

# LIFE in PROGRESS

Moreleta Park's Antoinette Lortan has a firm grip on life. She knows where she's going, what she wants and how to get it. And best of all? She can show you how it's done!

**A**ntoinette Lortan packed in a successful career in the corporate world of pharmaceuticals because she's passionate about helping people meet their goals. She also wanted to spend more time with her husband and two daughters, so working for herself, doing something she loves and being close to home ensures that she's met her own goals too.

Antoinette is a life coach, something we've all heard of, but most of us don't really know what they do and who should have one. Antoinette laughs as she explains, 'The best definition I've ever come across comes from Wikipedia, 'Coaching is a recognised discipline used by many professionals engaged in personal development focused on achieving results. However, as a distinct profession, it is relatively new (since 1990) and self-regulating (except for International professional associations)'.

'As a life coach, you work with the individual as a whole, whether the individual has a business or personal goal. My clients complete a growth list where they look at all areas of their lives, set goals and work towards them. They'll each have a different definition of their 12-session coaching journey as it all depends on what they have achieved and learned.

'Coaching is about creating change that enhances performance and learning. Anyone ready to do the work, learn, develop, get out of their comfort zone and realise that they are responsible for their lives, where they are and where they are going, should see a life coach,' says Antoinette. Her philosophy is to take note of the sunflower ... it needs to focus on the sun in order to grow. We, like sunflowers, need to focus on the things that nourish us, help us develop and help us achieve our goals.

She says, 'The society we live in today

limits our thinking to a superficial day-to-day utilisation of our minds. This doesn't allow for introspection which means that many people live a life of purely existing without ever realising their full potential. This is where life coaching bridges the gap between living a life of pure existence and living a life of true calling and passion.'

Her strategy is simple. She expects you to get off the life treadmill and take full responsibility for where you are in your life. This takes a lot of introspection and self-examination, but Antoinette is there for you every step of the way and, having gone through the same process herself, she knows just how hard it can be.

She started studying in 2007 and undertook the gruelling course with dedication. In 2008 she established Human Mirror Coaching in Moreleta Park, where her chosen methodology is Consciousness Coaching. It's a method of coaching that helps you achieve a heightened level of awareness, enabling you to detach from the conditioned ego and become empowered to choose a self-created way of being.

'It's all about choosing your own path and living your life the way you want to, instead of just reacting to situations and conforming to old habits.' She feels our conditioning is one of the reasons we keep failing to achieve our goals. She wants old habits to make way for new ones that help us grow.

'My reward is seeing people achieve their goals and, by living complete lives, getting rid of the things that drag them down. A client achieving closure with her dad after 20 years and, through that process, building her self-esteem, is just one of the breakthroughs that confirm why I chose this path.'

As far as Antoinette's concerned it's hardly fair to call what she does work. She loves every second of it and knows that if you truly enjoy doing something,

then it's fulfilling in more ways than one.

She's not afraid to practice what she preaches, either ... she's always loved singing and at the age of 40 she gave her first performance with a band. It's this passion that makes her motivational talks so inspiring and gives her the understanding to help her clients reach their goals.

Need a life coach? Visit [www.humanmirror.co.za](http://www.humanmirror.co.za) or email [alortan@humanmirror.co.za](mailto:alortan@humanmirror.co.za). Details: 082-928-4079.

## What does a life coach charge and how should I select one?

A professional life coach charges anything between R650 and R2 500 a session and a session is usually an hour a week. The best advice Antoinette has for selecting a life coach is to:

- Meet the coach, as your relationship will need to be built on trust.
- Ask for their CV and make sure their background and experience will support you in what you would like to achieve. Also, let them tell you about their methodology and why they chose it.
- Find out which institution they studied through and whether it was for a diploma or a certificate. Is it an ICF or COMENSA accredited institution?
- What the fee includes.
- Don't be afraid to ask about their coaching experience and successes.
- If it's for corporate coaching, ask for a list of their clients and at what level they have coached.

Lastly but most importantly, know what you want to get out of your coaching and be willing to take responsibility for the outcome.

Text: Ann Baker. Photographer: Imani Vonk



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