**Free coaching available to women who are keen to accelerate their business growth and career**

**Bec Howard, a Multi Award Winning Entrepreneur, is giving 10 women leaders and entrepreneurs the chance to take part in her research ‘Therapy in the Boardroom’ - exploring the case for therapy as a performance and profit improver in business**

**Places are available to any woman in business, who is serious about unlocking their potential to accelerate her business growth or career.**

As a previous Women Entrepreneur of the year 2009 and psychotherapeutic executive coach Bec Howard is not only responsible for creating three successful businesses from scratch, but is also responsible for transforming and empowering hundreds of women's careers and lives. She is now on a quest to take therapy into the boardroom to show how it positively impacts a business’s performance and profit.

Bec is a specialist in personal brand, authenticity and mindset, and her quest starts with research which aims to explore the positive relationship between psychotherapy and performance and profit in both business and the boardroom, and then to publish her findings.

Traditional coaching often simply stays at a surface level as it looks at leadership behaviours, providing a basic sounding board, and aiming to assist the transition into management within that person’s specific work environment. However Bec’s style of coaching is based on a unique and rare breed of psychotherapy - NLPT - which looks deeper into “the why?” we behave as we do, provides an insight into self, and explores the motivations and strategies held in our minds and how they in turn impact on our relationship dynamics, effectiveness and performance.

By giving entrepreneurs, executives and CEOs the opportunity to understand their unhelpful strategies and eliminate them, they can rewrite their objectives and aims so they can get what they want, and take their business and career to the next level.

The other key factor in this research is the time it takes to undergo this kind of coaching, as a 2009 Harvard study found that traditional coaching contracts are generally for 2-18 months - psychotherapeutic coaching can provide dramatic change in as little as 3 hours! Therefore it’s both time-efficient and cost-efficient, with recipients reporting immediate results in terms of effectiveness at work and at home, and importantly confirming a tangible link to an improved bottom line.

Recently reviewed as “five star coaching at its finest” by a leading life coach, through evaluation Bec is now aiming to explore the idea that psychotherapy does and should have a key role place in business and the boardroom, and that we should ditch any preconceptions about therapy being only for those in need, or the weak, or that it’s in some way scary!

Those embracing this coaching are strong, courageous leaders and entrepreneurs who are on their own quest to be the best they can be, with a business and career that is exciting, rewarding and successful. They want to understand why they are as they are, become more authentic and ditch limiting beliefs. Psychotherapeutic coaching is a deeply empowering, quick and effective approach to improving business, especially for the busy, “time poor” executive. Those embarking on it improve their pitching, presenting, personal impact, sales targets and revenue growth. Bec’s aim is to record the change and publish the results.

Bec is offering 10 women leaders and entrepreneurs the chance to take part in her research, providing two 3 hour one-to-one psychotherapeutic coaching sessions over the course of three months - their results will be monitored, both professionally, in terms of performance and profit, and at home, in terms of happiness and balance. Interestingly the Peterson Study “Does your coach give you for value for money?” in the Harvard Business Review found that fewer than a quarter of coaches provided any qualitative data on business outcomes.

The sessions will take place in Yorkshire and are available to any woman in business, anywhere in the country who is serious about accessing transformational coaching to accelerate her business growth or career. Those participating will need to consent to being featured in the subsequent published results and case studies.

If you are interested in taking part in the research and accessing this unique transformational opportunity, in the first instance please email Bec at bec@bechoward.co.uk, explaining why this opportunity would benefit you and your business, and what you would want to achieve.

**The first coaching sessions will take place in the first week in March 2015, the follow-up sessions will take place in the first week of July, commencing 6th July more information on Bec the coach can be found at** [**www.bechoward.co.uk**](http://www.bechoward.co.uk/) **and her coaching company www.shinymind.co.uk**