

*Life*  
BY DESIGN®

Clarify + Conquer + Choose + Celebrate + Commit

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**A COACHING  
PROGRAMME  
FOR ESTABLISHED  
PROFESSIONALS  
WHO WANT MORE  
OUT OF LIFE**

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# LIFE BY DESIGN

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# YOU

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**You're ambitious,  
driven, successful.  
But something just  
doesn't feel right.**

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## YOUR LIFE

You're a star. A winner. You're a senior manager, C-level Exec or successful founder, and you've yet to hit 50. High-achieving; you've got to the top of your tree.

You've worked hard and used to enjoy the challenge and rewards of your life. But now you just can't get excited about anything. Your job bores and demotivates you. You're scared that if you took the time to stop and think, you'd realise you're quite unhappy.

## WHAT YOU WANT NOW

- Meaningful work
- A satisfying career
- Better personal relationships
- Less stress, more rest, more fun
- More balance in your life
- Peace + space to think

## WHY YOU'RE STRUGGLING TO GET IT

You're smart and conscientious, and you've always been able to think and work your way out of problems. But now you just can't.

You've lost sight of your dreams or can't work out how to achieve them and maintain your current lifestyle. Limiting beliefs and behaviours are holding you back. You need to get out of your own way. But how?

# YOUR TOP THREE ISSUES

## 1 WHAT AM I HERE FOR?

You used to take pride in your achievements and job title; your meteoric rise up the career ladder, your start-up, your bank balance. Now it all seems meaningless.

## 2 WHAT HAVE I GOT IN MY LIFE?

You've worked so hard at getting ahead in your career that the rest of your life has fallen by the wayside. Your wellbeing, mental health and relationships are all poor, and that's taking its toll.

## 3 WHAT CAN I DO ABOUT THIS?

You don't give yourself the time and space you need to feel, and you're too overwhelmed and unhappy to think. You are stuck. Are you going to feel like this forever?

# HOW CAN I HELP

## 1 DARE TO DREAM

I can help you work out why you're feeling this way, and how you can feel more fulfilled and happier in your career.

## 2 DESTROY YOUR DEMONS

Together we'll discover the limiting beliefs, behaviours and fears that are holding you back. You'll learn useful tools and get a brand-new mindset.

## 3 DESIGN A NEW LIFE

We'll work together to encourage you to prioritise self-care and self-development. You'll find the time, space and energy to create a better life, and will identify health, relationship and wellbeing goals to work on which will make you happy.

# ABOUT ME

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I'm Sue Belton, an experienced, qualified and accredited professional executive and life coach with the International Coach Federation (ICF).

With a background of 14 years in the fast-paced world of BBC TV production, I understand the pressure you're under. I know you're too busy just getting through the day to reflect on and resolve the issues that keep you up at night. I've been there. And coaching got me here.

My purpose now is to help you see you have a choice as to how you live your life. Together we'll work out what makes you happy, and fulfilled, and we'll make it happen for you.



Since 2008, hundreds of people have followed my unique methodology to redesign their lives and careers.

Combining the principles of deep coaching, neuroscience, emotional intelligence theory and leadership development, my proven methodology can help you too.

## MY APPROACH

I developed my approach to help clients who wanted to make career transitions or improve their leadership skills. Time and time again, it worked.

Now, having followed hundreds of people through their development journeys and learning from their progress, my methodology has evolved into an effective development programme for high level executives and entrepreneurs who want to get back on to the right track. My clients include founders and senior professionals working in companies such as BBC TV, Saatchi & Saatchi, Slaughter & May, Barclays, Costain and Generali.

