

## News Release

**FOR IMMEDIATE RELEASE**

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### **Business, Career and Life Coaches in Michigan Volunteer to Help Individuals in Transition**

Members of Professional Coaches Association of Michigan (PCAM) offer free coaching sessions to residents of Michigan who are faced with job loss, cutbacks, layoffs or relocation, during Coaching Awareness Month in February, 2007.

“As professional coaches we understand that change is hard for most people, and the uncertain economy and job market has put many people into transition. They say that the only people who really like to be changed are babies. Coaches are trained to help people clarify what they really want, help them focus on what’s most important in their lives, and support them to use their natural strengths to take the actions necessary to achieve their objectives,” said David Chinsky, PCAM Chapter President, an executive coach from Waterford.

PCAM is an affiliate of the International Coach Federation (ICF). ICF is the globally recognized professional association of personal and business coaches that seeks to preserve the integrity of professional coaching around the world. ICF has more than 11,000 members in 80 countries and was responsible for establishing the first and most recognized independent credentialing program for coaches.

“For many people, what they do for a living gives them a sense of identity. When identity is shaken through the loss of a job, individuals can experience disorientation and stress. That, coupled with the loss of income, makes shifting gears incredibly challenging. The support we as coaches can give helps people move more easily into the next stage of their lives,” added Julie Maloney, an executive coach from Ann Arbor.

The PCAM coaches have volunteered to provide three hours of their professional coaching services at no charge during the month of February. The coaching sessions may be conducted by phone, as most coaching is done worldwide.

Coaches use a variety of tools and techniques to release creativity and inspire clients to meet their personal and professional goals. Most important among these are well honed listening and questioning skills, to engage in dialogues that often result in an “Aha!” as the client becomes more self-aware. Brain research has shown that these “Aha’s” generate energy that motivates the client into taking the action needed for progress toward their goals.

PCAM coaches have broad-based business and life experience and are either credentialed through or working toward their credentials with the ICF. Coaches work with clients in areas such as career or personal transition, executive or leadership development, small or corporate business and numerous other niches.

If you would like more information on PCAM or would like to contact a coach, visit the PCAM website at <http://michigancoaches.org>

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