



Academy of
Leadership Coaching & NLP



ALCN Graduates: Coach Success Stories

ALCN Graduates Making a Difference
in the World Through Coaching

Dragoș Bucurenci

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enlightened leadership
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I spent the first decade of my professional life running nonprofit organizations in Bucharest Romania and helping other professionals develop their leadership potential and their communication skills, as a trainer and consultant.

After earning my MBA from Stanford University in 2014 I wanted to dedicate the next stage in my life to promoting what I like to call “enlightened leadership” by emotionally intelligent managers.

In my previous work as a trainer people would often come to me during breaks and ask for advice in more private areas of their professional or even personal lives. I have always been mindful of the boundaries that surround the training profession and encouraged all who came to me to seek individual help from a therapist or a coach. But deep inside I craved being able to engage in one-to-one change processes with my clients.

I wanted to be not just their trainer, but also their coach.

And so I started looking for a summer coaching school on the ICF website, which felicitously led me to the ALCN International Summer School.

The three weeks I spent in Marin were some of the richest of my entire life. What I got out of them was way more than the basic coaching theory and tools that I had come for. Through many emotional and enlightening coaching sessions, I discovered that my previous reticence to overstep my trainer role with my clients was less about professional boundaries and more about internal limiting beliefs. The most precious gift I received in the ALCN Summer School was a newfound confidence in my intuition, my empathy and my ability to help my clients in finding their true voice and unleashing their potential.

I launched my company, immediately after becoming a certified NLP Coach and, twelve months and 400 trainees later, I am happy to say that it was one of the best things I ever did and one of the risks most worth taking.

But as rewarding as the training business may be, what really makes me proud when I look back to this past year is my coaching practice, which I developed alongside. It is in my individual sessions with clients that I recharge my batteries and rekindle my belief that all of us fellow travellers in the grand journey of life stand a chance of becoming better managers, better entrepreneurs, better human beings. In other words, enlightened leaders.



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Reverend Jeff Hutcheson

San Francisco, California

Presbytery Pastor for
Mission and Vision,
Presbytery of San Francisco



This program totally expanded my belief of what is possible! The NLP coaching techniques we learned were powerful and the trainers were inspiring. Yet we did not just learn coaching techniques, we became a global learning community that cared deeply about one another. At the end of the program, my spirit was renewed, I felt totally energized, and perhaps a bit like Luke Skywalker “ready to take on the empire all by myself.” After the training, I applied for a new position in San Francisco and am now part of an international community as the Presbytery Pastor for Mission and Vision and my wife and I moved to San Francisco. This type of position and move would have merely been a dream before we completed the program.

As a leader, coaching has helping me to be more present. I’m experiencing that the leadership of one who is truly present has a powerful ripple effect throughout

an organization. The coaching tools have helped me to create and promote a culture of curiosity, and overcome limiting beliefs, so that we, in my team, can step into making our dreams a reality together. They have also helped me “come alongside” pastors and/or congregations in a powerfully supportive way. I have set up three “coaching labs” across the Bay Area to introduce coaching skills to pastors (and congregations) so they can incorporate them into their practice of ministry.

As I gained confidence in my leadership role, these tools have allowed me to become a “safe container” in which another can share his or her dreams. I am also a better listener and a big part of my leadership work has been centered around listening for the dream that is emerging.

One ripple of change that I am personally spreading is the belief that we humans (and organizations)

are “creative, resourceful and whole.” Signs of that would be a shift in our cultural conversations away from what’s wrong, or who’s to blame, and more toward what we have learned, what is possible, and next steps.

I am currently writing a book and big dream ahead is of creating many more ripples of change with my wife Sherri.



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Lars Alberyd

Stockholm, Sweden

Managing Director,
7C Group
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I attended the ALCN NLP Coach Summer Intensive program in 2011, my goals at the time for the program were simply to get my PCC. I had a great learning experience! The three things that stood out most for me was the international atmosphere, the high professional level of the trainers and the great experiential and playful energy that filled the training sessions. I had a life changing experience in front of the class with Helen as our coach trainer. That moment was a powerful emotional rollercoaster that open up my eyes and made me realize things about myself that have had a tremendous impact on my personal and professional life.

The journey I have been on since 2008, when I decided to change my professional life completely - has been nothing else than amazing. The ALCN experience was an important step in that change. The course really reinforced the belief that I had a

place in the professional coaching community. A month after returning from the course I started to work on a new business plan and in 2012 I started my own company, 7C Group. In the Summer of 2012 we landed a huge contract with Volkswagen in Germany. Our assignment was to implement a mentor coaching program for the Swedish dealership network, a contract that we are still working on and the project is growing. We are a team of six coaches and the best part is that our work is successful and appreciated.

