

profile

Name : Antoinette

Surname : Lortan

Birth date : 9 September

Postal Address : PO Box 41248, Moreleta Park
Pretoria, 0044

Office Address : Human Mirror Coaching
92 Regency Drive
Route 21 Corporate Park
Centurion
0062

Contact : Cell: +27 (0) 82 928 4079
Fax: +27 (0) 86 575 8989
Email: alortan@humanmirror.co.za
Skype: antoinette.lortan2
www.humanmirror.co.za



HUMAN
MIRROR

COACHING & CONSULTANCY

"Your growth, our focus"

ANTOINETTE'S CAREER HISTORY

SALES, MARKETING AND MANAGEMENT BACKGROUND

After completing her degree at the University of Pretoria, Antoinette started to work part time as a Dietician. She soon discovered that she was more interested in business and joined South African Druggists (now part of ASPEN Pharmacare) in 1995. She was promoted to Specialist Representative within the first 6 months. She was head hunted by Schering-Plough Oncology in 1997 and offered a Product Management position a year later. Antoinette also gained experience at Astra Zeneca in Asthma, and Ophthalmology at Bausch and Lomb, before accepting a Senior Management position at Roche Pharma in 2002. There she established and built the renal division and later also the transplantation division until 2007.

Positions held since 1993: Foodservice Manager / Dietician, Sales Representative (GP and Specialist), Franchise Manager, Brand Manager, Senior Product Manager, Business Unit Manager, Business owner, Executive & Life Coach, Consultant, Facilitator and Inspirational Speaker.

After packing in her 14 years' successful career in the Pharmaceutical industry, Antoinette established her own coaching, training and consultancy business in March 2008 – Human Mirror Coaching and Consultancy. Since 2009, she has coached individuals and teams to maximise personal as well as team performance. Executive and Life Coaching accounts for approximately 60% of her time and the rest goes for tailored workshops (see workshop section), talks and publications. Up to 55% of her coaching has been at Executive and Senior Management Level.

Antoinette has coached, trained and/or mentored individuals for over 18 years, formally and informally, within the sales, marketing, management and leadership arena.

MOST RELEVANT DEGREES / DIPLOMAS / CERTIFICATES

- ✓ BSc Dietetics (University of Pretoria) 1994
- ✓ Diploma in Professional Coaching (CCI Academy) – COMENSA & ICF member
- ✓ Diploma in Consciousness Coaching (CCI Academy) – COMENSA & ICF member
- ✓ Certificate – Advanced Sales Course (Pharmacare)
- ✓ Certificate – Integrity Selling (SAD)
- ✓ Various Selling Skills Courses – Schering-Plough, Janssen-Cilag and Astra Zeneca
- ✓ Marketing Planning Course: Roche Basel (Switzerland)
- ✓ Advanced Marketing Course: Roche Basel (Switzerland)
- ✓ ROSASS (Roche, Customer Focused Selling) – Antoinette also trained new representatives on this course
- ✓ Marketing Planning Course: Roche Basel (Switzerland)
- ✓ Trained on CRM Systems
- ✓ Pharmaco-Economic Workshops
- ✓ Various Management and Leadership Seminars, Courses and Workshops
- ✓ Computer literacy – Windows 2007, MS Excel, MS Word, MS PowerPoint, Prezi and Power Play

COACHING EXPERIENCE

- Individual coaching and group coaching
- ✓ Group / Team Coaching
- ✓ Leadership
- ✓ Executive
- ✓ Life / Personal Coaching

CORPORATE CLIENTS SINCE 2008



- ✓ Adcock Ingram
- ✓ Turner & Townsend
- ✓ Bristol Myers Squibb (BMS)
- ✓ Roche Pharma
- ✓ SA Gold Coin Exchange
- ✓ Standard Bank
- ✓ AHN (UCB) Pharma
- ✓ Cosmopolitan Projects
- ✓ Crawford College
- ✓ Central Development
- ✓ Municipalities
- ✓ Department of National Treasury
- ✓ Drs Lambrecht, Vogel & Partners
- ✓ Etienne Bedeker Attorney's
- ✓ Globetom SA (IT)
- ✓ Britehouse
- ✓ L'Aquila Wedding and Spa Venue
- ✓ Le Mark Training
- ✓ Liberty Life
- ✓ Life Healthcare Flora
- ✓ Midway Chix
- ✓ National Renal Care (Netcare / Adcock Ingram)
- ✓ Siyanqoba Seminars
- ✓ Le Mark training
- ✓ OPSA (Office Professionals SA)
- ✓ RMS (Remote Metering Solutions)

