

CUTV News Radio  
Press Release for  
**Wendy Balman Coaching and Creative Services**

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**Show dates:  
Monday, April 20<sup>th</sup> at 12pm EST**

**FOR IMMEDIATE RELEASE**

Contact: CUTV News Radio, (631) 421-8500

**CUTV News Radio spotlights Wendy Balman Coaching and Creative Services**

**Carol Stream, IL** – What if a single decision and a simple action, each day, moved you towards the life and fulfillment you have been hungering for? It's time to create the life you have been wanting to live!

Coach, entrepreneur and lifelong learner Wendy Balman is the founder of Wendy Balman Coaching and Creative Services. She specializes in one-on-one coaching, supporting people who want to take responsibility for their life story and create what they really want for their future.

"We're the ones responsible for *how* we live out our story," says Wendy. "I believe that everyone has the core abilities to create, learn and lead and I partner with my clients to maximize these abilities to proactively deal with opportunities and challenges with confidence."

Wendy says the majority of her clients are professionals looking to find more satisfaction in their work. They want to bridge the gap between having a challenging job and bringing more of who they are as a person into the work they do.

"It's about their hopes and dreams," says Wendy. "They need someone to be their champion to say, 'You can do it and I'm not going to let you off the hook. What are some actions you can take?'"

Wendy also trains aspiring coaches in the core competencies of coaching. For individuals who want to expand their communication skills as well as the basic core competencies of coaching, Wendy's training will provide the foundation to apply for International Coach Federation membership and to pursue coaching credentials.

According to Wendy, the core competencies of coaching are all about communication: active listening and powerful questioning; designing effective alliances to promote trust and intimacy; and planning and goal setting. As she pursued her coaching certification, Wendy found she was benefiting personally as well as professionally from her training.

"I went into coaching with the intention of going all the way," recalls Wendy. "I saw that coaching was something I could use to support people to grow their awareness and to achieve their dreams. I also saw how the core competencies could be used as a creative and effective approach to leadership and proactively dealing with opportunities and challenges. I use one-on-one coaching as a way to inspire leaders and creatives to have the impact they want to have in the world."

CUTV News Radio will feature Wendy Balman in an interview with Jim Masters on April 20th at 12 p.m. EST.

Listen to the show [www.blogtalkradio.com/closeuptalkradio](http://www.blogtalkradio.com/closeuptalkradio). If you have a question for our guest, call (347) 996-3389.

For more information on Wendy Balman, visit [www.wendybalman.com](http://www.wendybalman.com)