



LORRAINE JOHNSON

LIFE COACHING

Know, Be, and Do... Authentically You™



Lorraine Johnson CUG, CEG
Founder

COMPANY BACKGROUND:

I have been a life coach for close to 20 years. After my first few years of coaching many different clients through many different issues, I began discovering that no matter why they sought coaching, they all had one thing in common, not knowing WHO they were.

When we worked on helping them to become intimately familiar with WHO they were, most of the issues they sought coaching for fell quickly into place. Seeing that pattern and recognizing it from my own personal experience, I decided to specialize in authenticity coaching.

CERTIFICATES AND DEGREES:

Core Essentials Graduate, Coach University
Advanced Coaching Graduate, Coach University
B.A. in journalism, New York University

“Lorraine helped me learn to take care of others without it being at my expense.”

– Robin White

HOW I GOT INTO MY BUSINESS:

As vice president of marketing for a financial institution for 16 years, I found I was doing so much counseling, training, and conflict resolution, that I began to see common threads:

- Most people had no idea who they are so they pretend they do and go out into the world and making decisions, choices, and messes from that inauthentic place that impact not just themselves, but others as well.
- We spend so much more time, money, and energy on WHAT we do and want to become than on WHO we are and want to be, it renders us successful by society's standards, but unfulfilled and unhappy by our own.

Coming to terms with practicing what I preached about living authentically, I went back to school and became a life coach. With close to 200 hours of coach specific training, I now coach busy, successful, professionals whose lives have become so defined by the roles they play, that they achieve outer success while experiencing inner defeat because they've lost sight of what gives the authentic fulfillment.

PEOPLE DO BUSINESS WITH ME BECAUSE:

Unlike many coaches, I help my clients accomplish and resolve what they want to work on while also helping them to discover, establish, shore up, or just recognize and embrace their authenticity. My clients therefore find they have authentically fulfilling and successful lives, not just the outer appearance of them, because it comes from within.

“Lorraine is compassionate, highly intuitive and one of the kindest women I know. I highly recommend her.”

– Rose Suzanne

PEOPLE WHO SHOULD DO BUSINESS WITH ME:

Successful individuals, small groups and businesses who crave more than just the outer appearance of success, but the inner sense of it they feel is missing and know can't be purchased.

“I highly recommend Lorraine. She asked the right questions so I could discover my own answers.”

– Michael. Glicksman

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Lorraine Johnson, CUG, CEG
Speaker and Authenticity Coach



Are You Ready To Know, Be and Do **AUTHENTICALLY YOU?**

Lorraine's formal education, combined with personal life experience, creates a unique take on how to live authentically while achieving a successful and meaningful life beyond our titles, what we do, and the roles we play in life. Always passionate and energetic, Lorraine lays out the three basic tenets for achieving success in all aspects of life, without compromising authenticity.

She shares how knowing who we authentically are shortens the path and accelerates the speed of experiencing the results and resolutions people seek from coaching and enables them to have authentically happy, fulfilling and successful lives...not just the outer appearance of doing so.

"What you do in life and how and why you do it are all based on who you are."

Topics Include:

Authenticity 101: Adopt, Adept, and Adapt • Saying "No" Politely, Firmly and Easily (Yes, Easily!)
You're the Bus, Let Your Values Do the Driving • Wants are Negotiable, Needs aren't. Know the Difference
Making Friends with Your Strengths AND Your Weaknesses

*You can't know what you authentically want in life if you
don't know who you authentically are.*

Contact Lorraine today to find out how she can help YOU!

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