

Coaching Q & A

Coaching is an emerging profession that has synthesized the best from business and management theories, psychology and self-help practices, sports and teamwork skills, communication and relating skills, motivation and inspiration techniques, education and teaching skills, and common sense and proven wisdom to benefit the entrepreneur, professional, business owner or individual seeking to create more success in their lives.

Why Does Coaching Work?

Coaching works because of four unique features:

- **Synergy:** The client and coach become a team, focusing on the client's goals and needs to accomplish more than they could alone.
- **Structure:** With a coach, the client takes more action, thinks bigger, and gets the job done faster and more effectively, thanks to the accountability the coach provides.
- **Expertise:** The coach knows how to help people make more money, make better decisions, set the best goals, and restructure their professional and personal lives for maximum success.
- **Discovery Tools:** Through a variety of assessments, exercises and tools, clients are guided through their own unique process of discovery and increased self awareness, paving the way to more personal and professional success.

Who Works With a Coach?

Coaches work with entrepreneurs, business owners, CEO/Executives, professionals, people in transition, and individuals committed to personal development who want a coach to help them fix, solve, create, or plan something personally or professionally. Coaches also help teens and college students or graduates with personal development, goal-setting and accountability that builds a strong foundation for a high-quality life.

How Does Coaching Work?

Coaching is typically delivered during weekly sessions by phone or in person for approximately 1 hour 3 times/month. However, scheduling is flexible according to client need.

What are the Benefits of Coaching?

- **Better, more rewarding goals.**
- **Faster, easier results, advancement.**
- **Rapid personal evolution/development.**
- **More income, security.**
- **Meaningful accomplishments.**
- **Happier, more fulfilling life.**
- **More creative options, strategies.**
- **High profits and profitability.**
- **Better optimization of ideas.**
- **More balanced business and personal life.**
- **Turning around a difficult situation.**
- **More successful communications, speaking skills.**

How Much Does It Cost?

Fees vary, depending on whether the client is corporate, non-profit, or individual funded. Rates are negotiable and sliding scale fees are available. See www.b-betternow.com for a more detailed description of packages, fees and services.

Achieving life mastery takes time and commitment. So take the first step with us and start creating an extraordinary life!



b•better
creating a better way of being

Professional Life Coaching
Business Coaching & Consulting
Career Coaching
Workshops, Speaking & Facilitating
Wellness Coaching & Services

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Do you ever dream about living a better life - with balance, meaningful work, stronger relationships, more energy, vibrant health and the time to play?

B•Better offers professional coaching for business and life, as well as a variety of speaking, facilitating and wellness services. Our vision is to inspire better ways of being that allow people to live magnificently as the fullest expression of their highest potential. We do this through offering the following services:

Professional Life Coaching

A professional life coach works with clients to increase their personal and professional success. Through offering a combination of self-awareness and success tools, as well as goal setting, accountability processes and a dose of inspiration, life coaching helps people transform into higher expressions of themselves. Whether it's creating a new vision for life, designing work that reflects values, achieving more balance, or successfully moving through a life or career transition, a life coach serves as a catalyst for accelerating change and achieving life mastery.

Business Coaching & Consulting

Business coaching works for today's business owners and managers because of the emphasis on personal development COMBINED WITH the fundamentals of good business – such as business planning, marketing, employee relations, leadership and organizational effectiveness. Business coaching can help accelerate success through increased achievement and effectiveness, accomplishment of significant goals and renewed passion for work, while safeguarding personal values and well-being. Benefits include improved work/life balance, personal fulfillment, increased sense of purpose, job satisfaction, stress reduction, along with break-through business results.

Career Coaching

Looking for a new career? Are you in a career transition? Unhappy with your current job? Career coaching helps people achieve their career goals with self-discovery assessments, job search tools, and services for career search, resume and interviewing. Career coaching empowers clients to successfully change careers and find the RIGHT job for their unique set of interests, skills, abilities and circumstances. Take the time to unlock your potential, maximize your performance, and move with intention toward success and fulfillment.

Transformational Workshops, Professional Speaking & Facilitating

B•Better offers a variety of transformational workshops designed to inspire creativity, ignite passion and improve understanding and morale for corporate settings, non-profits, schools, governmental organizations or interested community groups and retreats. We also offer a variety of professional facilitating services for group coaching, corporate wellness programs, workshop break-outs and team-building programs. With a professional facilitator, experience improved team-work, problem-solving and communications around shared goals.

Wellness Coaching & Services

Did you know that a high degree of wellness is the foundation of a successful life – at home and work? B•Better offers a variety of wellness coaching and services that facilitate a healthier body and a higher quality of life. In addition to wellness coaching, we offer corporate wellness programs, assessments, workshops, Healing Touch and a variety of yoga, meditation & stress relieving programs for individuals or organizations.



Chris Naylor, MA
Certified Coach, Speaker, Facilitator, Author & Consultant
Chris is passionate about helping people architect their best life. As a professional life, career and business coach, she will help you live to your highest vision, experience a life in alignment with purpose, and reach new levels of personal and professional success.

For the past 20 years, Chris has worked in the fields of marketing, communications, organizational development, human resources, training, leadership development, and health and wellness. Today, she combines all her life experience and years in business with her training and experience as a certified coach, speaker and healing professional, working with large and small companies, non-profits, schools or individuals committed to their personal growth and development.

Chris believes you can create your own best answers and is trained to guide and support you in the process, for example:

- **Building a life vision and personal lifestyle that attracts more opportunities and a higher quality of life.**
- **Tackling issues and obstacles that can impede achievement and effectiveness.**
- **Accomplishing personal & professional life balance.**
- **Creating a dream business or career break-through.**
- **Navigating life and career transitions.**
- **Creating more income and security.**
- **Turning a difficult situation into a stepping stone for success.**

Chris has a Bachelor's Degree in Communications, a Master's Degree in Human Resource Management, and has worked on a Doctorate in Organizational Development and Leadership from the University of St. Thomas. She received her coach training through CoachU, and is a member of the International Coach Federation, the National Association of Women in Business Owners, and the Wayzata and Twin West Chambers of Commerce. She is also a certified yoga instructor, healing touch practitioner, speaker and facilitator. You can reach Chris at (612) 802-9137 or by email at chris@b-betternow.com.