

A helping hand

Alysia Anderson talks to two local practitioners about ways to improve your personal and business performance as well as manage stress in your life

BUSINESS MENTORING AND COACHING

Liz Makin has been running her business mentoring and coaching company, Makin It Happen, in Stamford for over a decade. Her clients are mostly senior business people, often running their own companies. Liz supports them with their business and personal performance at work, as well as stress management. I asked Liz what had inspired her to start her company. "I spent several years working as the MD for Thomas Cook Holidays in Peterborough. The business grew rapidly from 50 people to over a thousand. After the merger with BA Holidays, I had to decide whether to continue with the corporate life, working very long hours, or whether to go out on my own." With children still at school, Liz decided that running her own business would give her the flexibility to be more involved in their lives while also putting her experience to good use. "I had broad business knowledge and experience that meant I could relate to the kinds of issues business owners, directors and senior management encounter." Liz realised that she was good at listening to people and supporting them with their thinking, enabling them to talk about their work challenges and goals and come to a resolution and way forward. Liz explained: "I'm a neutral outsider who can listen and then present the situation back to them in a way that lets them see it differently. Often, the perceived issue will be the starting point but may turn out not to be the real problem." (pull-out quote in red)

Examples of areas clients need support with range from developing a business strategy, increasing profitability, cash flow or personnel problems to stress, decision making and time management or even coping with the success of their company. "I had a client whose company was growing fast and who needed help with the next steps, including learning how to delegate." Some clients are still with Liz after several years while others only need a few coaching sessions to clarify an issue. Liz offers the first session free to see if she can genuinely



help the client, with no obligation to take her on.

Liz also writes articles which can be read free on her website www.makinithappen.co.uk. These cover topics such as Managing Change, Losing a Big Client or Dealing with Difficult People. Liz has also written an e-book, 50 Stress Management Tips for Business Owners, Directors, Managers and Professionals, which is available on Amazon. After meeting Liz, I felt inspired to tackle my own issues in a positive way and, judging by the dozens of glowing client testimonials from her clients, I'm not the only one. While Liz's clients are located nationwide, she says there is a thriving business scene in Stamford. "Employment is very high and a common problem is finding staff. One client employs mums, as they are often extremely well qualified and very hardworking. By being flexible with their hours and allowing job shares, this has really helped the business."

• **To contact Liz, call 01780 765270 or visit her website.**

SOLUTION-FOCUSED HYPNOTHERAPY

Christine Beardwood is a qualified hypnotherapist running her own practice in Bourne, specialising in Solution Focused Clinical Hypnotherapy. Christine explained: "This method uses the clinically proven techniques of therapies such as Cognitive Behavioural Therapy and Neuro Linguistic Programming and combines them with trance to make important positive changes within a short period of time." By understanding the implications of stress and anxiety upon your life, Christine uses her skills as a hypnotherapist to resolve unwelcome habits and thought patterns at a subconscious level. She admits that hypnotherapy is sometimes regarded with suspicion. "Contrary to myth, a hypnotherapist can't take control of your mind and while in trance you retain full control at all times including the ability to accept or reject a suggestion. When in trance you are fully aware of your surroundings and you can't be made to do anything that you would not consciously do."

Christine offers a free first session to clients and can help treat a range of problems, from weight loss, sleep disorders and smoking to coping with public speaking or improving business performance. "Hypnosis is a natural, safe and gentle way to treat many conditions such as emotional, nervous and psychological problems. It's also a powerful tool for motivation and performing to your best potential either in sports, the arts, business or personal performance. Neuroscience research tells us that by rehearsing and visualizing your goals, performance is improved. While in trance our brains have access to the unconscious mind, allowing thoughts, feelings, images, sensations and behaviour to become highlighted. Trance allows access to certain brain waves associated with creativity; we are able to combine lateral and previously unconnected associations to forge new ideas."

• **To contact Christine, visit www.beardwoodhypnotherapy.co.uk or call 07809 690964.**