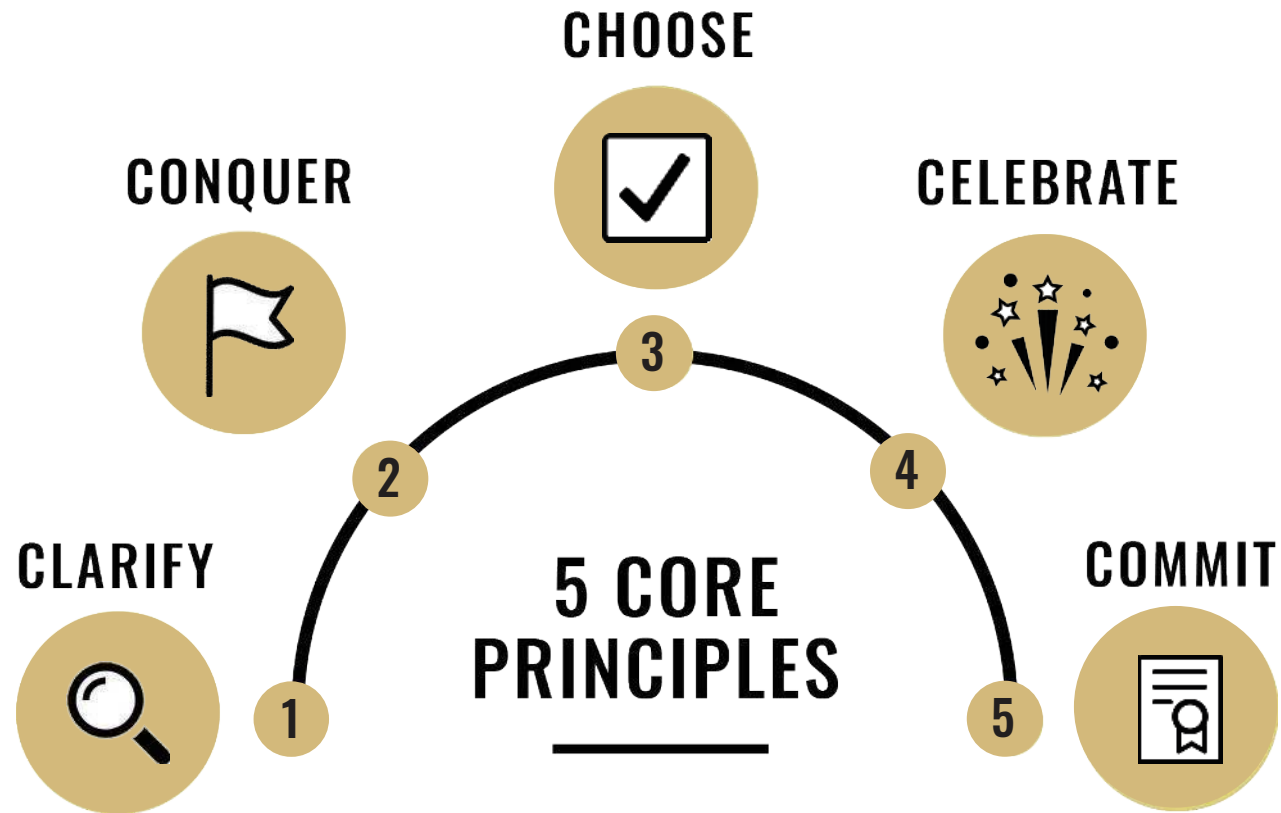
Life's too short to put it on hold. When you work with me, you'll get goal-focused accountability, so you can implement what you're learning in the context of your day to life.

### TWO ROUTES TO SEE ME

- Self-funded for four, six or 12 months
- Sponsored by your organisation for six or 12 months

# START LIVING A LIFE BY DESIGN

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# OVERVIEW

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Work with me  
and you will:

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## 1 CLARIFY

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Discover what's really important to you: what you stand for, the job you should be doing, and what kind of life you want to be living.



## 2 CONQUER

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Uncover the number one fear that's holding you back and stopping you living the life of your dreams. Remove it. Move on.



## 3 CHOOSE

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Challenge, shift and replace old ways of thinking and behaving by learning to choose how to think, feel and respond to any situation.



## 4 CELEBRATE

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Acknowledge your key qualities and achievements. Stop perfectionism, being so hard on yourself, comparing yourself to others and feeling like an imposter.



## 5 COMMIT

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Commit to yourself: slow down, start taking care of yourself, improve your sleep, mental health and wellbeing while achieving all your goals.



## 1 CLARIFY

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### WOULD YOU LIKE TO:

- Distinguish what makes you truly fulfilled and deeply happy in work and in life?
- Always choose work that plays to your strengths and skills?
- Never again end up in the same old unsatisfying job?
- Know that you are always making the right decisions for you, your values and what you stand for?

**ITS TIME TO STOP** living by the rules and dictates of others and learn who you are, what's important to you and the kind of life you want to be living.

### WORK WITH ME AND YOU'LL KNOW:

- Your ideal life
- Your ideal career
- Your top 10 enjoyable skills
- Your values
- Your life vision
- Your zone of genius
- Your life's mission statement



## 2 CONQUER

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### WOULD YOU LIKE TO:

- Replace old mindsets and limiting behaviours?
- Learn you can choose how you think, feel or respond to situations?
- Deal with whatever life throws at you?
- Feel more at peace and able to make better choices?