It took me two and a half years to get my PCC credential and it was hard but fun work. Coaching in my second language was a bit tricky. I got to learn that coaching is about nuances and tone and the silence between words. Even breathing can be influenced by nationality and culture.

My conclusion is that deciding to take on the journey of becoming

a certified coach is the best thing I have ever have done in my life. My mentor coach also became my professional coach for a year. During that time I got the opportunity to work on my views on relationship and partly thanks to my coach I got married last year to my beautiful wife Annelie. Isn't life just wonderful?



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Maggie Merritt

Nevada City, California

Executive Public Policy Coach
& Consultant
www.MaggieMerritt.com



Before attending the NLP Coach Certification program, I worked for over 20 years in California's public policy arena. As a young, single mother of two active boys, I began my career working in the secretarial pool while I put myself through college. After graduating from UC Davis, I moved up through the ranks as a consultant, a lobbyist, a campaign director, and finally as an executive director for a large non-profit women's health organization. During this time, I realized how much leaders would benefit from having a highly trained coach who understood the public policy environment, and I decided that I could be that person.

I attended the coach program in 2012–13. My goals at the time were to successfully transition from working (24/7) in the public policy arena into a new career as an executive coach for public policy makers.

Personally and professionally, I came away from the program with a deepened sense of what really matters to me. The training helped me uncover limiting beliefs that had stopped me from stepping into my own power. My level of confidence and my ability to articulate what matters to me the most also improved dramatically.

Since completing the program I have received my ICF credential and have been coaching both non-profit executives and legislators and their staff. I work with organizations and public policy executive teams who have, what I call, an MLK (Martin Luther King) vision that is in line with my values. I work to support these leaders in maintaining their focus on their vision – over the course of 9–18 months – so they move strategically toward their goals while they increase their understanding of what effective and powerful leadership is.

Since taking this training, my entire life has changed. I live in a community I once only dreamed of living in; I coach people who inspire me; my schedule supports me in maintaining balance; and, I'm more satisfied both personally and professionally than I have ever been.

I am deeply grateful to Helen Attridge for the excellent training she's developed. Her expertise and passion for this work changes lives around the globe.



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Melanie Brocklehurst

Canberra, Australia

Best-selling Author,
Screenwriter, Coach
www.50datesin50statesbook.com



I grew up in the UK and have spent the last fifteen years in Australia. I have a background of 15+ years providing legal, policy and strategic communication advice as a lawyer, political adviser and lobbyist. At the time of attending the training I was interested in becoming a coach and had a personal goal to finish and publish a book I had written about my travels.

In the coach training we were directed as clients to pick something we personally would like to get coached on and mine was to remove writers block. I was determined to finish writing my book. As part of a coaching exercise I participated in on day three, I committed to edit and complete the book by the end of the 3 week intensive. During the sessions where I was being coached I concentrated on what was blocking my creativity and as a result I realized that the book in its current form was not providing the world with the message I wanted to share.

While in the summer intensive coach training, I rewrote the entire book! Since completing the program my book, *50 Dates in 50 States: One Woman's Journey to Positive Change* became a best seller in the US and UK as did my second book, *50 Dates in 50 States: The Positive Change Formula Workbook*.

The NLP Coach Training was wonderful in teaching me the skills to stay focused and on track and help clients to do the same. The people I met from around the world on the course were from all walks of life and have become life long friends. They have even helped me edit and promote my book and taught me how to prepare for TV and radio interviews. The training provided me with much more than I anticipated, not only teaching me how to coach others and myself but inspiring me to continue to follow my dreams and providing me with a wonderful group of supportive friends who have stayed with me along my journey.

I have been fortunate enough to touch many people and to have coached people from many different places since the course and I could not have done any of this without attending the ALCN coach training in 2012. I'd like to thank Helen, the other trainers and teaching assistants and my friends from the ALCN 2012 for everything both during and after the training!



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Nayef Moukhtar

Cairo, Egypt

NLP Certified Life Coach
nayefmoukhtar.wix.com/lifecoach



I am a passionate Certified NLP Life Coach, a life-long learner with diversified academic background and more than a decade of government experience and significant exposure. I am turning 39 and I have two wonderful daughters. Years ago, I used to work as an economist with a M.Sc. in Economics and Social Policy Analysis.

