

The Blooming Practice

LIFE COACHING PROGRAMME



By Marelize Krieg



WELCOME TO YOUR NEXT CHAPTER!

There comes a point when the question is no longer only: “How do I get through this?”

It becomes: **“What do I want to build from here?”**

You may be standing at the beginning of a new chapter, working towards a meaningful goal, feeling stuck between where you are and where you want to be, or simply wanting to live with greater intention.

The Blooming Practice Life Coaching Programme was created for that space.

Over 12 structured sessions, you will be supported to clarify what matters to you, choose a meaningful direction, turn that direction into practical action, work through obstacles, and develop the confidence to keep moving forward.

This is not about becoming a perfect version of yourself or chasing someone else's definition of success.

It is about building a life that feels more aligned with your values, priorities, and sense of purpose.

Inside this information pack, you will find everything you need to understand how the programme works, what you can expect, what your role will be, and whether this coaching journey feels like the right next step for you.

You do not need to have your whole future figured out before you begin. You only need to be willing to ask what you want the next chapter to become.



ABOUT ME

Meet Your Coach

I'm **Marelize Krieg**, founder of The Blooming Practice and a designated **Specialist Wellness Counsellor** with the **Association for Supportive Counsellors and Holistic Practitioners (ASCHP)**. I hold a BSoSci Honours degree in Psychology from the South African College of Applied Psychology (SACAP) and a bachelor's degree in Health Sciences and Social Services (Psychological Counselling) from the University of South Africa (UNISA).

My coaching training includes a **Health Coaching Short Learning Programme (SLP)** through the University of the Free State (UFS), which included practical coaching experience.

I am currently completing the **New Insights Life Coach Training and Certification Programme**, which also includes practical experience coaching real clients. The programme is approved by **Coaches and Mentors of South Africa (COMENSA)** and accredited or recognised internationally through bodies including the **International Coaches Register (ICR)** and the **CPD Standards Office**.

My approach reflects the wider philosophy of The Blooming Practice: providing people with practical tools, insight, support and space to recognise their own capacity for growth and create lives that feel meaningful and aligned with who they are.



Why I Created This Programme

There is enormous emphasis on surviving difficult experiences and healing from the past. But eventually, another question may begin to emerge: **What would I like to build now?**

You might no longer want your life to be defined only by what you are recovering from, coping with, or trying to overcome. You may be ready to think about what you are moving towards.

And you do not need to have experienced trauma to reach that crossroads. Sometimes, we simply outgrow an old chapter and realise that we want to live more deliberately.

I created this programme to provide a structured space for that next stage: **clarifying what matters, choosing a meaningful direction, turning that direction into action, and developing the confidence to keep guiding your own life long after coaching ends.**

Because healing and growth are not only about surviving what happened before.

They can also be about deciding what you want to grow next.



WHO IS THIS FOR?

You do not need to have your whole life figured out before beginning coaching.

In fact, this programme is designed for the moments when you know that something needs to change, but you may not yet know exactly what that change should look like — or how to make it happen.

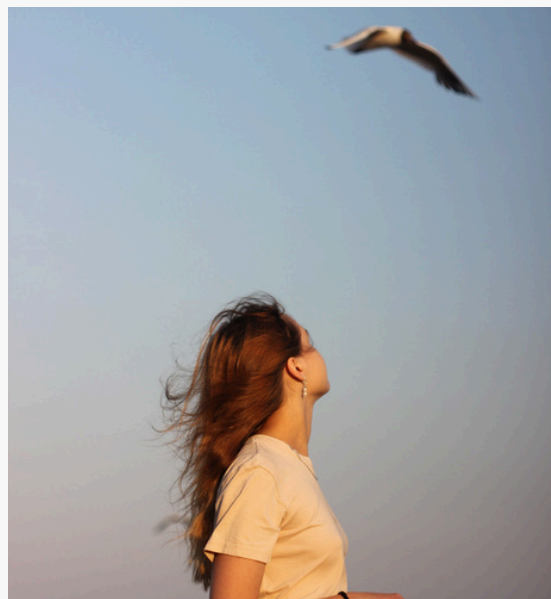
The Blooming Practice Life Coaching Programme may be a good fit for you if:

- You are entering a **new chapter, transition, or season of life** and want to approach it with greater clarity and intention.
- You have been **feeling stuck, directionless, restless, or uncertain** about what comes next.



