



Clear Intentions ^{LLC}

Leading and Launching You to Reach Your Potential

COACHING ^{plus} NET® • ASSESSMENT • TRAINING • SPEAKING

Case Studies

Case Study: Working Entrepreneur

When Mike came into my office several years ago, he had just walked away from a good paying but stressful job. Mike had recently become a father and was a valuable employee. Despite his decision to leave, his company was willing to pay unemployment. When Mike came to me, his unemployment was about to run out. He was panicked and unsure about how to support his family in the near future. Mike had tried several different routes to finding a new career, but nothing seemed to fit him. He had a plethora of ideas, but was unable to stay focused.

My initial work with Mike centered on identifying his values and the things that mattered to him, like spending weekends with his family and making a difference in life. We were thorough in our approach and looked at every area of his life. My constant questions to him: How do you want to feel when you get up in the morning, and when you go to bed at night?

The second phase involved an inventory of his resources, including his assets and liabilities. We looked at his finances, education, support system, network, etc. After a few weeks, Mike decided to start his own business as a general contractor. This choice that was perfectly in line with his needs, wants, desires and values. He could be in a low-stress position, building and leading an organization of his own that allowed him to both provide for, and spend more time with, his family.

Because our approach was thorough, it was obvious what resources were available and what Mike needed to acquire. For example, he was an excellent salesperson with many years of experience. It was easy for him to write estimates and his customer service skills were fantastic. Mike had no trouble finding customers willing to purchase services. All he needed was training. With help from skilled professionals, Mike was able to carry out a variety of contractor jobs he bid on.

Just six weeks after his coaching sessions began, Mike started his new business. Within six months, it was profitable and he was ready to expand.

Case Study: Executive Coaching Plus NET®

Susan, age forty-five, came to my office after attending a presentation about NET. A high-level professional in a small firm, Susan had trouble relating to the firm, hated her job and felt unappreciated. She expressed a desire to find new work and was seeking guidance.

In the first month, we discovered Susan had a lack of self-confidence and an inability to express herself, especially with men. Although she was aware of both feelings, she had no idea what



caused them. We traced them back to a time when Susan had experienced turmoil with her family. Her mother remarried a man with many children and self-expression was not welcome in the combined family.

As we worked on Susan's clarity of vision and purpose, we addressed her ability to take care of herself. Once she realized it was "okay" to care for herself, Susan's resentment nearly disappeared. Her sense of empowerment enabled her to achieve the clarity she needed to decide what she truly wanted.

After four months of coaching plus NET, Susan relocated to another state, found a new job, and is beginning to run her own business in her spare time.

Case Study: Executive Coaching Plus NET®

Bert is a 56-year-old executive who was promoted to EVP of Sales and Marketing. Three weeks into his job, his wife was diagnosed with breast cancer. Needless to say, Bert felt overwhelmed, frustrated and angry.

Bert was no stranger to personal development. He had worked with several coaches and mentors throughout his career who had assisted him with aspects of leadership development. Bert was well-liked and felt he had finally arrived. When Bert found himself unable to control his anger, he decided to follow the recommendation of another coach to try NET. Bert was smart, and knew he had to get his temper under control.

Our initial work focused on acceptance. He had good reason to be angry. He'd worked very hard, and just as he'd achieved his desired level of success, his wife became ill. NET quickly pointed to the dominant feelings of judgment and shame. He felt judgment about his feelings and behaviors, because in his family, it was unacceptable to show strong negative emotions. At the age of six, he watched his brother being disciplined because of his anger over losing a game. At that time, Bert created a core belief that made it unsafe for him to feel and express anger.

Bert also felt ashamed of his anger and tried to hide it as much as possible. Getting angry meant disobeying his father. Part of his subconscious was still living in the past. He had covered up his feelings for most of his life, and now stress was leaving him vulnerable. His old coping mechanism no longer worked.

NET addressed much of his behavior. Within months, Bert found healthy ways to express his frustration. His core belief was changed in the process, making it safe to feel even unpleasant emotions. As a result, he was able to support his wife and lead his team to a significant increase in revenues.

Case Study: Life Coaching Plus NET®

A 41-year-old executive, Peter, experienced difficulty with athletic performance. He was an avid runner having trouble improving his physical performance. No matter how much Peter trained,



he was unable to improve his time. After diet changes, chiropractic adjustments, new breathing techniques, supplements and vitamins, he decided to give coaching plus NET a try.

In a two-hour coaching plus NET session, we uncovered emotional blocks impeding Peter's ability to successfully run a race. He felt awkward in his body due to serious self-doubt. His body was not able to perform optimally because he was preoccupied with negative feelings and thoughts. He felt he could never do an adequate job because of something he heard someone say before running a race at age eleven. His mother bullied him when things went wrong, and now he bullied himself unconsciously because he was not satisfied with his performance.

At the same time, he held onto a sense of false pride. It was not okay to let other people know he was not enjoying running and that it had become a "have to." This feeling originated when he was seven, a time when he was unable to express his real feelings.

Since his coaching plus NET session, Peter reports significant improvement in performance which he accredits to being more relaxed. He improved his speed as well as distance, and now looks forward to running.

