

## *Press Release*

**FOR IMMEDIATE RELEASE**

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

Members of the Professional Coaches Association of Michigan (PCAM) offer free coaching sessions to Michigan residents impacted by current economic conditions.

Qualified PCAM Member Coaches are volunteering to provide two hours of their professional coaching services per client at no charge in honor of Michigan's Coaching Awareness Month February 2009. The coaching sessions will be conducted by telephone, as most coaching is done worldwide.

*"As residents of Michigan, we can choose how to ride the economic roller coaster. I invite people to choose energy and focused action over fear and paralysis. The professional coaches of PCAM are trained to listen and ask questions that will propel people forward and help them achieve results more quickly."* ~ Julie K. Norris, PCAM Chapter President, an executive & corporate coach from Ann Arbor.

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.

*"Thank you so much for pro bono coaching .... I found our sessions very helpful. You gained an initial understanding of me and my situation very quickly. It's funny how some of us, when we lose our jobs, seem to forget everything we have learned ..., and so don't use that knowledge in our job search. You enabled me to realize that I have a lot of skills that I just plain wasn't using towards my search".* ~ Jane, 2007 PCAM Michigan Coaching Awareness Month participant.

PCAM coaches have broad-based business and life experience and are either credentialed through or working toward their credentials with the International Coach Federation (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.

PCAM ([www.michigancoaches.org](http://www.michigancoaches.org)) is a Chapter of the ICF. The International Coach Federation is the leading global organization for coaches, with over 15,000 members in nearly 90 countries, dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches. For more information on how to become or find an ICF Credentialed coach, please visit [www.coachfederation.org](http://www.coachfederation.org).

Find out more about Michigan Coaching Awareness Month February 2009 and register to receive two free hours of coaching by visiting the PCAM website for complete details at <http://www.michigancoaches.org/empowermichigan/>. Please call Joyce Wiazowski (248) 390-6591 for more information. # # #