**ITS TIME TO STOP** holding yourself back from getting what you really, truly want.

### WORK WITH ME AND YOU'LL KNOW:

- Where your self-sabotaging voice comes from, and how to quieten it and move on
- How and why fear keeps you small and how to combat it
- All about the comfort zone coma
- The brain science behind why you do what you do
- Your future self - your greatest ally against fear



## 3 CHOOSE

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### WOULD YOU LIKE TO:

- Replace old mindsets and limiting behaviours?
- Learn you can choose how you think, feel or respond to situations?
- Deal with whatever life throws at you?
- Feel more at peace and able to make better choices?

**ITS TIME TO STOP** holding yourself back from getting what you really, truly want.

#### WORK WITH ME AND YOU'LL KNOW:

- How to break free from old ways of thinking, feeling and responding
- How to commit to choosing new ways
- About process theory and emotional addictions
- When and why you get triggered, and what to do about it
- How to face difficult emotions without avoiding or numbing



## 4 CELEBRATE

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### WOULD YOU LIKE TO:

- Discover why you are so hard on yourself?
- Understand your perfectionism?
- Uncover the source of your self-sabotaging behaviours?
- Be able to celebrate who you are, what you have achieved and what you have to offer?

**ITS TIME TO STOP** thinking that you're not good enough

#### WORK WITH ME AND YOU'LL KNOW:

- How to combat your imposter syndrome and stop feeling like a fraud
- The scientifically proven benefits of gratitude and self-acknowledgement
- Basic human needs theory and what's behind: "I'm not good enough"
- How to focus on progress over perfection
- How to feel instantly happy and content
- The brain science of gratitude



## 5 COMMIT

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### WOULD YOU LIKE TO:

- Permanently change your life?
- Look after your mental health and wellbeing?
- Reduce your stress and anxiety levels?
- Still achieve what you want in life?

**ITS TIME TO STOP** feeling anxious all the time

### WORK WITH ME AND YOU'LL KNOW:

- Why you feel guilty about self-care
- How your body responds to stress and why
- The importance of being present
- How to say no (and feel good about it)
- How to listen to your body

## DESIGN YOUR LIFE

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### WOULD YOU LIKE TO:

- Work towards a vision with incremental changes and targets?
- Have a plan, accountability and rewards established so you can keep on track?
- Become calmer, more peaceful and more focused
- Achieve the goals that are meaningful to you and make you happy

**ITS TIME TO STOP** feeling overwhelmed and get the life you want

### WORK WITH ME AND YOU'LL KNOW:

- The theory behind mindfulness
- Why your brain loves exercise
- Powerful morning routines
- The importance of dopamine
- The power of accountability

# HOW IT WORKS

Before your first session, I'll send you a welcome email featuring preparation work for the first session. This will include a Life Assessment Questionnaire. At this stage, you'll easily be able to book all our sessions via a booking link.

## YOUR FIRST SESSION

I will come to the session with reflections, insights and recommendations based on what you've written in your form and questionnaire, and any updates you give me on the day. We will discuss and design your specific measurable goals and plan of action for the coaching programme and will talk about how we will work together for maximum results. You will be given a Top 10 Core Values exercise to complete. We will conduct a Future Self exercise and you will be given further exploratory work to complete.

## IN BETWEEN YOUR SESSIONS

As your coach I offer ongoing support to maintain momentum throughout the process.

It will be specifically designed and tailored to your learning and working style, but typically includes private voice – messaging via 'Voxer', and unlimited email support.

## AS WE WORK TOGETHER

Before each session you will complete a Coaching Preparation Form. The purpose of this form is to deepen the work you have done, create further learnings, highlight any blocks and self-limitations and focus us on what's next.

**SESSIONS** Typically run at 2 x 50 minutes or 1 hour 50 minutes a month – depending on what works best for you.

They either take place at my coaching rooms in Wimpole Street or St. Paul's, or on Zoom.

## COMPLETION/REVIEW & SUCCESSION PLANNING

For programmes of six and twelve months we will review your progress at the mid-point.

Then, at the end of your booked sessions, we will both review your progress, achievements, big wins and key learnings, before planning for your next steps.

# WHAT I WANT FROM YOU

## 1 THINK BIGGER

Stop playing small. I want you to start living life on your terms; honouring who you are and what you stand for. You only have one life – live it.

