

## INDIVIDUAL COACHING

*HARNESS YOUR PERSONAL POWER*

### POWERFUL AND EFFECTIVE PROGRAMS FOR:

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- Professional Growth and Success
  - Personal Growth and Empowerment
  - Career Design and Transition
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**How will you be transformed?**

Welcome to The Mike Jaffe Company (MJC) and the power of coaching. We are honored you've inquired with our company about coaching.

**To schedule a free consultation with us:**

1. Complete the forms at the end of this document
2. Fax them to (203) 621-3051 or email them to [wakeup@HumanWakeUpCall.com](mailto:wakeup@HumanWakeUpCall.com)
3. One of our client managers will follow up with you to discuss your goals and preferences further so we can see how to best support you.

**Our goal** is to provide you with the perspective, tools and support that empower you in discovering and achieving the life, business and/or career you want and then help you get there on your terms. Along the way you'll be introduced to strategies, tools and methodologies you can incorporate into your life and employ as situations call for them.

**Our role** is to hold you accountable to yourself and get you out of your own way! We will be your advocate while you discover, design and develop the individual plan for your life and career. We are here for you as your motivator, sounding board, cheerleader, promoter, optimist, coach, partner, guide, sage, and resource.

**We teach you to fish!** Much like the saying about the difference between feeding someone fish and teaching them to fish, the intent of our coaching is for you to create and achieve your desired goals *on your own*, without an ongoing dependency on your coach. As such, we'll guide you in developing a support structure so you are able to continue on your course after our services are no longer needed.

At MJC, we have deeply-rooted perspectives we bring to every coaching engagement project:

- **We are a team.** Together, we will work hard to discover and develop your unique sense of purpose and mission for your life, career and business, based on your special mix of goals, needs, desires, and life situation.
- **Our partnership is a top priority for us.** You are hiring us because you are committed to making meaningful changes in your life – even if you don't yet know what those changes are. You may not have a clue! But you do know that something in your life has to change and you're willing to roll up your sleeves to identify those changes and take the steps needed to get started on that path.
- **The power of coaching happens when you take action.** As certified professional coaches, we will listen, reflect, inquire, probe, give perspectives, share our own experiences, and provide structure, options and insights. We will support you in being committed to setting goals and taking action, we will prepare you to be open to all kinds of potential outcomes, and we will focus on not being attached to a specific result or single way of getting there.
- **Our conversation is 'safe space.'** This is extremely important because we want you to be open with us and with yourself (!) about how you are really feeling, what happened since we last spoke, and what you really and truly want for your life and your career without fear of judgment or blame!

Thank you for giving us the opportunity to use our energy, passion and gifts to positively affect another person in a profound way. There is nothing that we'd rather be doing.

Peace, Possibility, and Abundance,



Mike Jaffe, Founder



**COACHING INQUIRY FORM**

*Please complete all information of the following 3 pages.*

All forms can be emailed to [wakeup@humanwakeupcall.com](mailto:wakeup@humanwakeupcall.com) or faxed to (413) 854-2401. We value your privacy very much. The information provided here will not be sold, lent, traded, shared, exchanged, or given away. It will only be used for the purposes of our coaching relationship.

Name: \_\_\_\_\_ Date \_\_\_\_\_

**I'm interested in learning more about the following programs and services.**

- Professional Growth and Success (see p.6 for more info)
- Personal Growth and Empowerment (see p.7 for more info)
- Career Design and Transition (see p.8 for more info)

**Please complete the following scale in terms of your *satisfaction* to help us assess your current situation and determine which important areas to focus on.**

*Rate each area from 1 – 10 (1 = lowest level of satisfaction, 10 = highest level)*

Career	_____	Significant Other	_____
Family	_____	Friends	_____
Physical Health/Well-Being	_____	Emotional Health/Well-Being	_____
Finances	_____	Spirituality/Religion	_____
Education/Personal Growth	_____	Fun and Leisure	_____
Balance in Life	_____	Lifestyle	_____

**Describe in more detail up to three areas you'd like to focus your coaching on in order of priority:**

- 1.
- 2.
- 3.