- You have a meaningful goal in mind, but **struggle** to turn your intentions into consistent action.
- You often know what you should do next, but find yourself **procrastinating, overthinking, losing momentum, or becoming overwhelmed**.
- You want to create **greater alignment between the way you spend your time and the things that genuinely matter to you.**

- You have spent a long period coping, recovering, caregiving, studying, working, meeting other people's needs, or simply getting through life — and you are beginning to ask, **“What do I want now?”**
- You have come through a difficult chapter and want support in beginning to **think about the future again.**
- You want to **understand the beliefs, habits, patterns, fears, or practical obstacles** that may be getting in the way of your progress.
- You want to make an important change but are **not sure where to begin.**
- You want **accountability and structure**, while still remaining in control of your own choices and decisions.



WHO IS THIS FOR?

- You want **support** from someone who will help you **think more deeply** rather than simply telling you what you should do.
- You want to **become more confident** in your ability to make decisions, solve problems, navigate setbacks, and direct your own life.
- You want to **define success for yourself** rather than automatically following expectations about what your life is supposed to look like.
- You want your **goals to reflect your values, priorities, and sense of purpose**, rather than achievement for achievement's sake.
- You are functioning reasonably well in everyday life, but want **structured support** with growth, change, personal development, and forward movement.



YOU MAY ALREADY KNOW YOUR GOAL — OR YOU MAY SIMPLY KNOW THAT YOU WANT SOMETHING DIFFERENT

Some people begin the programme with a very clear goal:

- *·I want to change careers.*
- *·I want to start my business.*
- *·I want to complete my qualification.*
- *·I want to create healthier routines.*
- *·I want to finally begin the project I have been thinking about for years.*

Others arrive with something much less defined:

- *·I feel like I have outgrown this version of my life.*
- *·I don't know what I want anymore.*
- *·I have spent so long focusing on getting through things that I don't know what comes next.*
- *·My life looks fine from the outside, but it doesn't feel like mine.*

Both are valid places to begin.

You do not need to arrive with a perfectly formulated goal. The first part of the programme is designed to help you take stock of where you are, explore what matters to you, and begin identifying the direction you would most like to move towards.

ESPECIALLY FOR THE “WHAT NOW?” MOMENTS

There are times in life when the challenge is no longer simply getting through the day.

The question changes.

You may have finished the degree. Left the relationship. Raised the children. Recovered from burnout. Changed jobs. Completed counselling or therapy. Reached a milestone you spent years working towards. Or simply realised that the life you have been living no longer fits as comfortably as it once did.

And suddenly you find yourself standing at the edge of something new, asking: **What now?**

This programme creates a structured space to explore that question.

Not by handing you a ready-made answer.

Not by telling you what your life should become.

But by helping you listen more carefully to yourself, identify what matters, choose a meaningful direction, and begin taking realistic steps towards it.

You Do Not Need to Become Someone Else



This programme is not about transforming yourself into a more impressive, productive, disciplined, or “successful” version of yourself.

It is about becoming more intentional about the life you are already living.

You may want to **accomplish something ambitious.**

You may want to **make a quiet change** that nobody else will notice.

You may want to **simplify.**

You may want to **build something new.**

You may want **more purpose, more balance, more courage, more connection**, or simply a stronger sense that your life reflects the person you are becoming.

*There is no
single correct
destination.*

The purpose of coaching is to help you discover what meaningful progress looks like for you — and support you as you begin moving towards it.



Who This Programme Is NOT For



This is a **life coaching programme**, not a counselling, psychotherapy, diagnostic, or crisis-support service.

It is designed for people who are reasonably stable in their day-to-day functioning and ready to focus primarily on **goals, growth, decision-making, values, action, and future direction.**

This programme may not be the right starting point if you are currently experiencing:

- an acute mental health crisis
- active suicidal thoughts or significant safety concerns
- severe or destabilising trauma symptoms
- symptoms that require diagnosis, clinical assessment, or treatment

- significant emotional distress that makes goal-focused coaching difficult
- a primary need to process trauma, grief, abuse, or other painful past experiences

In these circumstances, **counselling or another appropriate mental health service may offer a safer and more suitable form of support first.**

Needing counselling does not mean that coaching is permanently off the table. For some people, coaching may become appropriate later, once they feel sufficiently supported and ready to focus more consistently on what they want to build next.

The purpose of this boundary is simple: **to make sure you receive the kind of support that best matches what you need right now.**



This programme gives you more than twelve conversations. It provides a structured coaching process designed to help you turn insight into action.

WHAT YOU RECEIVE...

12 individual online 50-minute coaching sessions via Google Meet

A 5-minute guided visualisation or mental rehearsal at the end of each session to help reinforce the session's learning

Practical worksheets, exercises, and reflection activities used during sessions and as between-session homework

Evidence-informed tools and techniques for goal setting, planning, decision-making, overcoming obstacles, and maintaining progress

Between-session reflection prompts to help you apply what you are learning in everyday life

Regular progress reviews to assess what is working, what needs adjusting, and what your next step should be

Between-session messaging or email support for brief check-ins, clarification, and accountability





BONUS!