Publications for Finesse Magazine; Wealth Wise; VroueKeur; Destiny Man; Destiny Magazine; Get It Magazine; Wedding Inspirations; Do it yourself (DIY)

BUSINESS BACKGROUND

- ✓ March 2008 to present: Human Mirror Coaching, Training and Consultancy - Founder 1990 - 2008
- ✓ Roche Pharma – Product, Brand & Business Unit Head of Renal and Transplantation
- ✓ Jansen-Cilag
- ✓ Astra-Zeneca
- ✓ Bausch & Lomb
- ✓ Schering Plough
- ✓ Pharmacare (South African Druggists)
- ✓ Zuid Afrikaans, UP and Department of Education and Training (part-time while studying)

LIFE STORY, HOBBIES AND PASSIONS

Antoinette has 2 girls – Kaila and Margot – Kaila is 7 and Margot is nearly 5 years old. Antoinette has transformed traumatic events and challenging situations in her own life into victories and due to her own learning and business background, support individuals and teams to achieve their goals. She believes that a “victim” mentality can shift themselves into action and create something new which will enhance their growth as well as those they come in contact with. She has developed a model to do so. She believes that people can only get what you’ve got and learn from you if you have been there yourself. She has a passion for singing and has recently started to incorporate this passion into her motivational talks. She loves her visits to the bush and that is where she enjoys writing articles for magazines.

WORKSHOPS

Antoinette and her team specialise in and run the following workshops, tailored to your specific need(s):

- ✓ Developing Emotional Intelligence: Managers and Leaders (EQ)
- ✓ Speaking and Presenting with Confidence
- ✓ Diversity Management
- ✓ Conflict Management
- ✓ Business & Report Writing
- ✓ Selling Skills and Customer Relationship Management (with Emotional and Cultural Intelligence)

COACHING APPROACH / MODELS

Antoinette studied through an ICF accredited Coaching Institution. She qualified and holds a diploma as a Professional Coach as well as a Consciousness Coach. The 1st model she studied was Consciousness Coaching. Conscious Coaching is an advanced methodology of coaching that creates shifts in the client's consciousness, removing barriers standing the way of their success and vision manifesting.

Antoinette takes a holistic approach with every individual and believes in assisting an individual to achieve all their goals. She utilises various coaching tools she believes creates the necessary shifts, including NLP (Neuro Linguistic Programming). See the testimonials on www.humanmirror.co.za to see what some individuals and employers have been gaining from this process.

Executive Coaching takes a minimum of 6 month's commitment. Executives have a 2hour session every 2 weeks or an hour weekly until all goals are achieved. The Coach and Executive commit upfront to the overall goals.

Her Coaching consists of three phases:

1. Context Building: To support the coachee to be fully present and available for the session.
2. Content Handling: Shifting the client, with the appropriate coaching tools, into his / her position as the creator (person responsible) of their success, by having them utilise the various tools effectively in order to create long lasting results.
3. Bridge Building: From one session to the next, the client is present to what she/he got out of the session and chooses assignments to make a direct impact on his / her life directly to get themselves closer to achieving their goals, week-by-week.

The client leaves with a minimum of 3 assignments every week, related to overall objectives and checks in with the coach weekly.

SUCCESSFUL MEETING FACILITATION

Antoinette is an expert at planning, running and facilitating meetings, as well as assessing and developing group EQ and cohesion in the process, as a coach and skilled facilitator. The key to successful meetings is as much about the planning and the setting of a context (setting agendas and ensuring everybody's input), as it is about running them (having the skills to ensure participation and contribution) and assessing (driving implementation and adherence to deadlines) success as well as creating alignment going forward.

CONTACTABLE REFERENCES

Available on request.

