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WOMEN *in* BUSINESS



Spotlight on Women in Business Profiles

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Dr. Barbara Schwarck

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FIRST COMMONWEALTH BANK WOMEN FIRST COMMITTEE NOMINEE

Since immigrating to the United States from Germany at 23 years old with just a backpack to her name, Dr. Barbara Schwarck has transformed her coaching dream into a reality.

In 1999, after obtaining experience in management and fundraising at a nonprofit consulting firm and a nonprofit organization, Schwarck decided to start her very own executive coaching firm, Clear Intentions International (CII). CII offers executive coaching, leadership training and keynotes to professionals, executives and global leaders "who want to be their very best."

"It's really rewarding when I see my clients transform and do things that they never thought they could do before," says Schwarck, who attended Carlow University, University of Pittsburgh and the University of Santa Monica. "It's exciting when you see them push themselves beyond what they thought they were capable of, and together we get the results the clients wanted, or better."

Schwarck, who is a professional certified coach, has coached more than 650 individuals and 60 companies including Bayer, Heinz, Lanxess, CMU and the Washington Post and has presented keynotes, seminars and workshops nationwide, and internationally, to nonprofit and for-profit organizations and associations.

Schwarck has also written a book ("From Intuition to Entrepreneurship: A Woman's Guide to Following Her Dream") and is currently working on her second, which describes her patented coaching technique, Neuro Emotional Coaching®. She has also created an app (Clear Intentions' Breakthrough Muscle Testing App) that guides users through the process of performing kinetic muscle testing on others or self, a process she hopes will lead to self-discovery that can help advance one's career and relationships and help change behaviors and attitude.

Schwarck advises aspiring business owners to be confident in one's ideas and to never be afraid to ask questions.

"Be clear about what it is that you want and why you want it," says Schwarck. "Keep your values in line with your vision. When you're clearer about your end desire, it's easier to decide what steps to take to get there."

Schwarck currently serves on the board of the Executive Women's Council of Pittsburgh, volunteers as an adjunct professor at her church's seminary and officiates at weddings in her free time.



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