Your Personal Growth & Goal Roadmap

Throughout the programme, you will also build your own Personal Growth & Goal Roadmap.

This becomes a practical record of your:

- goal
- action steps
- milestones
- resources
- strengths
- potential obstacles
- values
- beliefs and patterns
- preferred future
- personal definition of success
- ongoing plan for maintaining progress

By the end of Session 12, you will leave with more than what you discussed in coaching.

You will have a personalised roadmap you can continue using after the programme ends — and a framework you can return to when setting future goals or navigating your next major life transition.

LIFE COACHING PROGRAMME

OUTLINE

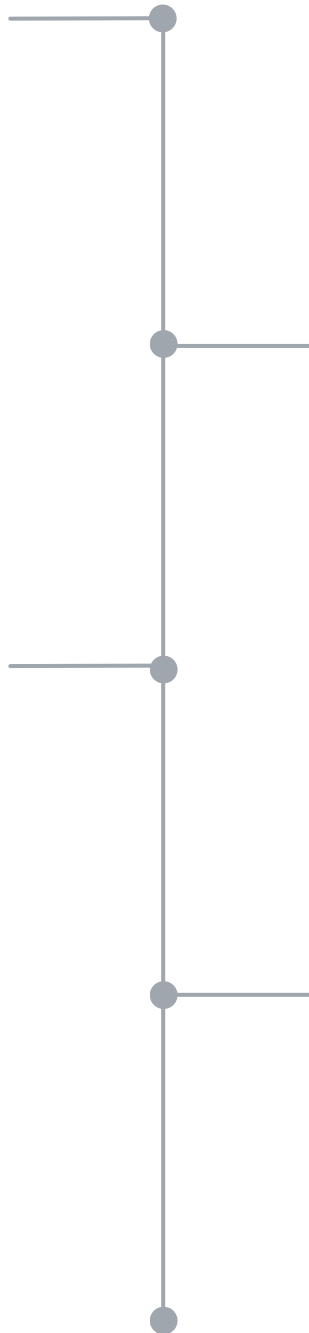
Here's what you can expect...

SESSION 1:
WHERE AM I NOW?
Wheel of Life &
Brainstorming Your Goal

SESSION 2:
**WHAT AM I WORKING
TOWARDS?**
Your SMARTEST Goal

SESSION 3:
**HOW WILL I GET
THERE?**
Action Steps, Milestones &
Resources

SESSION 4:
**WHAT IF IT DOESN'T
GO ACCORDING TO
PLAN?**
Reframing Failure & SWOT
Analysis



LIFE COACHING PROGRAMME

OUTLINE CONTINUED

Here's what you can expect...

SESSION 5:

WHY DO I KEEP GETTING STUCK?

Resistance & Growth Mindset

SESSION 6:

WHAT IS MINE TO CHANGE?

Responsibility & Your Circle of Control

SESSION 7:

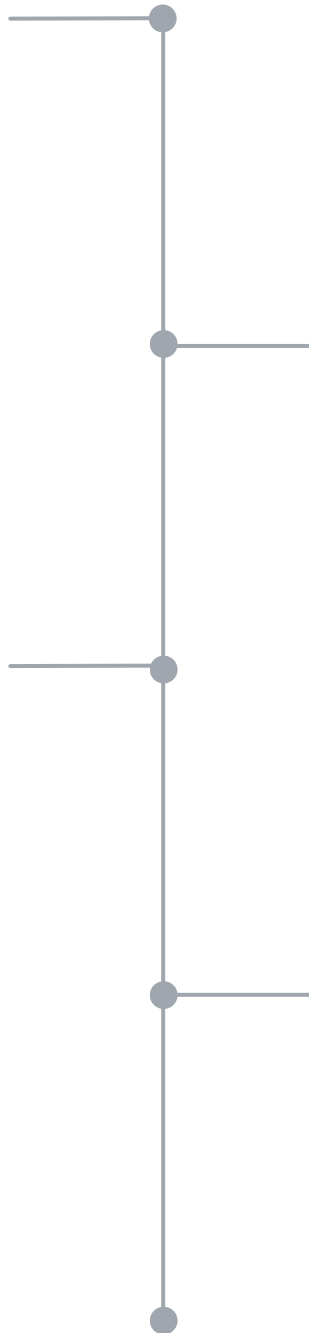
WHO AM I BECOMING?

My Favourite Self & My Dream Life

SESSION 8:

WHAT STORIES AM I CARRYING?

Beliefs & Patterns



LIFE COACHING PROGRAMME

OUTLINE CONTINUED

Here's what you can expect...

