

MINDING YOUR OWN BUSINESS

Integrity the focus for success coach

UNLOCKING POTENTIAL: She works with individuals or groups to take their life or their business to the next level

Name/title: Lisa Argue, Success Coach

Business: Effective Focus Success Coaching

Address:
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Number of employees: 1, plus consultants

Product/service: Success Coaching. Working with individuals or groups to unlock their potential and take their business or life to the next level.

Years in service: 2½

What's unique about your business?

I work within a context of integrity. What is the highest self-truth for the client and what will it take for them to be completely aligned with that authentically?

What is your biggest success?

Probably working with Keir Reynolds, who was able to redefine what "success" meant to him, which didn't necessarily mean making more money. For him, success meant doing what he loved, which was teaching

golf. So I coached him to make the transition from being a financial planner to starting his own business in private golf instruction in only two months. His company is called The Sultan of Swing.

What is your biggest challenge?

Moving people from the effect side of the equation to cause. Getting them to understand that they are at the source of everything that occurs in their life.

Plans/expansion?

I would like to reach a larger number of people. For example, my Momentum Program is valuable for those who are self-motivated and would benefit from having a "coach on call." I am also going to be organizing Goddess Retreats for women who want to live lives of juicy empowerment. Longer term, working with organizations to restore integrity based on the organization's vision.

Hardest-learned lesson?

The key to a successful life is balance... having success and fulfillment in every area of your life. I guess you could say I have learned this the hard way, stemming from an old belief that to succeed in one area, you might have to sacrifice another.



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