## 2 MAKE THE CHANGE

Meaningful change is uncomfortable and takes commitment. I want you to set your goals and make the time to do your action steps week on week. I'll be by your side every step of the way.

## 3 ENJOY THE RIDE

Be kinder to yourself. You'll still achieve what you want, and you'll also be able to take care of yourself, and take time out for the important things, and people, in your life. Love the life you have, while you create the life of your dreams.

*You can't always wait for the perfect time. Sometimes you have to dare to do it because life is too short to wonder what could have been." Anon*

# WHAT MY CLIENTS SAY



## Pooja Dhiman , Lawyer

Sue is a masterful and life-changing coach. She models what it is to be a woman truly living from purpose and as a client of Sue's, I found that extremely inspiring. She has challenged me where necessary and supported and championed my achievements along the way when I made progress. In less than a year, Sue has helped me figure out my life purpose and create a life of meaning. I would highly, highly recommend working with Sue.



## Odharnait Ansbro, Consultant

Sue was a fantastic coach. I was six minutes late to our first session. Her first questions to me were "What stopped you getting here on time today?" and "What does that cost you in your life?". I knew straight away that this was someone who would give me candid feedback and ask hard and at times uncomfortable questions when needed. She was also able to do this, while remaining incredibly kind and supportive. Through my sessions with her, I uncovered the things that are really important to me and identified old beliefs and ideas that were holding me back from pursuing them. I can't recommend her highly enough.



## Sophie Brown, CFO & Property Developer

Coaching with Sue is like having a best friend who holds you to account and tells you the truth with empathy – far more than any friend really would. She is kind, and has a huge amount of empathy whilst being intuitive, fun and quite rightly demanding of her clients. She helps people cross boundaries and achieve goals that they may otherwise think were impossible.



## Sarah Conway, Marketing Director

Sue really is a phenomenal coach. Insightful and thoughtful, she carefully takes the time to understand what makes you who you are to guide you to where you want to be. Her approach is focused on honesty, respect and accountability; she challenges you to look further than your established beliefs and pushes you to commit and follow through with plans and goals. She effortlessly creates an environment of trust and I've come away from my time working with her with clarity, purpose and a plan with tangible steps for my future. I would highly recommend her to anyone.



### Rebecca Fowler, Co-Founder, Haus of Nomads

Sue is an incredibly astute, insightful & pragmatic coach. She is warm and welcoming, which allowed me to trust her to help me work through blockers that were inhibiting aspects of my development. Her work is as deep and meaningful as you allow it to be. I highly recommend Sue for individuals and companies alike.



### Mike Shawcross Senior Manager, Deloitte

Sue was a huge help to me when I reached a point where I was struggling to balance work, family and overall stress. She helped me approach these problems from a completely different perspective than I'd ever thought of myself and soon I was seeing a route out of my deep rut. She helped me trust my own values and judgement which resulted in me leaving London, changing job, reducing my stress and having more time to spend with my family and myself. From someone who would have previously snubbed the idea of seeking such help, I now can't recommend it enough. I would highly recommend Sue to anyone facing similar problems and just wish I'd found her sooner.



### Trenton Moss, CEO & Founder, Webcredible

Sue is a brilliant coach that will relentlessly hold you to account in everything you do. I've really enjoyed my time with her and recommend that you too get some Sue in your life.



### Alex Atherton Education Consultant

Sue supported me in making a significant career transition. I had a lot of experience in running large and complex organisations, but did not want everything else that went with that kind of job any longer. Sue helped me reposition myself, realise what was transferable and how it might be pitched to others. This was all packaged within a new 'modus operandi' for living. Principally it was coaching, but that also included being held to account when there was a risk of going back to the familiar, or in doing something out of step with the values and ideals established with her guidance. I'm now six months into a portfolio life, working across a range of clients and also now aiming to go beyond my previous areas of expertise. I am now much more in control over how I spend my time, and have a balance which has rarely been achieved for far too many years. I recommend her very strongly!



### Kate Bendix, Founder & Author, My Itchy Dog & My Itchy Kid

It's interesting to me how profound and yet how subtle the effects of life coaching with Sue are. They're far reaching and long lasting. I find myself using the tools she endowed me with almost a year after my coaching ended. And I can see them being tools I use for the rest of my life. I wouldn't hesitate in recommending Sue as your life coach as long as you feel you're ready for coaching. Sue means business!





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*Life*  
**BY DESIGN**<sup>®</sup>

Coaching for established professionals  
who want more out of life