SESSION 9:

WHAT REALLY MATTERS TO ME?

Values & Being Versus Doing

SESSION 10:

WHAT RULES AM I LIVING BY?

Rules & Outcomes

SESSION 11:

WHAT DO I WANT MY LIFE TO STAND FOR?

Life Purpose

SESSION 12 — HOW FAR HAVE I COME, AND WHAT HAPPENS NEXT?

Wheel of Life, Coaching Review
& Reflection

Session Outline

SESSION 1

Where Am I Now?

Wheel of Life & Brainstorming Your Goal

We begin by looking at your life as a whole.

Using the Wheel of Life, you will explore different areas of your life, recognise what is working well, identify areas you would like to strengthen, and begin brainstorming the goal you would most like to work towards.

The purpose is not to judge your life.
It is to understand where you are starting from.



SESSION 2

What Am I Working Towards?

Your SMARTEST Goal

We transform your initial idea into a clear, meaningful, and achievable goal.

You will explore exactly what you want, why it matters, what success would look like, and whether the goal is realistic within your current circumstances.

By the end of the session, you will have a destination.



Session Outline

SESSION 3

How Will I Get There?

Action Steps, Milestones & Resources

Large goals become much less overwhelming when they are broken into smaller pieces.

We create your practical roadmap by identifying milestones, manageable next steps, resources, skills, support, and opportunities that could help you move forward.

SESSION 4

What If It Doesn't Go According to Plan?

Reframing Failure & SWOT Analysis

Progress is rarely perfectly linear.

We explore your relationship with mistakes, setbacks, and failure while identifying the strengths, weaknesses, opportunities, and threats that may influence your goal.

Instead of trying to create a perfect plan, you begin creating a resilient one.



Session Outline

SESSION 5

Why Do I Keep Getting Stuck?

Resistance & Growth Mindset

Knowing what to do does not always mean doing it.

We explore procrastination, avoidance, fear of failure, fear of success, perfectionism, and other forms of resistance that can appear when you begin moving outside your comfort zone.

You will also explore how a growth mindset can change the way you approach challenges and learning.



SESSION 6

What Is Mine to Change?

Responsibility & Your Circle of Control

There are things you can control. There are things you can influence. And there are things you cannot change, no matter how much energy you spend worrying about them.

This session helps you distinguish between them.

The goal is personal **responsibility without self-blame**.

You cannot control everything that happens.

You can decide what you do with what is within your influence.



Session Outline

SESSION 7

Who Am I Becoming?

My Favourite Self & My Dream Life

We widen the lens beyond your immediate goal.



Who would you like to become? How would you like your ordinary days to feel?
What relationships, routines, experiences and qualities would you like your future life to contain?

Rather than creating an impossible "perfect self", you begin developing a realistic picture of the person and life you would like to grow towards.

SESSION 8

What Stories Am I Carrying?

Beliefs & Patterns

The way we think about ourselves can quietly influence what we believe is possible.

In this session, we explore beliefs, assumptions, and recurring patterns that may support or interfere with your progress.

The aim is not to force positive thinking.

It is to become more aware of the stories guiding your choices and decide whether they still deserve that authority.



Session Outline

SESSION 9

What Really Matters to Me?

Values & Being Versus Doing

Goals tell us what we want to accomplish.



Values help us understand **how we want to live**.

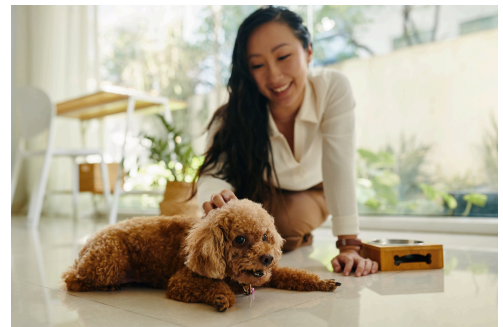
You will explore the principles and qualities that matter to you and examine whether the way you are pursuing success reflects the kind of person you want to be. We also explore the difference between what you achieve and who you are.

SESSION 10

What Rules Am I Living By?

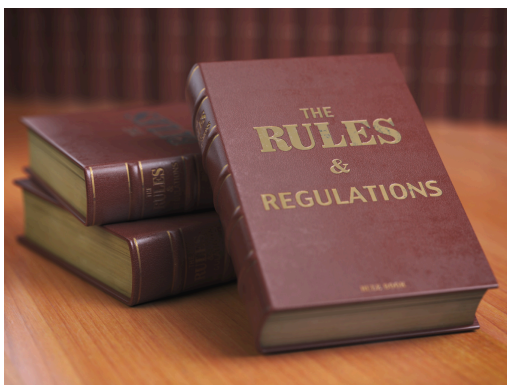
Rules & Outcomes

Many of us carry invisible rules about what we should do, where we should be by a certain age, what success should look like, or what must happen before we are allowed to feel satisfied.



