

Lisa Into '06: helping people reach their potential

"It is hard to communicate all of the benefits of life coaching," says Lisa Into, who has a grip on those advantages because serves as one everyday. "Being a life coach is not like selling a widget. It has to be experienced to be appreciated. One of the great things about it is that change is scary for people, and a life coach can break change into steps and walk you through each of those steps."

Life coaching is a relatively recent occupation and marketing yourself as one isn't as simple as being a dentist in a village of people with toothaches.

According to Into, life coaching has roots in executive coaching, which draws on techniques developed in management consulting and leadership training. Life coaching also draws inspiration from disciplines including sociology, psychology, positive adult development, career counseling, mentoring and other types of counseling.

As a non-traditional age Ursuline psychology student, Into followed an indirect path to her present career. After working as a massage therapist for a number of years she decided to change course and become a life coach. "It may seem like a leap to go from massage therapy to life coaching," said Into, "but in both professions I needed to use my intuition. You learn to read the energy coming off your massage therapy clients. After a while, I knew what was going on in my clients' lives and I felt the need to help them further, which led me to life coaching."

Into is a graduate of the Institute of Professional Empowerment Coaching (iPEC) located in New York. iPEC is an extension of Bruce Schneider, a renowned life coach, who has won high praises for his book, **Energy Leadership: Transforming**. Schneider encourages his students to bring clarity, focus and high energy performance to all aspects of their life. Into is walking the same path, working, as her promotional literature states, "with individuals and entrepreneurs to align their goals with what they truly value, creating energized motivation to achieve their highest potential."

The Novelty, Ohio resident says that when working with clients, "trust and confidentiality are vital. The two of you are partners, working together on their success. It is a collaborative relationship and at its heart is an effort to empower people, and bring out their leadership ability. Whether you're an entrepreneur or a staff person in a business, knowing who you are, knowing what your strengths and limitations are, will help you become a more powerful leader."



Although Into just launched her entrepreneurial venture in 2006, and is still in start-up mode, her business is growing at a steady pace. She has clients as far away as the Virgin Islands and she is seeing signs of the referral momentum that occurs when a network of satisfied customers has been established.

"Lisa is an amazing coach," said K. P. Jones, a New Jersey human resources executive. "Her intuition and ability to ask the 'right questions' allowed me realize my goals and desires. She was able to help me achieve results that were above and beyond my expectations."

Into has her own life coach, which is, she explains, "a great relationship to have as you try to build a business." She said the many mentoring relationships she enjoyed as a psychology student at Ursuline were beneficial to her as she expanded her life adventures. "They were," she affirmed, "really there to support you; it was clear they wanted you to succeed, and you met a people who gave you the help you needed. Ursuline wanted you to find your voice and use your voice effectively within your community."

She is a member of UNITE (Ursuline Network of Inspired Talented Entrepreneurs), and strives to be an empowered and successful entrepreneur whose mission is to train others to find that same empowerment and success within their daily lives.