



### Anna Feldman: Changing the Focus of a Coaches Work



Anna Feldman is a coach whose focus in coaching is to develop a personal embodiment practice that helps people achieve more and be happier. Find out how shifting your focus from goals to feelings will lead your clients and yourself to better outcomes in coaching and in life.

**TOP EMBODIMENT TIP:** Centering is what helps you see the opportunities in the limitations.

#### Goals

- We live in a goal oriented time - to-do lists and goal setting.
- Every client wants to clarify or set goals, both personal and professional.
- As coaches we feed this system when we are results oriented.
- Normally we have some flexibility in achieving our goals. During this time of Covid, clients are feeling tension and a loss of purpose.

#### Noticing and Self-Observation:

- Notice how you feel in your body when thinking about a goal, notice your breath - are you anxious, excited, tense?
- **What if you let go of goals? How does that feel?**
- What if the goals we set are limiting us?

#### Creating a Focus Group to Test This Hypothesis of Loosening Goals:

- Anna started with a focus group of 25 women (between the ages of 25-50, mostly in middle management) who did not have a practice of embodiment or mindfulness.
- The question was, “what quality would you like to develop that would make you feel successful and happier?”
- Many wanted to cultivate the qualities of stability, calm, flexibility, fun, and ease.

#### Having Goals that Focused on Cultivating Qualities Led to More Happiness:

- **The pressure and tension to achieve is relieved when you focus on your internal feeling sense of how you would like to be rather than what you would like to have.**
- We don't completely let go of all goals rather the focus changes -things become more relaxed and clients achieve more in their personal and professional lives.
- We often underestimate the power of simple practices that help us ground ourselves and make us more resourceful.

#### Resources:

- ❖ Email: [annafeldman77@gmail.com](mailto:annafeldman77@gmail.com)
- ❖ Facebook: [facebook.com/anna.feldman.94](https://www.facebook.com/anna.feldman.94)



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