TESTIMONIALS

My coaching experience with Antoinette was a motivating and inspiring process. She is objective and honest in her approach and encouraging and enthusiastic about what she does and how much she wants you to achieve. She has a genuine interest in people and loves to see them succeed. The experience was eye-opening on both a personal and professional level. From the very first session, Antoinette made me realise the multiple facets of my life that needed to be in

balance and we developed goals and targets to address this. The best part of the process was the observable achievement of goals from week to week. Now that the process is at an end, I am more motivated to continue to achieve my goals and develop new goals to realise my vision and live my mission. – **Environmental Practitioner, Poogendri Reddy (PhD student)**

I was down in the dumps by the end of 2010. At the end of an article in a woman's magazine on "balancing your life" there was reference to a life coach (something unfamiliar to me at that stage). I did some research during the December holiday's, interviewed a number of life coaches in January and enrolled for 6 sessions with Antoinette.

The main reason for seeking support and advice from Antoinette was around deciding on whether to resign at my current job or not. However, Antoinette didn't just help me discover what I would like to do with my career and where I would like to go, but simultaneously she has managed to uncover and resolve a number of personal issues in my life, my relationship with my husband as well as overall wellbeing. She taught me to be conscious in checking whether I am busy with reality or being caught up in my "own story" ... Some penny drop moments were:

- Realising that I have a fear of disappointment, not necessarily failure or success, but dealing with being disappointed. I would rather not participate in something in order to prevent the possibility of being disappointed.
- To assist me facing criticism from colleagues and to positively apply it to my own life
- To be able to tackle the "one-on-one" discussions with my boss

Having Antoinette there, asking the right questions, helped me to discover hidden potential within myself, but even more important helped me to make peace with me and realising that I have ALL what it takes to be a successful, happy person. – **General Manager, EOH division**

"Antoinette was a great life coach, always understanding, accommodating, objective and enthusiastic. She guided me to identify the root cause of the problems I experienced with regards to balancing my professional and academic life and assisted me in obtaining clarity about the different options available. She also provided assistance and advice with regards to work related challenges and advised on specific techniques I could use in project context. Finally, she was a great source for interesting and useful articles and information about relevant subjects. I would highly recommend her to anybody who needs a new perspective or would like to develop their people and management skills." - **J Grobler: Project Manager & busy with my PhD**

My coaching and interaction with Antoinette was a most enlightening one from both the work and personal perspective. We did not see eye-to-eye immediately but this was the basis for the progress and positive results achieved. On a personal level, I was at a crossroads in my relationship (in general all of them and not necessarily my spouse). We identified forgiveness and for me this was the basis of moving forward and having a concrete platform to build from – shockingly, I did not even realise this to be an area that I needed to focus on. Now that this is apparent, the path to my "recovery" is more meaningful. I am indebted to her for being a friend, coach and most importantly trustworthy individual. – **Joe K (National Manager) Transnet**

This is the best way for me to ensure you understand what will happen to you when you are on this journey with Antoinette Lortan from Human Mirror! It changed my life for the better! I will explain briefly what I experienced. I was sent to Antoinette by my employer after I have had gone through a rough patch and my employer identified areas of development to ensure that I grow to my full potential, at first I was sceptical and felt taken back but this was all just a story that played through my mind, after I was taught to face reality and not live in a fairy tale I clearly understood why I was seeing Antoinette and how important it was for me to grow! I honestly think that everyone can do with life coaching from Antoinette.

The moment I walked into her office and shook her hand I felt alive and I felt better, little did I know that the journey that is waiting for will have such a big impact on all aspects of my life, thinking and doing! She made me feel relaxed, positive and at home without saying a word! I started with 4 sessions, which was what my employer was willing to pay half of, we got to know each other, and started with the coaching! I was amazed with how much “changed” for me every day as I started using the tools she gave me and started using it as a way of life! At home, my husband said he saw a massive change in me for the better within 2 weeks, my parents commented on how much I have changed; my colleagues asked me what happened? They can see a massive change in my personality and well-being, one lady even said she wants what I am having for breakfast because I am overflowing with positive energy! After the 4 weeks of coaching I almost felt total joy within, and decided to invest in myself and my future, and paid for the balance of the 12 sessions myself, and I must tell you I will never look back, it is most definitely the best investment I have ever made! You will be shocked, and happy to know that with a few little changes in the way you address a person, or in the way you sit, stand, walk or talk, can change your experience in all areas of your life, and can change how other experience you in as little as 12 weeks from the moment you enter your first coaching session!