Four years ago I decided to change my career. My passion for helping people has been always my “driver” in my personal life and professional career. This passion drove me to spend more than twelve years working in the government in Egypt, serving people through public policy reforms. This same passion sent me to explore new countries in order to achieve my ultimate goal. I invested time, money and effort to make the necessary changes in my professional life. I initially travelled to Dubai to get introduced to the coaching profession, and decided to resign from my job and start my

new journey. I realized that in-order to able to help people change, I needed to change myself first.

I did my research and the Academy of Leadership Coaching & NLP was the right answer. Why?

I was looking for:

- International Coaching Federation ACTP approved program
- An intensive course for international students that had experience working with various cultures.
- A friendly learning environment (and that was obvious from my first call with Helen Attridge – the founder of ALCN)
- A program that integrates NLP (Neuro Linguistic Programming) with the ICF coaching model.

I attended the NLP Coach Certification Summer Intensive Program in 2011. It was really

transformational for me as a person and as a professional in the coaching field.

We had fun while learning powerful NLP coaching tools and techniques in a safe environment with incredible team spirit. It is worth noting that my relationship with ALCN didn't end at the end of the training course, I am still receiving continuous support in moving forward with my vision.

In a short period of time and challenging circumstances, I was able to successfully establish and build a successful coaching business in Cairo. Testimonials from my clients show that my choice regarding ALCN was the right one.

I have created many ripples of change in Egypt and my next ripple is going to be in Dubai, where I am currently seeking new business and learning opportunities.



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Nirit Hazan

Silicon Valley, California

Senior Manager
Growth & Development at
Medallia



I am from Israel originally and moved in early 2000 with my husband and family to Silicon Valley, California. I was working as a group facilitator at Stanford Graduate School of Business, an OD consultant and doing some coaching work before attending ALCN's NLP Coach Certification Program in 2010. My goals at the time of registering were simply to attain a coach certification recognized by ICF.

At the end of the program – on top of my coach certification, I had gained professional confidence, a fabulous set of NLP coaching tools, a great network of other students, all with diverse and interesting cultural and professional backgrounds and a deep reconnection to my own personal happiness. On the last day of the training when I received my certificate, I stated to my classmates that although I had come to the program for the certificate, I felt like I had

open heart surgery performed on me, this coach program is a truly personal transformational experience, as well as giving you amazing tools to coach others with.

Since completing certification, I have experienced a growth in my coaching practice, drawing both coaching and business clients for my OD work, and more happiness in private life with friends and family.

Until recently I've been involved – as a coach and facilitator – with a few leadership programs at Stanford Graduate School of Business, alongside working with different types of clients from all over the world; HR leaders, operation and banking executives, and individuals in the midst of career change. In the summer of 2014 I was hired to lead a company-wide leadership development program in a fast growing, fun-to-work-for, vibrant startup. This project requires

me to hone in my professional experience as a leadership and executive coach and organizational consultant. It's an exciting new chapter in my life and I am grateful for all that I learnt at the coach training.



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Roger Wei

Shanghai, China

Managing Principal
Asia Pacific,
The GLocalizing Group, Inc.



I did not know what real coaching was until I attended the NLP coach training program. The skills that I learnt gave me the tools that I could easily start coaching without any hesitation.

I started creating my own ripple of change immediately on completion of the NLP coach training from my commitment to the inner change to align myself with my mission. I then created actions and aligned my behaviors to impact people within my environment. People who change themselves will create change in the people around them, that's the ripple effect!. I have saw that many people who have read my micro messages have become more positive in their lives and willing to share more positive energy to society and able to donate their care and love to people who are in need here in China.

I went through a hero's journey coaching exercise in the last

module. It further strengthened my belief about what I need to do today in order to make my dream come true in ten years, which is to give a percentage of my companies income to non-profits in China to create a better life for the people less fortunate in my country.

I had my business partners go through the same coaching exercise and I saw how committed they are on a completely different level to our business and we are now all aligned at a mission level. NLP coaching taught me how to think positively and how to face any challenges that our business encounters. Besides work, I also learned from the coach training how to appreciate anything and every person that shows up in my life. To me, NLP coaching is about the art of communication.

NLP Coach Training changed the way I think and how I behave. It continues to create a ripple effect

in my work life, with my family and my friends in many positive ways.



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Rony Zagursky

Naucalpan de Juárez Area, Mexico

Strategic Advisor and Coach
to CEOs and Executive Teams,
www.adaptable.com.mx



I am a former international executive of Nestlé and I worked in Mexico, Switzerland and the Caribbean and was based in the Dominican Republic. I specialized in business development and standardizing processes among the entire supply chain network. At some point, I realized that my life purpose was not aligned with the company and decided to change and transform myself and that decision led me to coach training.