We identify some of these rules and examine the outcomes they create.

You can then decide which rules still serve you — and which ones you may be ready to rewrite.



Session Outline

SESSION 11

What Do I Want My Life to Stand For?

Life Purpose

Purpose does not need to be one enormous calling you discover once and never question again. For many people, purpose is something that develops through values, relationships, contribution, curiosity, meaningful work, growth, and the way they choose to engage with life.

This session helps you explore what gives your life meaning and how your current goals may fit into the bigger picture.

SESSION 12

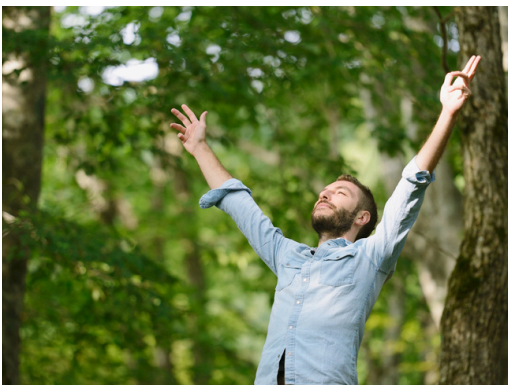
How Far Have I Come, and What Happens Next?

Wheel of Life, Coaching Review & Reflection

We return to the Wheel of Life from Session 1 and look at what has changed.

You will review your progress, insights, challenges, achievements and lessons from the programme. Most importantly, we create a plan for continuing beyond coaching.

Because the goal is not for you to need someone beside you every time you make an important change. The goal is for you to increasingly know how to guide yourself.



Programme Duration & Scheduling

The programme includes **12 individual coaching sessions**, each lasting **50 minutes**, to be completed within a maximum period of **28 weeks**.



The aim is not to rush through twelve sessions. It is to give you enough structure to keep moving forward — and enough space to actually make the changes you are working towards.

Sessions can be scheduled **weekly, fortnightly, or with greater flexibility**, depending on your goal, circumstances, availability, and progress.

The space between sessions is an important part of the coaching process. It gives you time to put insights into practice, complete agreed action steps, experiment with new approaches, and notice what happens when coaching moves from conversation into everyday life.

Your schedule can therefore be adjusted collaboratively as the programme progresses, while maintaining enough consistency to support momentum and accountability.

WHAT HAPPENS BETWEEN SESSIONS

Coaching does not end when the session ends. The time between appointments is where insight becomes practice and plans begin turning into real change.

Depending on your goal, you may be encouraged to:

- take agreed action steps
- experiment with new behaviours or approaches
- complete short reflection activities or worksheets
- track progress, challenges, or obstacles
- notice recurring beliefs, habits, or patterns
- gather information, resources, or support
- revisit and adjust your goal as circumstances change

You do not need to complete everything perfectly. The purpose is to test, learn, reflect, and keep moving forward.

The coaching sessions provide structure, support, and accountability — but meaningful progress ultimately comes from what you choose to practise and apply in your everyday life.



YOUR ROLE IN THE COACHING PROCESS

Coaching is a collaborative process.



I will provide structure, thoughtful questions, reflection, accountability, encouragement, and practical tools — but I will not make decisions for you or tell you what your life should look like.

You remain the expert on your own life.

Your role is to:

- engage honestly in the coaching process
- reflect on what matters to you
- make your own choices and decisions
- take responsibility for agreed actions
- communicate when something is not working
- remain open to learning, adjustment, and new perspectives

You do not need to have all the answers before you begin. But meaningful change requires your participation. My role is to support the process. Your role is to choose the direction and take the steps that move you towards it.

My Role As Your Coach

My role is to create a structured, supportive space where you can think clearly, make intentional decisions, and keep moving towards what matters to you.

As your coach, I will:

- provide a clear and structured coaching process
- ask thoughtful — and sometimes challenging — questions
- help you clarify what you want and why it matters
- reflect back patterns, inconsistencies, and possibilities you may not have noticed
- support you in creating realistic goals and practical next steps
- provide accountability without judgement
- help you review setbacks as opportunities to learn and adjust
- encourage independent thinking and decision-making
- offer practical tools, exercises, and reflection where helpful
- recognise when something falls outside the scope of coaching and may require another form of professional support

I am not here to direct your life for you.

My role is to help you see more clearly, think more deeply, and move forward with greater intention, clarity, and confidence.