If you feel that you are nowhere, you are stuck in life, you are not reaching your goals, you are not enjoying life, you are bored in any area of your life or it is not what you want it to be, pick up your phone and schedule your first session with Antoinette! I can guarantee results! I almost want to go so far as to say I will pay for your first session just to get everyone there, If I was Oppenheimer’s daughter I would offer EVERYONE I come across a free session with Antoinette, but unfortunately I am not, but that is how much I believe in her as a coach! Antoinette is professional but still human, she is NO ROBOT! She is the most emotionally intelligent person I know, and not only that, she has an extraordinary and impressive background, take a look at her profile on Human Mirrors website; you will be impressed beyond belief! Why not make the investment and allow her to help you make a few adjustments and open the window and breathe! Lastly I would like to say that I have received an added bonus at the end of my journey with Antoinette, which is the blessing of a wonderful friend! Thank you Antoinette! You are dear to me! YOU ARE TRULY SPECIAL AND SAVED MY LIFE! – M van Dyk (Manager), Cosmopolitan Projects

“Antoinette has great success in coaching teenagers. Teenagers go through difficult times to find their own identity and to prepare to become a young adult. It is often during this period where normal parenting and education lacks in guiding the teenager to a better future. A Major Change Process is unfolding and aspects of resistance to change often plays role. It is during this period where Life Coaching can be very helpful. We were very fortunate to use the coaching skills and services of Antoinette Lortan. Antoinette has a great passion for teenagers. She has special skills to guide them through the change process and maintain their trust at all times. We are so grateful for the changes in our daughter’s life and we continue the journey with her. We can confidently recommend Antoinette as coach to any teenager on the road to a brighter future.” - Paul Stapelberg (Father and Project Manager)

“Every one of us has an atmosphere, an ambiance we portray to the world we live in. On the one hand you get that laid off, negative, tedious atmosphere and on the other hand you get my coach. She is enthusiastic, positive and energetic and has an open minded approach on the obstacles brought before her. I had so much to learn in my 12-sessions of coaching at Human Mirror and am still pondering on all the fresh ideas Antoinette gave on managing our business.” - Carl Fourie, General Manager L’Aquila Spa, Conference & Wedding venue

"Antoinette is an exceptional coach! She helped me to achieve clarity and confidence, enabling me to take the road that will lead to fulfilling my career path. I would recommend her services without a blink of the eye, she is a professional who I admire and respect!" – Henning Viljoen, Senior software engineer

Antoinette's advice and support in approaching situations has been sound and has also contributed to an improved sense of confidence. Her guidance with regards to planning, setting goals etc. enabled me to focus and follow through on the required action. She is a true professional and I really believe in what she does." – Alex Theiler, Business owner and CEO of Swiss Insulation SA"

"On entering the Awareness Coaching I was ready to be shown how to identify and correct areas in which I was lacking. This was the case, but what I didn't anticipate was to become aware of areas in which I was excelling... this was hugely motivational for me and enhanced my belief in my capabilities. The coaching truly assisted me in aligning my perceptions with what is reality. I received tools that were practical and have truly made a difference in the way I conduct myself in my business and personal life - a very rewarding experience". – Janine Engelbrecht (National Sales Manager) Bristol- Myers Squibb

"Antoinette from Human Mirror coaching and consultancy was identified as the training company and facilitator that could teach the reps newly identified selling skills and new habits that would ensure successful growth in sales; none of the other training companies interviewed could give such direct, specific, non-generic training, backed with a successful background in the pharmaceutical industry." - Eileen Smith - Sales Manager AHN pharma (UCB & Swartz pharma)

"Just want to once again say that you were absolutely FANTASTIC! You have absolutely no idea how many people you touched with both your talk and the two songs you sang. One lady in particular, Mrs Moagi, a patient at NRC Montana phoned me yesterday afternoon to tell me how you touched her heart and gave her wings to fly. She has a degree in communications and you inspired her to tell her own story. She decided to write a book with the title "ESRD Post Diagnosis". You're an incredible individual with a great future ahead of you. May you continue to soar." – Leonie Ackerman, Head of marketing, National Renal care (NETCARE/Adcock Ingram)

