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Open for Business > Uncover Your Potential Owner: **Ann Czajka Holm**

**Type of business:** Life coaching. I am a certified Myers-Briggs Type Inventory clinician and one of fewer than 30 individuals worldwide who are qualified to administer the newly released MBTI Step III instruments. Contact Information: 651-483-5310/612-670-3019 Annholm@annholm.nett.net; annholm.net

**Tell us what your business does.** After more than 20 years as a cognitive specialist working with neurologically impaired clients, it was a natural career addition to pursue a life-coaching practice to help others perform optimally. The personal qualities and strategies used to assist in the recovery of function after a neurological event are analogous to those used to assist the general population in achieving greater personal success. Areas of focus may include improving school or work performance, enhancing relationships and communication or increasing motivation. I took life-coaching training and I completed 60 hours in the use of the Myers-Briggs Type Indicator, the most widely accepted personality measure in the world. Currently, I am one of the first to be certified to administer the newly released MBTI Step III instrument. I believe that understanding the unique characteristics of every individual is a key component to realizing one's full potential. My goal is to guide an individual toward increased competency through self-awareness.

**Why are you launching your business now?** I have completed enough training to offer my clients a unique service. I can draw on years of brain science and therapy techniques that have yielded solid functional results with new skills that I have learned through the Coaches Training Institute and the Center for Psychological Type (the organization that teaches the MBTI) to cover a broad range of needs. I had the opportunity to learn this instrument from Naomi Quenk, a co-author of this instrument and a highly respected authority in type theory

**.Where did you get the idea for your business?** Feedback from satisfied clients and their families provided me with the encouragement to broaden my skills and offer my services to a wider range of people. How did you develop your business plan? This was the biggest challenge. I am a therapist and a coach by nature and learning how to market and operate a business has put me out of my comfort zone. I write a blog, operate a Web site and arrange for speaking engagements whenever possible. Much of my work can be done online and I have clients as far away as Australia, but keeping the momentum going is something I have never had to do.

**How are you financing your business?** My business is self-financed. I keep my overhead low by having my office at home. I have invested in learning the skills and gaining the certifications needed. Therefore, I have invested in myself. How do you see current economic conditions affecting your business? In many ways, the economic conditions are ripe for life coaching. It's more important than ever to know how to maximize potential. Many people do not know what they do well and moreover, how to parlay it into

behaviors that are actually going to yield improved competence, a better job, or general life satisfaction. It's a tough job market and it's more important than ever to have strategies to perform well.

**What is the biggest obstacle and how did you overcome it?** Life coaching is a relatively new field and so people often look skeptically at its value. It's just too new to slide into without having to explain yourself a little. On the plus side, I can offer the notion of uncovering new potential to a client because I am doing it myself through my business, my blog, my Web site and my continuing education. If you don't have a little self-doubt, you probably aren't pushing yourself enough. I have continued to learn. Knowledge is a great confidence builder. I have used the support of my best friend who is also undertaking new ventures. We go back and forth almost daily sharing our ideas and encouraging each other to press onward.

**What will tell you when the business is successful?** I think I would like to build a staff of two or three life coaches. I would also like to take a college intern who wants to build coaching skills. For me, it's not about money per se, although financial success is certainly a goal. It is about inspiring people to challenge themselves, know their talents and successfully collaborate with others if they need to.