

Women Empowerment through Coaching

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Definition of Women Empowerment?



Providing equal access

To education, healthcare, economic opportunities, to political rights and to representation in decision-making institutions--**right of access**



Creating an environment

Where women can participate fully in social, economic, political spheres—**no to gender discrimination**



Not because they are weak

Women are not weak but **disempowered**



Goal: Not to grab power

No evidence



Empowering women

Is empowering all

Movements in Support of Women

Empowering Women

It has pre-existed coaching, throughout the world: **Women's Movements, Human Rights activism**, the list is quite long.

Coaches Supporting such Movements

Against gender inequality, violence against women, and **forms of sexism**—cultural and societal attitudes that harm women, at work, at home and elsewhere.



Role of Coaching in Empowering Women?



Coaching allows a **different** type of empowerment compared to other approaches.

Co-activity, co-creation, rather than advice or forcing any belief onto the client.

The coach **helps** the client free herself from limits and obstacles, from fears and traumas, guiding her through a **transformation** into her true self.

The coach **accompanies** the client to help her reach fulfillment, success, happiness, and lightness—all concepts according to her own **definition**.

Coaching Tools for Empowerment: Examples?



Powerful Questions

A coach asks powerful questions, listens rather than speaks, articulates what's going on—the client is already relieved - she is not advised, but **seen, heard.**



Client's Agenda

The coach has no ready-made solutions: client is trusted as "naturally creative, resourceful and whole," **acknowledged for who she is.**



Deep Listening & Observation

The coach pays attention to client's tone of voice, body language, facial expression
Examples: **request or inquiry**

Impact of coaching: Empowering women

- • **This is power from within**, not coming in the form of outside influence— what may be considered as some sort of cultural indoctrination— disempowerment
- • **What distinguishes coaching** is that it is very much the work of the client, her own options, her own decisions, her own transformation
- • **Coach does not influence**, nor force any belief onto our client—client goes through transformation that will give her fulfilment, success, and happiness, **all defined according to her**

Empowerment Specific to Women



Know Yourself

Coaching helps women know **who they truly are**, it allows you to be yourself, to say yes to your values, dreams, goals—life purpose.



Self-Love and Self-Care

It develops **self-love and self-care**: first take care of yourself, treat yourself with gentle thoughts and feelings, no guilt about anything and everything.



Accepting Differences

It accepts **difference**: Different ways for different women at **different times**: each woman is unique, when single, in a relationship, in motherhood.

The Magic of Coaching

A Sense of Liberation & Power

Women become more familiar with

- **Awareness** of their potential
- **Alignment** to their values
- **Commitment** to self-love and self-care
- **Healthier relationships** with the outside world.



From Pleaser to Pleasing Herself

1

Need to say No

To limiting beliefs, imposter syndrome, saboteurs

To self-imposed constraints

Say **yes** to **healthy boundaries**.

2

Breaking the Glass Ceiling and Glass Cliff

No to others' expectations, to "**glass ceiling**" and "**glass cliff**" that often create barriers

They **take control** of their own path and success.





From Coachee to Coach

- **Ripple Effect: Coaching empowers women** she becomes her own coach, that of her family, her friends, her colleagues.
- **She may become a coach**, leaving an earlier career, or field of study.
- **Online** is very convenient, she can reach a broader audience.
- **Financial empowerment.**

Second Career & Niche



Former Expertise

Carrying with us former **expertise, experience**, and knowledge is a key part of transitioning to a **second career as a coach**.



Choosing a Niche

A range of niches from which our clients can choose what suits them best.

What is your niche?

Empowerment in the Corporate World

For instance **coaching** has fully empowered women in the corporate world:

- **As coachees:** challenged by life balance, burnout, "glass ceiling" and "glass cliff," although highly qualified
- **As coaches:** "new" corporate world, needs "new leadership"—soft skills & women as role models
- The same can be said about practically **every other field**, be it health, education, or relationships



Any idea who she is?



Phenomenal Woman

Maya Angelou

Pretty women wonder where my secret lies.

I'm not cute or built to suit a fashion
model's size

But when I start to tell them,

They think I'm telling lies.

I say,

It's in the reach of my arms,

The span of my hips,

The stride of my step,

The curl of my lips.

I'm a woman

Phenomenally.

Phenomenal woman,

That's me.

