find myself, sometimes, often, in the midst of a vulnerable moment. It might, at its most intense, feel a lot like the scariest place I could imagine being: my body's alarm system highjacking behind the scene, and the fear, self doubt, shame and the rest of those familiar self-critical voices flooding in, without filters, and with their venomous volumes turned all the way up. When that happens, all I want to do is be anywhere else but right there.

"This is why we practise. It's the learning, not the being perfect right from the start, that's key."

I have learned to honour my limits, to create pauses, and to bookmark the moment sometimes. Because sometimes the powerful and friendly allies of taking a step back to be my own observer, having curiosity and immediate resilience just aren't available. And that is so okay. I have committed to staying in the process of becoming a Soul-based Coach, to being in it, to returning to my curiosity, to coming back, even when it feels uncertain and big. And being this open and committing to this intimacy, I know, is worth the risk and is brave. Soul-based Coaching has become a soul quest, a soul yoga, or maybe like going up on stage to perform a roughly choreographed dance performance as a novice dancer, without music, in front of an audience of respected peers, who are all listening deeply and watching closely.



Artwork: Beth Zimmerman

Whew! Well. There are some days that the dance comes out awkward and without a tidy completion. I stumble, I even fall flat on my stomach after a huge leap and get tangled up under the spotlight with my outfit askew and messy hair. There are times that I feel so small and totally vulnerable and like a total failure. And this is a familiar feeling. But it isn't based in truth.

The safest of spaces

What wasn't yet familiar, before immersing in the Soul-based Coaching training, was being in the safest of spaces to experiment and be seen. And

what I am learning is that it is okay to honour putting the dance on hold. It is alright to get up in my own time and brush myself off and to come back to it when I am ready. I am learning that the next time, maybe I will sweep the stage first, reset the lighting, become a bit more deliberate with the choreography and select some music. I could even hand out tickets to the familiar self-critics I know will show up, because I am ready to embrace all of it as part of it. Everything is welcome on that stage.

**“I trust the process,
I trust the process,
I trust the process.”**

This is deep work. And I have learned with certainty to cherish forgiveness and humour and just being real. It is perhaps the most powerful mixture to heal and release and to deepen into compassion, to embrace challenge and growth, and to move towards joy, all of which make for an excellent Soul-based Coach. So I forgive myself, I let myself feel it all, and I laugh too. Carrying around the burden of remaining unseen, just as I am, out of fear of the unknown, and for not doing what I love, for so long, just because it wasn't perfect yet, was just mistaken thinking, artifacts of an outdated belief system.

And now I know that I don't have to wait. I can step out onto the stage unpolished, just going for it, while still learning. In fact, learning will be my constant companion as a Soul-based Coach. And as the stage lights come up, my breath will be deep and calm and my sparkling curiosity will be whispering close in my ear, like an encouraging best friend. I will hold space for you. You can begin now. And again, now. ■

Recommended Reading

I have found the work of researcher and storyteller Brené Brown to be deeply nourishing and informative. Her book *“Rising Strong”* speaks about shame, resilience and vulnerability. She has chosen a quote, “The Man in the Arena”, by Theodore Roosevelt, to express the courage of being vulnerable, and I have found connection with his words as well.



THE AUTHOR

Beth Zimmerman is a registered nurse, intuitive healer, artist and mother. She offers gentle and effective guidance in a compassionate, safe space, as you strengthen your own, potent resourcefulness.

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Photo by Francesco Gallarotti on Unsplash

Rain for the seeds of transformation

Soul-based Coaching to me is the medicine I've needed for a long time. It's the gift of allowing. This gift is given to me and I can therefore give it to the friends and practice clients that I coach. It's a daily lesson in letting go of outcome and trusting that the soul will hold me, hold them, and hold any blossoming that wants to happen. Soul-based Coaching is like soil, sunlight and rain for the seeds of transformation.

The visible shift

Inviting metaphors into my life and inviting others to invite metaphors into theirs has provided such a rich backdrop to everyday experience. I'm always in awe of the shift I witness in another's face and in their body, when their uniquely resourceful metaphor landscape opens up within them.

“Love in all colours”

I had a practice client who wanted to sleep better and wake up feeling energised. In this sleep he is “touched by a dream”, his needs are met, a feeling of “plentifulness, of being me”. He wonders if he's giving himself enough space to be himself. – What kind of a space? – “Huge. Vast. The horizon can be seen in all directions. I want to paint the horizon with my emotions... mostly love. Love in all colours.”