**If you could create the results you desired in these 1-3 areas, how would that IMPACT your life?** (be as specific and detailed as possible)

**As a coach how can we best support you to achieve your goals?**

**What are the attributes you would look for in a coach?**



## Client Information Form

Please complete the information below. All forms can be emailed to [wakeup@humanwakeupcall.com](mailto:wakeup@humanwakeupcall.com) or faxed to (203) 621-3051. We value your privacy very much. The information provided here will not be sold, lent, traded, shared, exchanged, or given away. It will only be used for the purposes of our coaching relationship. *All starred sections are mandatory.*

### YOUR CONTACT INFORMATION

\*Name \_\_\_\_\_

\*Phone \_\_\_\_\_  Cell  Home  Work

\*Email \_\_\_\_\_

### WORK INFORMATION

Occupation \_\_\_\_\_

Nature of Business/Position \_\_\_\_\_

\*How did you hear of The Mike Jaffe Company? \_\_\_\_\_

Referred by? \_\_\_\_\_

Have you worked with a professional coach before? Please describe briefly: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Do you have any medical conditions you are currently seeing a doctor or therapist for? Please describe briefly:

\_\_\_\_\_  
\_\_\_\_\_

Is there anything else you feel your coach should know about you?

\_\_\_\_\_  
\_\_\_\_\_

## PROFESSIONAL GROWTH AND SUCCESS

Are you preparing a move to the 'Next Level' but need some guidance? Are you seen as a confident, inspirational and powerful leader, invaluable to your team and your company?

Whether you're a new or seasoned leader, become the kind of leader that people want to perform for as we help you communicate more authentically, with integrity and power.

Many times we find ourselves doing the same things over and over while expecting different outcomes. We help you step outside the familiar and relate to people and challenges in new ways. By unmasking old limiting beliefs, behaviors and habits, a fresh, new perspective is revealed. Our personal growth and success program will have you creating new possibilities and taking bold action with dynamic results.

Our coaches have the ability to ask difficult questions, as well as make challenging statements to push you to consider new alternatives.

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Through our powerful but supportive coaching we help you to:

- Jumpstart your professional success
- Thrive through change and challenge
- Play BIGGER!
- Get more accomplished with less resources
- Develop new leadership, communications and empowerment skills

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Isn't it time you experienced greater focus, clarity and purpose?

On any given day we are surrounded by little fires to extinguish which, if we let them, will divert us away from our priorities and goals.

Our professional success coaching shows you how to best prioritize tasks and evaluate each course of action, while staying aligned with your core values and your professional and personal goals. We'll help you remain flexible and open to new possibilities, yet still accomplish more than you can imagine.

**Our professional growth and success coaching** helps professionals like you find unprecedented success by becoming powerful, authentic leaders, and staying empowered, committed and focused all while staying aligned with their own values and goals and recovering a sense of balance in their own lives.

## PERSONAL GROWTH AND EMPOWERMENT

Are you “successful” but unhappy, afraid to make a needed change?

We waste a lot of time and energy struggling with commitments we are either not committed to or regretful about having made in the first place. Instead, we need to revisit and realign our commitments with our vision and values, honoring them and committing to them fully.

Now more than ever it’s important to play by your own rules. It doesn’t matter that others tell you how you ‘should’ be doing things. What’s right for them may not be right for you. By shifting your thinking, you will turn obstacles into opportunities and it will do wonders for confidence and self-esteem.

Being great is often sacrificed for being good enough. It is easier to be driven to live our lives at a ‘10’ when we are disgusted with living at a ‘3’ or when a significant event wakes us up. The hard part is choosing to live at a ‘10’ when life seems just fine at a ‘6’.

Together we will reevaluate the many aspects of your life, uncovering your true priorities and goals, and work to refocus your energy into those areas that are most important to you. Personal growth and empowerment coaching helps you clearly determine your immediate, short and longer term goals and develop a plan of action that keeps you moving towards them..

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Through our personal growth and empowerment programs we help you to:

- Take small steps that lead to big change
- Get unstuck and jumpstart your life
- Strengthen your commitment and accountability
- Align your life with your values
- Create your life plan
- Discover you life’s purpose

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### Remove the Invisible Blocks That Keep Stopping You.

Sometimes we make assumptions about what is possible, feasible or reasonable and we empower these barriers as if they were the ‘truth’. Often, blocks are driven by fears, insecurities, lack of confidence and the unknown. We’ll work together to break down these barriers and overcome these blocks, renewing the sense of possibility that puts you into action.

**Often it is the small, consistent steps we take that make the biggest impact!** Together, through personal performance coaching, we’ll hold you accountable to yourself and remove the invisible stumbling blocks you may have gotten used to!

It’s time to place emphasis on the important dimensions of your life: your sense of performance, balance, and the ability to embrace the challenges that come your way.

## CAREER REDESIGN AND TRANSITION

80% of people are not satisfied in their work. (USA Today poll) Don't be one of them!  
We can help you design your ideal career and develop a plan of action to make it a reality.

