

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

Wendy Balman Coaching and Creative Services  
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**Show dates:  
Monday, June 22<sup>nd</sup> at 1pm EST**

**FOR IMMEDIATE RELEASE**

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

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

**Carol Stream, IL** – You would be hard-pressed to find a coach that hasn't been coached themselves. There's something about the coaching process that inspires people to pay it forward. Perhaps it's because the core competencies of coaching – active listening, powerful questioning and direct communication – are the same skills we need to succeed as leaders..

Wendy Balman is the-founder of Wendy Balman Coaching and Creative Services where she specializes in one-on-one coaching for entrepreneurs, change agents, and leaders who want to access more of their innate creativity and leadership presence for greater effectiveness, enjoyment, and impact at work and in life. In addition to traditional coaching, Wendy offers training in the core competencies of coaching. For individuals who want to expand their communication skills, Wendy can provide the foundation to apply for and pursue coaching credentials.

"Whether at work or at home, we can find ourselves feeling stuck – like we have no good options available. Coaching can expand our awareness of the opportunities open to us," says Wendy. "I saw that coaching was something I could use to support people to grow their awareness of what's possible in any given situation and to achieve the desires and goals they have for their life and future. I also saw how the core competencies could be used as a creative and effective approach to leadership and navigating daily opportunities and challenges in the workplace."

According to Wendy, the core competencies of coaching are all about communication: designing alliances; creating awareness; designing actions; planning and goal setting; and managing progress and accountability. As she pursued her coaching certification, Wendy found she was benefiting personally as well as professionally from her training.

"Like the old adage about not just giving people fish to eat, but teaching them how to fish for longterm benefit, we teach people to fish," says Wendy, "And the leaders who are the most effective are the ones asking the best questions. The primary magic of coaching includes a vital coaching presence and asking powerful questions. We teach and mentor leaders in these skills called the 'Coach Approach' to leadership."

Wendy also works at The Leadership Collaborative with colleague and co-founder Shannon Bruce, where they guide and support leaders, teams, and organizations to increase productivity and engagement using a team approach. Their creative partnership has allowed them to combine their skills and expertise for greater impact in larger or more complex team and organizational challenges. .

"My deepest joy comes from utilizing my talents and training so that others can experience renewal and fresh energy as they engage in their life's work both personally and professionally."

CUTV News Radio will feature Wendy Balman in an interview with Jim Masters on June 22<sup>nd</sup> and June 29<sup>th</sup> at 1pm 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).