



Are you completely out of ideas for the perfect gift this holiday season? The Asha Institute has an idea for the perfect gift that will make a long-lasting impact on the lives of your family and loved ones. This year, give the gift of coaching.

Professional personal and business coaching is one of the fastest growing professions in the world. Coaching is partnering with clients in a creative and thought-provoking dialogue that inspires them to maximize their personal and professional potential.

Thousands of people benefit annually as they learn about coaching and use it to work through anything that is causing a roadblock in their personal or professional lives. Coaching is being widely used by everyone from executives to stay-at-home moms to retirees looking to start a new career.

Examples of coaching include:

- Helping an individual re-discover his/her sense of purpose, successfully change careers, and find far more balance and meaning in life.
- Helping an independent professional find the quickest and most natural path to establishing a successful professional practice.
- Helping an entrepreneur increase revenues by 300%, manage more effectively, and find the time to enjoy her success.
- Helping a senior executive develop higher levels of emotional intelligence, deal with rapid change, lead more effectively, and achieve breakthrough results with his team.

People often hire a coach when they are starting a new business, making a career transition, re-evaluating life choices, or simply feeling ready for a personal or professional breakthrough. "Those who are beginning to feel like they need a coach should ask themselves: Do I have a goal? Do I feel stuck with no direction? Am I ready to take action?"

Jamie Gairo is the President of The Asha Institute and also a member of the International Coach Federation (ICF). ICF is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches. ICF has more than 11,000 members in 80 countries. For more information on how to become or find an ICF credentialed coach, please visit www.coachfederation.org.

For more information on The Asha Institute, please go to www.AshaInstitute.com, e-mail Jamie@AshaInstitute.com, or call 215.803.1972.

Best Wishes for a Joyous Holiday Season!