Whether you want to make a career change or are in between jobs and want to explore new options, we'll work with you to make sure you succeed!

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We offer coaching, teleclasses and workshops to support you:

- Design your ideal career and get on the path
  - Go from salaried to self-employed
  - Re-enter the workforce
  - Job-searching during challenging times
  - Laid-off or liberated? Shift your perspective to get unstuck and move ahead
  - Leverage the internet to find your next job
- 

### Change is hard to do alone

Together we will clarify what your ideal life and career looks like by uncovering the many elements of your passions, skills, talents and preferences and breaking through your self-imposed limitations of what is possible.

- *Self-exploration* – through a series of handouts and questions we'll discover what you love to do, what your unique skills, talents and gifts are, and all of the elements you want in your ideal career
- *Overcome blocks* – sometimes fears, insecurities, lack of confidence and other issues come up during the process. We'll work through these blocks and create new possibilities where you currently don't see any. We'll look inside your assumptions and separate the facts from feelings and beliefs.
- *Creating Options* – Together we'll design a variety of career options in areas you would love to pursue that are aligned with your needs, wants, and abilities.
- *Researching for Discovery* – Once defined, you'll research the different possibilities to discover which one would be right for you. You'll network, interview, and take other actions to get the experience that will further clarify your direction.
- *Strategic Plan and Follow Through* – we'll develop short and long-term plans specific to your unique situation and transition needs, guiding you in taking all the necessary steps until you reach your goals.

**Our Career Transition Model** is a proven, creative methodology that has been used for the last 20 years to help more than *12,000 people* define and transition to their ideal careers.

This program provides you with structure and accountability to help you clarify your unique passions, talents and skills, design a variety of new career options, and develop a personalized plan of action based on your individual needs and situation.

## WHAT DOES COACHING LOOK LIKE?

The goal of one-on-one coaching starts with a perspective shift. Along the way we will provide you with tools that you can incorporate into your daily life and employ as situations call for them. We intend for you to create and live your desired life on your own and we'll guide you in developing a support structure so you are able to continue on your course long after our services are no longer needed.

### How it works

You will work directly with one of our certified coaches. Together, we guide you through the process, but our coaching relationship is about your agenda always! We make requests for action by you. You are always free to accept or decline these requests and you will own the outcomes and results of your actions.

### Session Procedures

Together we determine an optimal plan for you based on your specific needs, goals and desires. Typically we will schedule 3-4 sessions per month for a minimum of three months. Each session is approximately 60 minutes long and is typically conducted over the phone. (limited in-person coaching is available for an additional fee and based on location).

We will provide email support between sessions as well as unlimited phone check-ins - perfect if you want to organize or clear your mind before a big meeting, you just received important news and need to share it, or you are stuck with one of your assignments.

### Initial Consultation

For those unsure about whether coaching is right for them, we offer a complimentary 30 minute coaching session with one of our extraordinary coaches. **We have found that the best way to demonstrate the power and value of coaching is by actually doing it.** It can be on the topic of your choice, whether it's wellness and balance, personal growth and empowerment, career design and transition, or professional growth and success.

This initial consultation is an open conversation where we discuss the areas for which you may want to seek coaching, and we share a little about how The Mike Jaffe Company works. This initial session provides us both with a great opportunity, in a relaxed environment, to see if we want to establish a coaching relationship with each other.

There is no "hard sell" or obligation for you to use the services of The Mike Jaffe Company.. Nor are we obligated to take you on as a client if we don't feel that establishing a coaching relationship between us is a good fit.

## OTHER SERVICES FROM THE MIKE JAFFE COMPANY

### GROUP COACHING TELECLASSES, WORKSHOPS and WEBINARS

Group coaching leverages the possibilities for growth and change because you learn from each other as well as from your coach(es). Groups of 6 to 12 participants typically convene around a common concern for one hour twice a month for four months. Between phone calls, coaching groups trade insights and solutions share their successes and challenges. These sessions will also include bringing in special speakers and experts on the group's discussion topics.

We are constantly developing great new workshops that will be offered both online and in-person, all over the country.

Visit [www.HumanWakeUpCall.com](http://www.HumanWakeUpCall.com) for a list of our upcoming events and workshops.

### MOTIVATIONAL SPEAKING

At your next meeting, conference or offsite, give your people a boost of energy, commitment and accountability with Mike's inspiring and motivational talks, including his keynote, "Today is Your WakeUp Call!"

