

Sandra Heinzelmann



Services

Writer

Business-Coach

Trainer



Sandra Heinzelmann Coach for (Business)Life Direction
Maienstraße 1 a www.youdirectyourlife.com Phone 0049 30 21918550
10787 Berlin info@youdirectyourlife.com Mobile 0049 177 5889749



Sandra Heinzelmann
Writer



7 Secrets

This book is published on lulu.com (ID 1329623). Writing it in a foreign language I followed a strong vision. Each sold copy provides a donation of 2 Euro (3 US-Dollar) for the orphans and abandoned children of www.nph.org. The book reveals and activates the gifts of self-coaching that each reader possesses. The analogy of looking at life as a movie stimulates and processes changes for those who wish to change something in their life. The 7 secrets are: genre, script, cast, light, tone, balance and the director's cut as a permanent and lifelong process. There are check lists and practices.



Sandra Heinzelmann Coach for (Business)Life Direction
Maienstraße 1 a www.youdirectyourlife.com Phone 0049 30 21918550
10787 Berlin info@youdirectyourlife.com Mobile 0049 177 5889749



Directing your own life

“Directing your own life?! 7 strategies for effective self-coaching” is my German book. It was published in August 2007 (Junfermann-Verlag). It is written for people who are interested in their own personal growth and for coaches and coaching trainers. The German book is different from the English version, only the analogy is the same.





Coaching-Tools II

Everything began with my tool „Dialogue Scripting“. It was the headstone for my conception of direction. In October 2007 Christopher Rauen presents it in his new book „Coaching-Tools II – Successful Coaches Present Techniques Of Intervention From Their Coaching Practice“.

Tonia und die Zauberwarze

Here my charity children's book „Tonia und die Zauberwarze“ (Iatros-Verlag) may be mentioned, too. All revenue goes to Nuestros Pequeños Hermanos (<http://www.nph.org>)

Internet Content

I am also writing for internet websites like Management-Wissen online, Coaching-Magazin.de or Suite101.de on a regular basis.





Sandra Heinzelmann
Business-Coach

Stimulation of
self-responsibility

For me coaching is the stimulation of own abilities and resources. My clients already have everything they need. Depending on their requirements my challenge as a coach is to be a promoter in the process of coaching or their projecting background: on-screen in the analogy of our life-movie's direction.

Detecting of dogma

Even if coaching often deals with issues from business life it is holistic for me at the same time. A person that has (big) difficulties to communicate or stay balanced in the „system company“ has similar experiences in the „system family“. Often dogma and hidden scripts are the reason for it. Much can be changed and transformed simply by awareness. The wish most of the time is the deciding first step. Wishing a change already sets energies free. These energies get a direction and focus in coaching. Coaching always has goals that are clearly to define.

Directing your own life?!

The analogy of direction has impacts on business life as well as on private life: down to earth, pragmatic or playful and easily. Clients define the contents of their coaching. To direct one's own (business) life is an overriding metaphor that I developed to make coaching processes and their results long lasting and sustainable. Coaching is successful when the "inner director" of the client takes over afterwards and keeps the original issue in view.

My interventions and tools all come from classical business-coaching. Here I was trained professionally and certified (Rauen & Steinhübel, University Osnabrück). The analogy of direction widens and enriches the classical repertoire and offers additional tools and interventions.





I coach in companies that are traded at the stock exchange as well as in start-ups and small enterprises. Private customers come to work with me, too. It has direct impacts on all systems in which people move and feel associated to stimulate and empower their self-responsibility and (self-) awareness. Here we can move a lot together at the same eye level.

Effects

When the „inner critic“ of a client all of a sudden is one voice of many in her chorus which she can listen to and still go for her goals... When the leader that is used to fight both against his team and against the upper management realizes that he can truly change his situation by renewing his communication and image of humanity... When the congealed client quits her job in which she had been suffering for years and then feels alive again and sits there with shining eyes...

My motivation

Those are the moments enriching my engagement with satisfaction and meaningfulness. That is the reason why I wanted to become a coach.