A TRAUMA-INFORMED COACHING APPROACH

This programme is trauma-informed without turning coaching into trauma therapy. It recognises that people do not enter coaching as blank slates. Past experiences can shape confidence, decision-making, relationships, beliefs, habits, nervous-system responses, and the ways we protect ourselves when change feels uncertain. These experiences are treated with sensitivity and respect.

At the same time, coaching remains focused on:

- your present-day functioning
- your goals and priorities
- the choices available to you now
- practical action
- personal growth
- the future you want to build

You will never be expected to disclose or process traumatic experiences to participate in the programme.

If significant trauma material or emotional distress begins to require therapeutic processing, we can recognise that boundary and discuss whether counselling or another appropriate form of support may be more suitable.

Your past may help explain some of your patterns, but coaching focuses on what you want to do with your life from here.



Do I Need to Have Healed Before I Start?

No.

Healing is rarely something we simply finish and leave behind. You do not need to be perfectly healed, fearless, or free from difficult days before you begin building something new.

However, you should be **sufficiently stable and supported** for the main focus of coaching to remain on:

- growth
- goals
- choices
- action
- values
- future direction



If your primary need is crisis support, trauma processing, or help managing severe emotional distress, counselling or another appropriate mental health service may be a better starting point.

You do not have to wait until every wound has healed before you begin moving forward. You simply need enough stability for coaching to focus on what you want to grow towards next.



Do I Need to Have a Goal Before I Start?

No.

Some people begin coaching with a very clear goal:

- *“I want to start a business.”*
- *“I want to change careers.”*
- *“I want to complete a qualification.”*

Others begin with something much less defined:

- *“Something needs to change, but I don’t know what.”*
- *“I feel stuck.”*
- *“I’m not sure what I want next.”*

**BOTH ARE VALID
STARTING POINTS.**

Session 1 is designed to help you take stock of where you are, explore what matters to you, and identify a meaningful direction to work towards.

You do not need to arrive with the answer. You only need to be willing to explore the question.



What Kind of Goal Can I Work On?

Your goal can be personal, professional, practical, or developmental — as long as it is meaningful to you and largely within your control.

Examples might include:

- changing careers
- completing a qualification
- starting a business or creative project
- improving routines and lifestyle habits
- building greater confidence
- creating healthier work-life boundaries
- returning to hobbies or interests
- improving organisation and productivity
- navigating a major life transition
- becoming more intentional about relationships or social connection
- working towards a financial or career goal



- creating a more balanced lifestyle
- rediscovering direction after a difficult period
- developing a personal project



Your Goal Must Be Self-Directed



COACHING WORKS BEST WHEN THE GOAL DEPENDS PRIMARILY ON YOUR OWN CHOICES, ACTIONS, AND BEHAVIOUR.

For example, you can work on: *“I want to communicate more clearly in my relationship.”*

But not: *“I want my partner to change.”*

You can work on: *“I want to improve my chances of finding a new job.”*

But not: *“I want a specific employer to hire me.”*

The outcome may still be influenced by other people or circumstances, but the coaching goal should focus on what you can control, influence, practise, or change yourself.

Coaching can support meaningful progress towards your goal, but it cannot guarantee any particular outcome. The aim is to focus your energy where it can make the greatest difference: on the choices and actions that belong to you.



What If My Goal Changes?

That is completely okay. Coaching is not about forcing yourself to stay committed to a goal simply because you chose it at the beginning.

As you gain clarity, test new actions, and learn more about yourself, you may realise: “I thought I wanted this, but now I want something different.”

That is not failure.

It can be a sign that the coaching process is working.

Your goal may be refined, expanded, simplified, redirected, or replaced as your circumstances and understanding change. The purpose is not to stay loyal to an outdated goal. It is to keep moving towards a life that feels meaningful and aligned with who you are becoming.



@TheBloomingPractice

How Will We Measure Progress?

Progress is about more than whether you reach the final goal by Session 12.

Throughout the programme, we will review progress using:

- your initial and final Wheel of Life
- progress towards key milestones
- completion of agreed action steps
- changes in your confidence, clarity, and sense of direction
- observable behavioural changes
- improvements in decision-making and follow-through
- what you learn from setbacks, resistance, or changing circumstances



- how closely your choices align with your identified values

Sometimes, progress looks like reaching the goal. Sometimes, it looks like gaining clarity, changing direction, building confidence, making one important decision, or responding differently when things do not go according to plan.

Success is not only about the destination. It is also about becoming more capable of directing your own life as you move towards it.



What Success Can Look Like

Success will not look exactly the same for every client.