The results of these talks are astonishing. People experience a powerful shift in perspective which spurs them into immediate action. They leave with a sense of:

- Renewed personal energy and empowerment
- Increased accountability for personal and professional goals
- Enhanced confidence in leading change and transition
- Improved effectiveness and performance
- Newfound meaning and well-being at work and in life

Mike's empowering talks are perfect for any company, industry or organization. Mike is ready to help you Rewrite Your Tomorrow with a life-changing, wakeup call at your next meeting.

### A NOTE ON CONFIDENTIALITY

Whatever we discuss is strictly confidential. In order for us to build a trusted partnership, we need to respect each others' commitment with regards to confidentiality and privacy. We will never rent, trade or sell your personal information to anyone. All client information, including discussion notes, client files, written assignment submissions etc., are held in the strictest confidence and are not shared with anyone outside of The Mike Jaffe Company. This information will only be used for the purposes of our coaching relationship.

## Client Comments

*"After Mike's speech, I wanted to do more, do it at a higher level of performance and success and at the same time felt as though I was doing something truly important. That is the kind of leader and inspiration Michael is for others. **His energy and optimism** spills all over the people around him. He **is supportive and nurturing, yet he holds us accountable** for our own quality and performance. **The results are passionate team members and managers, empowered teams and high-quality systems.**"*

Angela Z., Assistant Vice President  
Global Enterprise Technology Group, Marsh Inc.

*"Michael is a true coach; he listens, he guides, and he makes it simple. He has been a great inspiration and a valuable advisor to me. Michael lives his life with appreciation for simple and meaningful things and has helped me view life's challenges in similar fashion. **His high energy is very contagious and his straight forwardness is very revealing.**"*

Rafi Shikoh, Editor, Founder of Dinar Standard™

*"I wanted to make certain to tell you that your work with Jumpstart has gotten tremendous positive feedback with the staff involved and the participants. I have been getting the feedback since the beginning of your work with them... **You have had a great impact on some of the people that we think of as "unimpactable" in some ways. Thank you so much for doing this.**"*

Audrey S., Vice President/COO  
Interfaith Housing Association, Westport, CT

*"**My life is finally more focused, I'm accomplishing a lot more than I used to, I overthink everything considerably less and take genuine, heartfelt, action more immediately. Overall, life's a lot more fun. When we started, I specifically said I did not want "career" counseling. I wanted help to improve my performance in everything I do - work, singing, playing competitive tennis, being a parent, daughter and wife, etc... You helped me get the most out of my future, not the past. In any case, it worked. I'm feeling surprisingly sure in a very unsure world.**"*

Beverly C., SVP Marsh, Inc.  
Hartford, CT

*"I only have to spend a few minutes with Mike and something shifts with my mood and my immediate outlook. **He is a results guy who makes every moment count.** Mike has facilitated change in my life. I'm a mom and a professional, yet I have been able to find room for interests and projects I was sure I had no room for. I stopped dreaming about them and started doing them. Thanks Mike!"*

Kate M., Executive Recruiter  
Westport, CT

*“Mike Jaffe is a **genuine leader** with a proven track record. While working with Mike and his team, I was continuously blown away by their ability to partner up and **work towards a common goal.**”*

Jeff M., Account Supervisor  
TCS Promo

*“Mike is what you call an inspiration. During the time that Mike and I worked together, **I felt I grew more than at any other period in my life.** He is honest, loyal, and truly an out-of-the-box thinker—enabling even a super achiever like myself to find more hours in the day... but, better yet, find time for the important things I seemed to never have time for. As far as I am concerned, **there is no better coach in the business.**”*

Stephanie H., Loan Modification Processing  
Haber CC

*“As a student of personal development and growth, I have worked with numerous life coaches over the years and have attended numerous Tony Robbins’ seminars. I can honestly say that Mike Jaffe is one of the best. **He is a true professional, an expert at what he does and an inspiration to me.** I have even recommended him to my family!”*

Brian M., Attorney

*“**Mike is the most dynamic, motivated person I know!** After personal experience with one of the greatest tragedies of our time, Mike has completely redesigned his life with inspiration, focus, and integrity. Give him the chance to help you redesign your life, career, whatever and you will see amazing results. **I couldn’t recommend anyone more highly.**”*

Kimberly Lewis, Director  
America Diabetes Association

*“**The lessons and shifts in attitude are still helping me on a daily basis, almost a month after our last session.** I find myself pleasingly calm and prepared when crisis hits, and I deal with those crises in a much healthier and more effective way than ever before. **You don’t just coach, you live the method.** I think that’s one of the reasons I so quickly trusted you—you apply what you teach. What I learned from you was that the tools were already [inside me], and I was not using them to best effect. Providing that little nudge, that tiny yet significant shift in mentality, and by making me accountable for my actions, all reinforced with your absolute and unceasing positive attitude, really helped cement those tools and lessons in their rightful place. I have also seen a shift in my peers that you worked with as well, so I know my experience is not unique. **You are a fantastic coach, Mike, and you made a big difference in my attitude towards work—no, let me correct that—towards LIFE!** that I still benefit from today.”*

Jason B.  
Westport, CT

## Who Are Our Clients?

**Clients are committed** to making meaningful changes in their lives and their businesses – even if they don't yet know what those specific changes are.