Nowadays, I am an Entrepreneur, Business Coach and founder of Adaptable, a Professional Business Coaching Company with one purpose: to transform lives and businesses around the world. I have been running my coaching business in Mexico City, Cancun, Mexicali and Tijuana, and recently started operating in California, based in San Diego.

Adaptable has been creating positive change in lives and businesses through coaching,

workshops and speaking engagements. In my business, I am a strategic advisor and coach to CEOs and executive teams. I have developed a track record in helping organizations accelerate revenue and profit growth across a wide range of industries, including: automotive, health care & pharmacology, FMCG, Technology, Finance & Banking, Restaurants, Manufacturing and NPO.

The ALCN summer intensive coach program was amazing and the trainers and international group opened me up to some of the hidden natural skills that were inside of me. I also learnt many new tools that are essential for building a successful and profitable coaching business, such as marketing, creating a niche, how to create an elevator pitch and of course cutting-edge NLP coaching techniques.

Many people talk about happiness at work, but so far it has been

only utopia, because at the end of the day, what still matters most in business is performance and profit. I believe through coaching I can help leaders and organizations create a balance between happiness and performance, creating loyalty, decreasing turnover and improving the organization's reputation and the results they produce. I really believe the key is linked to employees' dreams and aspirational goals.

My next goal is to fulfill 1,000,000,000 employees' aspirational goals by 2023, creating a massive ripple effect.



Sandford Wang

Beijing City, China

President, Great Management Consulting Co.



I attended ALCN's NLP Coach Training Program in 2012 in Shanghai and decided to resign from my corporate position as a VP for Toshiba and follow my passion to be a coach and immediately start creating ripples of change in China.

After completion of the Coach Program, I became more optimistic and positive both in my work and my personal life. I have more smiles on my face and I feel happier than ever before. I also have better connections with others. Thanks to the NLP portion of the training, I currently have very few negative beliefs holding me back and I am very aware of my values and the positive beliefs I have and how they can support me in making changes in my life.

I am currently working as an Executive Coach and provide training to those who have the need to use NLP Coaching techniques to improve their management efficiency. I facilitate

trainings on "Developing Coaching Skills" for HP China in Beijing. I believe in the future that NLP Coaching Techniques will be used by leaders and managers in their daily operations in China. I believe I can play a very important role in this area.

On a personal level, I also run a Parent Coaching Program, which aims to help parents gain a clear view of how they want to educate their children and supports parents in their goal of raising healthy happy children. Mainly because of the one-child policy in China, many children have been spoiled by their parent's and this is now a big issue. The Parent Coaching Class is my way of giving back to my country and is creating a ripple of change in many cities, such as Beijing, Shanghai, Nanjing, Hangzhou, Xi'an, Urumqi, Qingdao, Wuhan, Shenyang, Dalian, Dongying etc. At the request of the parents who have joined my Parent Coaching Program, I will open a winter camp

for children ages 10 to 15 to help teach children how to motivate themselves in their studies, at home and in their lives. My bigger vision is to train other trainers, so as we may spread this work throughout China.



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Suhendra Cheng

Indonesia

Executive & Business Coach



Before moving to China my background was in hospitality training and I very much wanted to continue in some kind of training work. With limited Chinese, I faced some challenges as the market used 99% Chinese trainers. I soon realized Chinese alone would not get me into a trainer position as fast as I wanted, especially when competing with local native Chinese trainers and I decided to look for a differentiator that could help me stand out and get in the field of training and development. After extensive research, I decided coaching could be my competitive advantage, as it was in line with the training/development field and I chose ALCN as my training program, as it was internationally recognized and combined with NLP. At that time I was working with Nespresso China as a Retail Manager.

After completion of ALCN Coaching Certification, I set a goal to be the FIRST Indonesian to receive an

ICF credential. I offered coaching services to Nestle China after office hours in order to practice my coaching, while contributing to their teams development. I got my ACC in 14 months and my 'free' after hours coaching work with Nestle actually helped open a door to join their Corporate Training and Development team. Fifteen months after joining the team I got the chance to introduce coaching within the organization with a new promotion to Leadership Coaching and Development Manager in January 2012. This was where I introduced an internal Executive Coaching program to Nestle China. In 2013, Nestle worldwide had about 250,000 employees and Nestle China itself accounted for 50,000 employees, so it was a big position to step into.