It may mean:

- achieving your original goal
- making meaningful progress towards it
- realising that your original goal is no longer right for you
- becoming clearer about what you genuinely want
- making an important decision you have been avoiding
- changing a pattern that has been keeping you stuck
- developing habits that support the life you want to build
- feeling more confident in your ability to make choices and take action
- learning how to set, pursue, review, and adjust future goals independently

The purpose of the programme is not to force one predetermined outcome.

Success means leaving with greater clarity, stronger self-direction, and a practical way to keep moving forward — even after coaching ends.





Coaching and Counselling

The Blooming Practice offers both coaching and counselling, but they are **separate services with different purposes.**

Counselling asks: *What needs understanding, support, healing, or processing?*

Coaching asks: *Where are you now, where would you like to go, and how might you move towards it?*

There may naturally be some overlap in the experiences, beliefs, emotions, and patterns discussed. However, coaching remains focused on present-day functioning, goals, choices, action, and future direction, while counselling provides space for therapeutic support and processing.

If something arises during coaching that appears to need counselling, this can be discussed openly and respectfully. You will never be pressured to begin counselling simply because it is also offered through The Blooming Practice.

The aim is always to match the support to what you need — not to fit you into a service that does not.

What If Counselling Becomes Appropriate?

If something arises during coaching that appears to fall outside the scope of coaching, we can discuss it openly and decide on the most appropriate next step.

Depending on your needs, this may mean:

- continuing coaching alongside suitable external support
- pausing coaching temporarily
- shifting the focus back to appropriate coaching goals
- seeking counselling or another relevant professional service



The aim is not to label normal difficulty as a problem or to redirect you unnecessarily.

It is simply to make sure that the support you receive continues to match what you need.

CONFIDENTIALITY & PRIVACY

Your privacy matters.

Information shared during coaching is treated as confidential and handled with care, subject to the legal and ethical limits of confidentiality.

Confidentiality may need to be broken where there is a serious risk of harm to you or another person, suspected abuse or neglect of a child or vulnerable adult, or where disclosure is required by law or court order.

Your personal information and coaching records will be handled and safeguarded in accordance with the Protection of Personal Information Act (POPIA) and The Blooming Practice's privacy policies. Reasonable measures are taken to protect information from loss, unauthorised access, or disclosure.



As sessions take place online via **Google Meet**, you are encouraged to attend from a private, comfortable space where you are unlikely to be overheard or interrupted.

Sessions may not be audio- or video-recorded without prior agreement.

Electronic communication such as email or WhatsApp also carries an inherent privacy risk despite reasonable safeguards.

Full confidentiality, privacy, record-keeping, and communication policies will be provided as part of your onboarding documentation before coaching begins.





Programme Commitment & Completion Period

Your first 50-minute coaching session is completely free, with no obligation to continue into the full programme. You may schedule this introductory coaching session whenever you are ready.

After your first session, you have **30 days to decide whether you would like to commit** to the full 12-session programme.

If you choose to continue:

- full payment for the programme is required before Session 2
- Session 2 must be scheduled after enrolment and payment
- **the remaining 11 coaching sessions must be completed within 28 weeks of your second coaching session**

This gives you space to make an informed decision after experiencing coaching for yourself, while ensuring that once you commit, the programme maintains enough consistency and momentum to support meaningful progress.

Experience the first session freely. Decide without pressure. And if you choose to continue, commit fully to the journey.

Cancellations, Rescheduling, & Missed Sessions

Consistency supports progress, while flexibility recognises that life happens.

- Please provide at least **24 hours'** notice if you need to cancel or reschedule.
- Sessions cancelled with less than 24 hours' notice for non-emergency reasons, or missed without notice, will generally be **forfeited**. This reflects The Blooming Practice's existing 24-hour cancellation policy.
- If you are more than **15 minutes late**, the session may also be treated as missed.

- Where possible, cancelled sessions should be rescheduled promptly to maintain momentum and remain within the 28-week programme period.
- Genuine emergencies, illness, bereavement, or other exceptional circumstances may be considered compassionately at my discretion, consistent with The Blooming Practice's existing policy.
- If you decide to end the programme before completing all 12 sessions, we can discuss this openly. Any unused sessions, payments, or refunds will be managed according to the coaching agreement provided before the programme begins.

The 28-week timeframe provides flexibility without allowing the coaching journey to lose its continuity and momentum. **The aim is to create enough structure to support commitment — while still leaving room for real life.**





If you choose to enrol in the full programme:

- the full ZAR8 000 programme fee is **payable upfront**
- payment must be made **before Session 2** can be scheduled
- payment is made via Electronic Funds Transfer (**EFT**)
- **proof of payment** must be emailed to thebloomingpractice@gmail.com to confirm your enrolment and payment
- pay-per-session and instalment options are not offered

NO REFUNDS WILL BE OFFERED.

This is to maintain accountability and motivate persistence.