**Clients are our partners.** We guide them through the process, but our coaching relationship is always about their agenda.

**Clients make our sessions a priority.** They know the value of accountability - and the danger of complacency.

**Clients own their results.** We are committed to our clients achieving results and having each session be meaningful. Likewise, our clients take responsibility for creating value and results for themselves.

**Clients provide feedback.** We are committed to serving them and are completely open to them telling us what is working and not working for them.

### ***The Mike Jaffe Company has served clients in these industries...***

- Financial Service Providers (Insurance, Banking, Financial Planning, Hedge Funds, Investment Advisors, Business Brokers, M&A)
- Media, Sports, Entertainment and Fashion
- Songwriters and Performers
- Retail Store Owners
- Non-profit Groups and Associations
- Executive Recruitment
- Video Editing and Production
- Real Estate Development, Management and Sales
- Technology Service Providers
- Web Site Developers and Designers

... And among these companies:

- Liz Claiborne
- Marsh Inc
- Interfaith Housing Association
- American Cancer Society
- Guardian Life Insurance
- Prudential Real Estate
- Acxiom
- Yahoo!
- Discovery Channel
- About.com
- Americares
- AFL-CIO
- Stadia Capital LLC
- National Basketball Association

## Contact Us

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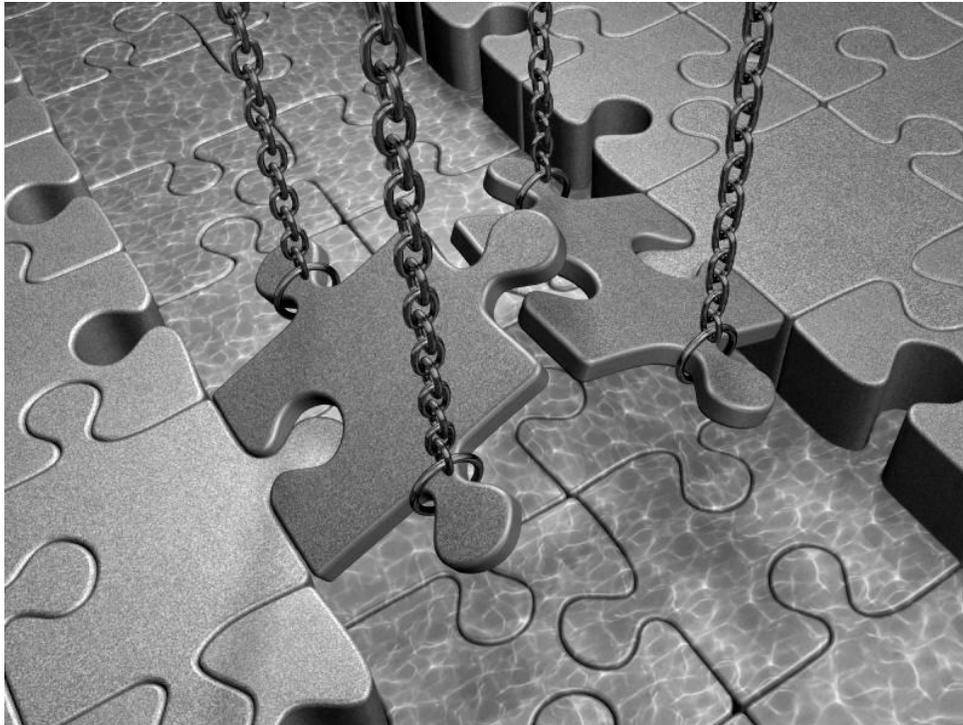
Thank you for your interest. We look forward to working with you and helping you Rewrite Your Tomorrow!

### To schedule a consultation:

1. Complete the enclosed forms
2. Fax or Email them to us prior to your appointment
3. We'll follow up with you to see how we can best support you

### To contact MJC directly:

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Tel: (413) 854-2401 Fax: 203-621-3051  
[wakeup@HumanWakeUpCall.com](mailto:wakeup@HumanWakeUpCall.com)



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