



**Pep talk:** The Coaching Institute's Sharon Pearson.

# Words of wisdom

## Coaching Institute

BASED in Albert Park, The Coaching Institute won the Australian Government Micro-Business Award for businesses with less than five employees.

Established in 2004, the institute works with high profile companies such as the Flight Centre, ALCOA, Myer and Caltex. It specialises in life and business coaching.

It also offers a diploma in life coaching and is thought to be the only place offering such a qualification in Australia. It provides a mix of

live classes and teleclasses which allow people to access coaching programs anywhere in the world.

According to the institute's website, its programs are aimed at people who are "already experiencing a level of success in their lives and businesses".

The institute believes people who might benefit from its services include managers, entrepreneurs, business owners, sales people, trainers, educators, coaches, counsellors, health professionals, athletes, entertainers and parents.

Head coach and chief executive is Sharon Pearson, a regular speaker on morning television.