Investment & Payment

Not tomorrow, right now.

The complete 12-session Life Coaching Programme is **ZAR8 000**. Depending on exchange rates, this is approximately **€420 / £360 / US\$495**.

Your first 50-minute coaching session is completely free, giving you the opportunity to experience the coaching process before deciding whether you would like to continue.

You have **30 days** from your complimentary first session to decide whether you would like to commit to the programme.

The programme is intentionally offered as a complete journey rather than a collection of individual sessions. Making the decision to enrol represents a commitment not only of money, but of time, energy, action, and attention towards the change you want to create.

Experience the first session freely. Decide without pressure. If you choose to continue, commit fully to what you want to build next.

How to Get Started

Getting started is simple.



01

BOOK YOUR COMPLIMENTARY FIRST SESSION

Send an email to thebloomingpractice@gmail.com and let me know that you would like to book your free first life coaching session. I respond to enquiries from Monday to Friday, 08h30–19h00 (GMT+2 / South Africa Standard Time). Saturday and Sunday are closed.

02

EXPERIENCE THE COACHING PROCESS

Your first 50-minute session is completely free. We will explore where you are now, what you may want to work towards, and whether coaching appears to be the right fit for your needs. There is no obligation to enrol after this session. You have 30 days to decide whether you would like to continue.

@TheBloomingPractice

If the programme feels right for you, you can enrol by paying the full programme fee and scheduling Session 2. From there, we begin the structured 12-session journey towards greater clarity, intentional action, and meaningful progress. You do not need to have everything figured out before you begin. You simply need to be ready to explore what comes next.



LIFE COACHING PROGRAMME FAQ

Q | Is This Counselling or Therapy?

A | No. This is a life coaching programme focused on goals, growth, choices, action, and future direction.

Q | Do I Need to Be a Trauma Survivor?

A | No. The programme is open to anyone who wants to make a meaningful change, achieve a goal, or live more intentionally.

Q | Do I Need to Have a Goal Already?

A | No. Session 1 helps you explore where you are and identify a meaningful goal or direction.

Q | Do I Need to Have “Finished Healing”?

A | No. You simply need to be sufficiently stable for the main focus of coaching to remain on growth, goals, and forward movement.

Q | What Kinds of Goals Can I Work On?

A | Personal, professional, practical, or developmental goals are welcome, provided they are self-directed and largely within your control.

Q | What If My Goal Changes?

A | That is completely okay. Goals can be refined, redirected, or replaced as you gain greater clarity.



Q | How Long Does the Programme Take?

A | After Session 2, the remaining 11 sessions must be completed within 28 weeks.

Q | How Frequently Do We Meet?

A | Sessions may be scheduled weekly, fortnightly, or flexibly depending on your needs, progress, and circumstances.

Q | What Happens If Mental Health Concerns Arise?

A | If something falls outside the scope of coaching, we can discuss whether counselling or another appropriate form of support may be more suitable.

Q | What Happens If I Miss a Session?

A | Sessions cancelled with less than 24 hours' notice or missed without notice may be forfeited, except where exceptional circumstances apply.

Q | Are Results Guaranteed?

A | No. Coaching can provide structure, support, accountability, and tools, but outcomes depend on many factors, including your circumstances, choices, engagement, and actions. Coaching supports the process. You remain responsible for the direction you choose and the steps you take.



Can Coaching and Counselling Happen at the Same Time?

Yes, a client can receive **coaching and counselling at the same time** — **but not from me in both roles simultaneously.**

Life coaching and counselling have different goals, boundaries, and scopes of practice, and combining both roles with the same client can create conflicts.

After completing either a counselling or coaching process with me, you are welcome to enrol in the other service if it is appropriate for your needs.

If you require counselling or other mental health support while participating in coaching, I can help refer you to an appropriate external service provider while your coaching relationship is reviewed or adjusted as needed.



DISCLAIMER



Life coaching is a **collaborative personal-development service**. It does not constitute counselling, psychotherapy, psychological treatment, medical advice, diagnosis, or crisis intervention.

Coaching can provide structure, reflection, accountability, and practical tools, but **specific results cannot be guaranteed**. Outcomes vary depending on factors such as your circumstances, choices, actions, readiness for change, and engagement with the coaching process.

If your needs fall outside the scope of coaching, you may be encouraged or referred to an appropriate counselling, medical, or mental health professional.

Coaching can support meaningful change — but you remain responsible for the decisions you make and the actions you take.



THANK YOU

**CLAIM YOUR FREE
FIRST SESSION
NOW!**

Contact me if you have any question.

Phone : +27 71 342 9810

Email : thebloomingpractice@gmail.com

Website : www.thebloomingpractice.com