"As an ICT Service Delivery and Innovation company with a strong focus on delivering on time and within budget, it is easy to forget or neglect the human side of it in a highly delivery focused environment. The Human Mirror coaching sessions have assisted our employees and executives to have a much more holistic approach to their work environment and to seek harmony and balance between their work and personal life. We have seen tremendous changes in attitudes and the work approach of our employees after completion of the coaching sessions offered by Antoinette from Human Mirror " - Philip Stander Managing Director, globetom

"For me coaching has opened up a world of awareness, it has shown me how better awareness in all aspects of one's life make a huge difference in the outcome of tasks and decisions made. Through being aware and then using the tools learnt in coaching I will be able to better my work and personal life. Act now and independent of your streams of (negative) thought and change your life." - Jacques Karsten, Engineering Production and Practice Manager

"Walking a road with Antoinette left me better equipped, inspired and consciously present. That is a long way from where we started off from" - Martie Steynberg, Software Engineer

"Coaching has helped me to realize the importance of taking responsibility for one's life, determine what your goals are and start achieving them. Antoinette was fantastic, always positive and supportive as she guides you along this journey." - Dallas Blackett, Senior Software Engineer

You talk straight and put the points on the table, Good knowledge and presentation skills, 1st time I have not dozed off in a course, Very interesting, I understand cultural differences now and that was my main problem, Good presenter, Know your field, You are a great inspiration, super & brilliant" - Lee McGrath (GM) & his Management team, Midway Chix.

ANTOINETTE & TEAM'S EXPERTISE

- ✓ **One-on-one and Team Coaching (Life, Leadership & Executive)**
 - ☑ Individual coaching takes a minimum of 6 months. Measurable goals are set and the coach supplies the individual with a tailored tool kit to achieve his/her goals
 - ☑ Team coaching supports the individuals and the team to address barriers/obstacles standing in the way of the team achieving their goals and/or making sales targets.
 - ☑ Group coaching to enhance team effectiveness and build collaboration and synergy in order to work in harmony together towards committed goals.

- ✓ **Workshops (All facilitators are experts in their specific fields)**
 - ☑ Selling / Customer Relationship Management Skills with Emotional & Cultural Intelligence
 - ☑ Effective Conflict Management
 - ☑ Presenting with Confidence/Public Speaking skills development tailored to individual needs
 - ☑ Emotional Intelligence Development
 - ☑ Diversity Management / Cultural Intelligence development
 - ☑ Developing Managers into Leaders
 - ☑ Mentoring workshops for mentors and mentees
 - ☑ Front desk and telephone etiquette
 - ☑ Effective communication skills development
 - ☑ Effective English business writing for the non-English speaking employee
 - ☑ Business & Report writing

- ✓ **HR related Projects /HR Consultancy**
 - **Interviewing Skills & Integration coaching**
 - Effective recruiting is an art and takes experience, skill and a consciousness mind.
 - Ensuring that a new recruit intergrates effectively and efficiently into their new roles and the new culture
 - **Performance Management**
 - We work with private and government systems and develop and/or improve current systems by tailoring, launching and implementing systems within team and organisations.
 - **General HR related projects**

- ✓ **Workshop and Meeting Facilitation**
 - ☑ Meeting facilitation experience, using coaching and mentoring skills
 - ☑ Increase motivation, synergy & team cohesion (Breaking down silo's)

- ✓ **Management & Leadership Skills Development**
 - ☑ Built and managed diverse management teams
 - ☑ Group and individual coaching & mentoring

- ✓ **Mentorship Programmes**
 - ☑ Experience in putting programmes together and running workshops on this topic

- ✓ **Advisory Boards**
 - ☑ Planning, setting up and achieving overall objectives of the board

- ✓ **Sales and Marketing**
 - ☑ 21 years' experience in sales & marketing, in a full-time as well as consultancy capacity

- ✓ **Motivational Speaking (Inspirational talks tailored to the audience & expected outcome)**