



Case in Point

Life coaching, training, mentoring and facilitation 'EMBRACE'

Su launches Embrace Training

Su Mihelic (pictured right) worked as a civil servant for 28 years in a customer focused role, and managed a team of staff.

During her career she obtained a qualification in NLP as a trainer, developing and supporting people.

Su loved her role and area of work but one day realised she was working for 11 months of the year to fund a months holiday. In March she took a huge step and left full time employment to set up her own business.

Su's biggest challenge had been in understanding how to run a business. 'I have a great deal of knowledge about training and coaching , but I was not prepared for the amount of time and energy needed to set up a business and the kind of personal motivation and organisation skills required.'

'After talking to a Business Link Adviser and finding that actually I was doing fine - my next step was to talk to everyone I know and start 'networking'.



Business Link Adviser, Ben Holloway suggested attending a few courses to help understand more about starting out on your own. Su attended several Business Link courses, on finance, business planning and marketing. 'The action plan was a particularly useful tool to help look at what I needed to do next step by step.'

I realised I had spent so much time worrying about how to get work and the need to be taken seriously- when all I needed was some belief in myself a little guidance and to focus on a business plan.

Business Link support

It wasn't as scary as I had realised, especially knowing there was always the support of a Business Link Adviser at the end of the phone.



Believe you can

'The role I play now in coaching people is so rewarding – many people who want coaching are ready to make significant changes and often need the space to talk this through – occasionally needing tools and techniques to recognise and remove limiting personal beliefs. I tell myself and my clients, 'if you believe you can or believe you can't -you're probably right!'

Over 80 per cent of businesses that seek help in their start-up phase are still trading three years later – compared with an overall average of 66 per cent.

www.embrace-training.com



Company overview

Established in: 2007

Sector: Life coach, training and mentoring

No. of employees: 1

www.embrace-training.co.uk