



tRansform
your Life



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WHO IS THIS PROJECT FOR?

- To managers and employees who really want to see a **deep and lasting improvement** in their professional and personal lives.
- To all **braves** who dare acknowledge their struggles with courage rising powerfully above them and become who **they want to be**.
- To the ones who are capable of moving beyond the strains of the comfort zone, stepping out and diving into a life based on enthusiasm, happiness, **personal fulfilment**, contributing with their **talents and enjoying their work**.
- To those who seek their **purpose**, their improvement, greater energy, abandoning limitations and maintaining the **continuous desire for transformation**.
- Those who are convinced that the force of change lies in themselves and are prepared to **KNOW** more in order to **BE** more.
- To those who still doubt about the coaching or personal development projects, because beyond the limiting beliefs **this simply WORKS...**

WHAT CAN THIS PROJECT DO FOR YOUR COMPANY?

PROFESSIONAL GROWTH

This methodology, in addition to contributing to the professional development of each individual, has a direct impact on the degree of commitment and satisfaction of the employees and as consequence improves the economic performance of the organization.

Most of those accessing training modalities show a degree of motivation “superior” or “far superior” and are three times more capable to go further in their mission in the company, according to the study ‘ Building a Coaching Culture for Increased employee Engagement ‘ by Zenger & Folkman. The International Coaching Federation (ICF) declare at a doubling of the effectiveness of the workforce and an increase of 70% in productivity as a result of the relationship between coach and the group.

The project is an **association between coach and client** in which we generate a creative and reflective process that inspires and motivates the participants to maximize their potential, improve in decision management, adaptability, trust, determination, discipline, leadership, motivation, emotional freedom, interpersonal relationships, teamwork, stress, skills, enthusiasm, creativity, essential changes for a better business result.



Marketing Overview

It is a process to allow an organization to focus on and achieve the company's target. Marketing strategy over other competitions. It includes short term and long term analysis of a company's situation and contribute to it gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages and will maximize your sales outcome and marketing activities.

Product Categories	2013		2014	
	2013	2014	2013	2014
General tools	+920.82	-13.9	+82.94	+920.82
Health & Medical	-13.9	+82.94	+7207.75	-229.00
Art Supply	+82.94	+920.82	+659.02	-797.75
Kids & Baby	+659.02	+7207.75	+239.74	-239.74
Kitchen wear	-229.00	-229.00		
Fashion	-797.75	+659.02		
Furniture	+239.74	-239.74		

Growth Percentage

Profit per year



WHY SHOULD WE NEED A BUSINESS COACH?

Thomas J. Leonard, considered the father of modern coaching, said: "A personal coach is your partner in achieving personal goals, your trainer in communication tools and in life, which accompanies you in the generation of changes. He is an unconditional support for successes and errors, a guide in personal development, a Co-Designer in the creation of new projects, a balance in tormented times, he is who wakes you up when you are willing to listen to your own alarm".

The well-being of people grows gradually as they start to see themselves as COMPLETE BEINGS with a HIGH POTENTIAL to exploit and through the shared tools and concepts, the individual will be the one who begins to question the boundaries and learn how to get the best **out of himself**.

HOW IT WILL BE DEVELOPED?

There will be an initial **training assessment** of the group.

We will use dynamic, training and participative techniques, debates, practical cases, developing emotional intelligence and the psychology of success.

All the dynamics and presentations will be related to **high interest topics**: overcoming boundaries, influencing others, goals, values and coherence, process management increasing the added human value, respect, intuition and connection with others, acceptance, enthusiasm, priorities, time management, emotional management, training related to the psychology of success.

We will give importance to the personal needs (with personal sessions) and groups (presentations, lectures and group dynamics), analysing the best ways to achieve their goals and the different aspects needed to succeed, and all this from the dialogue, the change of perspective and **Vision**, respect and collaboration.

HOW CAN THIS PROJECT CONTRIBUTE?

- The strategic goals of the company are reached easier due to **positive changes** in the behavioural, emotional and relational dimension of people.
- Increase in individuals' strengths, showing the best of each employee and enhancing well-being.
- Improves **communication and interpersonal relationship**, creating group support mentality and encouraging a bidirectional and transparent feedback between different members of the company.
- Promotes the creation of **positive working climates** by maintaining an assertive and empathetic attitude.
- Develops people capable of going through professional life with integrity, purpose and balance through respectful, supportive teachings based on the personal and professional values.

As Jack Zenger and Joseph Folkman explain: "The effort, time and money invested in creating a coaching culture is widely rewarded with measurable business results. When it comes to improving employee's productivity, engagement and development, talent retention..., there is no better system than training and empowering people."

"For a year plant cereals, for a decade plant trees, for life teach and educate people."
Antique proverb. **Guanzi (645 BC)**

PROJECT CONTENT

CURRENT SITUATION VERSUS IDEAL. YOUR SUBCONSCIOUS MIND. TRANSFORM WEAKNESSES INTO STRENGTHS.

Where am I and where do I want to go? Current versus **Optimum**. Why some of my dreams are not fulfilled yet? The role of the subconscious mind. Limiting beliefs from subconscious. Quantum physics. How to understand and what to learn from what happens to me? The personal **potential** pending to be discovered.