And I am honoured to have a glimpse into this vast colourful space within... ■



THE AUTHOR

Paloma White is a facilitator for self-awareness and self-love who has just finished the training to be a Soul-based Coach and is now entering the certification process.

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METAPHOR MAGIC

Roots and Wings

The metaphor Erika Maizi developed during her training to be a Soul-based Coach turned out to be very apt and simply life-changing.



Uprooted at the age of 9, when my parents moved from Kaskhstan to Germany, I used to feel uncertain about my intuitive powers and my inner voice, the images, synchronicities, symbols and metaphors that often came by chance in dreams, shamanic journeys or totally out of the blue. I never thought I was consciously able to tap into these different forms of expression of the soul. Then, during my training of becoming a Soul-based Coach, I developed my personal metaphor of a tree. I actually started to feel the power of that tree, the strong roots, its wide branches that resembled wings... During all those practice sessions with my fellow trainees I felt as if I was communicating directly with my soul. And this metaphor of a strongly rooted tree with wings has stayed with me ever since.

"I feel strongly rooted to guide others into their own soul's guidance system."

Now, working with clients in this way is incredibly fulfilling and truly magical for me. I now feel strongly rooted to guide others into their own soul's inner guidance system. Even when they initially feel lost or without any idea about their next step in life, I have the tools to

guide them to their own answers. And then things change almost like magic. The fact that the solution comes solely from the client themselves makes Soul-based Coaching so extremely powerful. It is as if an uprooted tree is replanted, being once again strong, straight and simply in its own full power as a result.

I like to combine my skills from Soul-based Coaching with the concept of crowd-funding in order to help people clarify their idea and their "crowd", so that they can have strong roots before continuing with running their campaigns to realise their dreams, which gives them wings. ■



Photo by Jerémy Bishop on Unsplash



THE AUTHOR

Erika Maizi is a certified Soul-based Coach based in Germany. Apart from personal coaching, she uses her skills supporting people in realising their crowd-funding projects.

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The SBC Community

With our trainers, certified coaches and coaches-in-training, we form a tight-knit global community spanning all continents. All experiences and all questions have a place. And so do joy, wonder, awe and celebration, as we offer our services to our clients and practice clients, and see them succeed.

Certified Soul-based Coaches

... have completed the training as well as successfully gone through the certification process. To stay certified, they take part in an ongoing supervision programme.



Find a Soul-based Coach

What is the most important thing to you right now in your life?

Or what is it that you are struggling with?

Are you ready to make change happen?

If you want to invite the magic of Soul-based Coaching into your life or business, contact one of our certified Soul-based Coaches here:

www.academyforsoulbasedcoaching.com/certified-coaches

Is this coach right for you?

You can ask them for a 30 minute introduction call. This is a great time to share what you would like to have happen, connect with the coach and ask any of your questions. At the end of this call, you will know if this is the right coach for you.

What can you expect?

You set the directions in your sessions and when your inner world shifts, so do your thoughts, feelings and actions. And, so does your vibration, which in turn attracts new possibilities.

How long will it take?

Typically, you can expect to work with a coach for 5 - 7 sessions and see great results. You will find changes happen in the session as well as between sessions.

Where will it take you?

And these changes will lead you to where you want to be without you necessarily being aware of it happening. And when you step back, you will see the powerful change that has happened for you and through you.

So ... what would you like to have happen?



Become a Soul-based Coach

Do you long to help others invoke their Soul-based magic?

Do you want to learn to hold space and guide people's soul-inspired changes into their realisation?

During this live-taught, online training you will...

- ✓ Receive 24 weeks of weekly content videos on our portal
- ✓ Take part in 24 weeks of live Q&A calls with extensive practice time and personal feedback on your work
- ✓ Become a member of our online community (non-facebook) for all your questions and experiences
- ✓ Make friends for life in our tight-knit community
- ✓ Have a ton of personal development for life and business
- ✓ Have the most amazing support from our community and trainers
- ✓ Have ongoing opportunity for supervision
- ✓ Get everything you need to start building your coaching practice

No matter if you are new to coaching, or a trained therapist or coach, you will dive deeply into a new way of looking at change. You will find out what it's like to be the midwife of Soul-based changes. And you will practise, practise and practise until you have built up the skills that allow you to support the people you want to serve.

If you want to know more, book a discovery call with Annemiek today:

calendly.com/academyforsoulbasedcoaching/30minexplorationcall

So you can see your clients succeed.

