

Empowering Mums

confidence, balance and joy

Name:

Tracey Wall, accredited professional personal coach - founder and managing director of Empowering Mums

Business:

Empowering Mums

Type of Business:

Organisation providing professional personal coaching for all mums and mums to be

Why did you decide to start your business?

Following an extremely valiant effort to achieve the impossible "supermum" status whilst balancing a management position in the corporate world, I burnt myself out and became seriously ill. I lost my confidence and sense of self and direction. During nine months of recuperation and, with the unwavering support of my family and friends, I managed to come to terms with the fact I had placed myself in an impractical position with unattainable goals. What I needed most for myself was a change of career that would suit my new position in life and one that would accommodate my new role as a mother.

Empowering Mums was born out of my positive and negative experiences, combined with the skills acquired during my time working in management and coaching in the corporate sector. My experiences as a mother empower me to understand and empathise with the challenges motherhood poses. I now coach and support mums and mums-to-be so they can become the woman they strive to be. My aim is to help them to transform and positively enhance their lives by identifying and realising their true potential.

Your motivation, inspiration?

During my recovery, I realised there were many other mothers who were facing and suffering similar challenges. Many women are trying to raise happy, confident children, enjoy fulfilled relationships, manage immaculate households and carve out successful careers – all to become what the 21st century terms a "superwoman".

I felt an overwhelming affinity towards them. This in itself motivated and inspired me to establish Empowering Mums – to help these women make a real positive difference to their lives.

Why did you decide to take out an advertorial with MIC Mid-Cheshire issue and what do you want to achieve personally, professionally from your advertorial with MIC?

About the time I realised the potential of Empowering Mums, I happened to be offered an issue of the Mid-Cheshire MIC magazine. I read it and it blew me away. It encapsulated the same ethos that formed the basis of Empowering Mums.

My mission is to support, encourage and inspire mums who balance so many roles, such as running busy households, caring for others, building careers, running their own businesses and so many more. I want them to achieve confidence, balance and joy: ultimately changing their lives for the better.

I hope my advertorial in the MIC Mid Cheshire issue will help me to reach many more mums who need encouragement and support.

What is your business about?

Having a baby is said to be the most natural thing in the world, but being responsible for a family brings many uncertainties, inadequacies, sleepless nights and feelings of isolation. Little is done to help mothers prepare for the challenges they face on a daily, often relentless, basis. Empowering Mums was established to provide more than just a coping mechanism. I want mums to achieve life-long ambitions and goals in all aspects of their lives and become confident, successful, fulfilled and happy women.

What can customers expect?

Empowering Mums offers clients the support, motivation and dedication needed to achieve life-long goals and aspirations.

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We spur them on week after week and remain with them when the going gets tough. Empowering Mums works in a very flexible, simple way and aims to suit the exact needs of individual clients. Sessions are scheduled to accommodate their busy lives and routines.

The coaching process works to advance the client on their journey towards a better life. Together, we establish clear and positive goals towards which they would like to work. We create and manage a very practical plan of action that takes them step-by-step towards achievement and fulfilment. During this time, their self-awareness and confidence will increase allowing them to move effectively towards their true goals, which are in balance with their life values. Clients will soon be confidently managing and overcoming any challenges that might spring up along the way.

Empowering Mums offers an initial free no obligation telephone consultation to ensure each client feels comfortable about being coached, that coaching meets their needs and that they are happy to work together in the progression towards achieving a balanced life. We gladly offer an initial thirty-minute telephone consultation during which they take their first steps towards taking control of their own future. This initial consultation helps the client identify what they want to achieve, the negative elements they would like to eliminate from their life, the things they would like to change and the things they would like to add to ultimately provide them with confidence, balance, happiness and direction.

When did the business start? / How long have you been trading?

I am also the founder and managing director of Ultimately Coaching, which helps men and women achieve particular goals. Empowering Mums was established mid 2008 as a direct result of the affinity I felt towards my Ultimately Coaching clients who are mothers. I am passionate about supporting mums and inspiring them to create the life they really want to live. I believe a company dedicated to mums and mums-to-be will help those who need support in overcoming many of life's challenges.

Where are you based?

Empowering Mums is based in Northwich, Cheshire. National and international clients can be coached via telephone sessions.

How can customers get in touch with you?

Tel: 01606 785357
 Mob: 07523 496353
 Email: enquiries@empowermums.co.uk
 Website:

www.empowermums.co.uk



Picture comment

Whatever challenge you may be facing in your personal or professional life, Tracey Wall, founder of Empowering Mums, will support and encourage you to follow the right plan that will enable you to achieve your true goals in accordance with your life values.