MOVE FROM AUTOPILOT TO MANUAL, YOU BE IN CHARGE.

We are structured by genetic inheritance, shaped by the environment in the way of thinking. Why do I am affected and how do I improve? Past, current and future behaviours.

Why is it hard to change sometimes? Factors of influence and how to break down barriers. Commitment to change, **mental training** and conscious results. What would improve if you were in charge of the steering wheel and you could choose always the way to take, what turns would your life take? Take responsibility for your own life. What is guilt, judgment versus responsibility? How to deal with opinions? Victim or **winner**? How to be the **Architect** of your life.

LET GO OF A LIMITING MIND-SETS AND IMPACTFUL EMOTIONS. LIMITS, POSSIBILITIES AND LIBERATION.

- What are **beliefs**, how to understand them and how they lead life itself?
- A common pattern of repeating unwished moments? Overcome the emotional moments lived in the past in order to be able to reach your goals.
- How to deal more appropriately with resentments or repetitive thoughts?
- **Routines and habits:** Look for patterns of behaviour in the family or entourage. The chemistry of emotional addiction. Emotions beyond actions.
- The definition of **values**. A **mind** map to help transform who you are right now and how you wish to be ideally. Where do I want to go? What do I want to do?



STRESS OR HAPPINESS?

Psychological and emotional stress. Evaluation of stress levels. Stress factors. You have the **power**: go from surviving in tension to **enjoying** living in effectiveness. You are the interpreter of your reality. Dealing with one's own expectations and others in a positive way.

ACTIVATE YOURSELF. CHOOSE THE WAY YOU PROCESS FEELINGS AND THOUGHTS.

- Active awareness. Observer role. **Coherence**: thought, expression and feeling. Observation and practices.
- Comfort zone: undetected benefits. Action. **Objectives**. Put your energy into the solutions.
- How do we complement each other? How do you change **perception** by understanding the life's circumstances and their meaning?
- Why are created the routines? Exchange of unhealthy dependencies with healthy habits.
- Emotions = Vehicles of our experience. The way to get a positive way of thinking. How to change states?



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EVERY COMPANY IS UNIQUE. UNDERSTANDING ROLES AND ATTITUDES.

Understand the **archetypal roles** of people (psychological positions). How are the tasks, responsibilities, roles, and time management perceived? What about fulfilment, determination, decision-making, adaptability? The harmony in work environments increase through the improvement of understanding of the different roles.

GET GOING. EMOTIONAL STRENGTH EXERCISES.

Emotion analysis. Expression and mitigation of tensions or negativity. How to maintain peace and balance when circumstances seem frightening? There is a **perfect solution** in all circumstances.

THE POWER OF SELF-EXCELLENCE.

- Time to think. **Excellence** begins where comfort ends. The activities you like.
- Your happiness begins when you offer your best version to others. Your internal and external order.
- **Self-esteem** is one of the most crucial dimensions of human existence, an indispensable path that transforms life. Influence factors.
- Being grateful for what you have in order to achieve more. Think **out of limits**. Every day is a new day. Practice leads you to results. Productivity and enjoyment of work.
- The power of words.
- Success is based on human **relationships**. Simple techniques for excellent relationships. Make people feel good. The art of listening.
- The role of respect versus attack. The force of the **unified purpose**. Acceptance as a pre-transformation step. Reflect on your successes. The visualization technique.
- Be a source of **inspiration**. Offer what you want to receive.

LIFE IS PASSIONATE. DISCOVER AND UNLEASH YOUR PASSIONS WILL BOOST YOUR ENTHUSIASM.

- Identify your fundamental **passions** and be able to create the life you deserve. Align your life with your values.
- How to **dream** big and achieve goals? How to eliminate the fear of thinking this way? What do you want to do?
- Raid in your current occupations. Are there possible crashes?
- Passion test: allow your dreams to come to manifestation.
- How to put your life online with your passions? Designing a course.
- The role of **trust** – you become what you think.
- From passion to action towards your purpose of life.

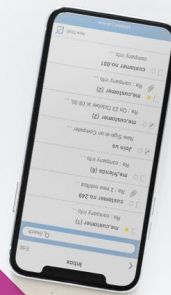


ENTHUSIASM

Enthusiasm convinces; enthusiasm is contagious; enthusiasm and tension are incompatible; enthusiasm is the motivation that sets things in motion; enthusiasm can change your life. Do you want to increase it?



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Project led by:

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CEAUSU**

Master in Coaching for Motivation and Changing processes

Master MBA | Master in Finance and Controlling

FINANCE MANAGER (last position before starting to work in coaching)

Presently Coach and Trainer for emotional freedom and soft skills development.

After more than 22 year of experience in management positions with experience in Europe and MENA countries, since 2017 Anna María changes her carrier by focusing on the well-being and happiness of people, using his multinational experience of helping her teams live with passion, enthusiasm and clarity of purpose. Supporting and developing human value from balance, collaboration, passion, joy and mutual support is the key to success. Languages: English, Spanish, Romanian and French.

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ESTIMATED OPTIMAL TIME OF GROUP PRESENTATIONS: 48 hours.

Group presentations are supported by 3-4 individual sessions with each participant (depending on the size of the group) in order to support and accompany everyone in the transformation process, taking into account that the change is different in each person.



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