ALCN NLP Coach Certification definitely opened up all kinds of possibilities for me professionally, achieving goals one step at a time and taking actions in the direction

that I had chosen. I have used a lot of the NLP Coaching skills I learnt with myself to achieve both personal and professional goals. My most recent 'big dream' was to move my family from China back to my home country of Indonesia and we are here now! My next ripple of change will be to bring all my skills from my travels to businesses here in Indonesia.



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Susannah Baldwin, Ph.D

Tiburon, California

Speech and Communication
Coach for Executives
www.susannahbaldwin.com



I had no idea how much I would get out of the ALCN course. People had been telling me for years I should be a coach. I had been a successful consultant and facilitator in leadership development and presentation skills and am a trained psychologist, so had a lot of skills, but never felt comfortable as a coach. I wanted to understand the key frameworks for coaching, how to conduct coaching sessions, how to get away from my “therapy” orientation and start a practice of just coaching. I had been traveling all over the country for years as an independent contractor for three consulting firms. I wanted to start a practice that was not travel- dependent, based on my own clients and in a more intimate relationship with people.

I got everything I wanted. ALCN coach training program helped me really understand the nature of coaching and the coaching relationship, what you are working toward that’s so much bigger than “goals” and so many tools for opening up the coaching process and moving people forward in their lives. That would have been

enough, but over the course of the training (remove the 5 months) you have time to examine your own purpose and vision for your practice. I got excellent coaching while in the program because there were so many smart, skilled people in my course.

I also learned how to start coaching. We covered all the basics of building a coaching practice. How to speak about what you do as a coach, how to structure a coaching contract, how to conduct the ICF coaching model in each coaching session, how to evaluate and stay on track with a client’s goals and how to use the many NLP coaching tools we were taught to keep moving people forward.

I left the NLP Coach Training program clear on what type of practice I wanted, who my target audience would be and knowing why I was perfectly suited to do the work. The combination of my background in psychology, leadership and presentation skills makes me a perfect coach for leaders who have problems with communication – either specific

presentations or communication across the board. I like working with people who are having trouble, as partnering with your client to problem solve is very satisfying to me. I took a lot of the ALCN templates to start for contracts, questionnaires, summary notes and descriptions of coaching. They helped me feel confident and then over time I made them my own. I now have a full time practice of coaching clients and am making more money than I did working as a contractor for other firms. I work primarily in the Technology and Bio Technology industry with clients such as Twitter, LinkedIn, Adobe, AutoDesk, Genentech and Gilead.

Helen, the founder, is a master. You need only watch her to understand that what is transacting between her and the client, is profoundly powerful. It was a privilege to be exposed to her work. I was mentored in order to complete my credentialing with ICF. ALCN made the whole process easy and the mentoring provided invaluable learning.



Urmila Patel

Fremont, California

Life Coach & Author



I was born in India and brought up in a Hindu family. At a very early age my parents moved to East Africa. In 1971 Uganda was overtaken by a dictator, which led to the expulsion of all Asians. My mother took all children to India leaving our father behind.

I raised two children by myself and ran a clothing store and then a mailing and shipping business to support my family. One of the things that made me successful was to be a curious, compassionate listener. My customers, especially women, shared their problems with me and I supported them as best I could without formal training. In 2009 the market crashed and my business suffered financially. This helped me open to spirit and ask for help and I started to write my book, which was at the core of my heart since I was a teenager. I finished my book feeling unclear about what my message was and this combined with my deep desire to help other women was what led

me to sign up for the coach training program.

I was tense and curious as to how the class would be until I entered the classroom. The room was full of good energy and everyone was very friendly. Helen welcomed us and gave each one of us a warm hug. I felt at ease right away. English has not been my first language for many years and so these sessions were very intense for me. The learning environment was very supportive of second-language students and each day was well mapped out to integrate the learning with lots of practice time. My group learnt, danced, laughed and cried together. Even after the certification, we are still connected with each other. This class became my extended family.

One thing that really stood out to me was that every single person in my class was there because they wanted to make a difference in this world, this made me feel very

much at home. During the training I experienced big shifts happening inside of me. I left the training with full confidence on how to reach to my goals. I found the message for my book *Out of Uganda in 90 days*, which was published on August 18th, 2014. I am now moving towards my mission as a Life Coach, which is to help women walk their path without fear.



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Do you have an ALCN success story you would like to share?

Email it to us at info@nlp-leadership-coaching.com

and we will consider it for future editions.

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