Feedback

Scientist

I kept running in my hamster wheel. I ran and ran and ran, and nobody stopped me. That was my situation when I started to work with my coach Sandra Heinzelmann. I had found her on the world wide web. I have been working as a freelancer for years with temporary employments. I felt I needed a change badly but had no idea where to start. After a few sessions my husband who did not know about my coaching noticed some changes. Also some work-mates asked me what was different recently. I found a way to go for a work that fulfils me more. I feel more at ease with myself and my situation. And: I was able to stop the hamster wheel myself and get out of the cage...





Sandra Heinzelmann
Trainer

Webinars

Webinars are workshops in a virtual class room. There I work with my participants consciously in an auditory surrounding. All participants hear each other over the telephone and see charts on their computer monitor at the same time. For Webinar access they need: a telephone and an internet connection.

The advantage of this training: participants can take place from every location in the world. There are no costs of travelling or hotel stays. Depending on the issue it lasts 120 minutes. Sometimes it is useful to have single telephone coaching in addition to webinar.

For companies Webinars are useful, when...

Use of
webinars

... employees at different locations are to be brought in quickly without extra costs in travelling...

...when team building processes are accompanied virtually und parallel to presence events...

...when they want to create their team building processes more sustainable...



Sandra Heinzelmann



Train the
Webinar Trainer

“The workshop with Sandra Heinzelmann was very successful. Our Webinars have audibly improved after the workshop. The presentations are more various. The activating of our participants works better and their feedbacks are all very positive and encouraging.”

I was given this feedback by mail from a leading international management consultancy. I had trained its Webinar Trainers. They wanted to get professional external feedback in order to continue improving their performances. In a one day presence event and a three hours Webinar follow-up after three months we worked on their performance intensively. The goal of this tailor-made training was to activate and keep up the inner dialogue direction of the trainers. Together we reached this aim.

Trainings und Seminars

My trainings are tailor-made. I examine the requirements of my customers with the utmost care in the beginning.

Key aspects are: presentation, performance, difficult communication and conflicts, customer's complaints and complaint-management as a chance.

As an experienced journalist and PR-woman I offer individual and precisely fitting focussed trainings in writing excellent texts for professional performance.



Sandra Heinzelmann Coach for (Business)Life Direction
Maienstraße 1 a www.youdirectyourlife.com Phone 0049 30 21918550
10787 Berlin info@youdirectyourlife.com Mobile 0049 177 5889749



Sandra Heinzelmann
Person

My motto

Energy follows attention

I learned this motto from the Hawaiian Huna philosophy. It is called **MAKI A**. I like this philosophy very much because it is completely undogmatic. Everything that is useful and supporting for me is welcome. I live up to that attitude and I coach like that, too.

Self-conception

I see myself as an attendance in a temporarily limited process with my customers. The most important aspect to me is the same eye level. My own processes – the direction of my own life – make me fit for being a respectful and esteeming attendance in the process of change and transformation. I know crisis and challenges and zones of comfort and radical changes as good as the question „Was that really all?!“

Vita

born in 1963

trained as:

Editor (German School of Journalism, Munich)

PR-manager (certified,
Seminarzentrum Göttingen GmbH)

Business coach (Rauen & Steinhübel,
certified at University Osnabrück,
NWA e.V.)

Trainer (Voss & Partner)





Professional experience

5 years TV director for German TV station
ARD/Sender Freies Berlin

9 years PR editor and Press Spokeswoman
in an industrial company, direct binding to executive
board, chief editorship internal communications

12/2004 new professional orientation
and qualification as a business-coach and trainer

from 2006 until now self-employed
writer, senior-consultant, business-coach
and trainer/webinar trainer

What makes me and my
services special?

My ability to build up excellent rapport quickly
(also on the phone and online) is special; also are
my distinct intuition, humour and empathy;
as a media woman I can provide customers with
professional and constructive feedback; I offer
tailor made services;

Key aspects of my
engagement

Face-to-face-coaching
telephone and online coaching
communication and conflict management
self-marketing und self-management
career-coaching
consultant newplacement/outplacement
vision and goal coaching

