

personal and business

Coaching

with

Astraea

How we can help.

Our Approach.

Options.

What People Say About Us.

Our Background and Contact.

Confidential, personal advice and guidance that addresses the full spectrum of issues that life presents from business to health and lifestyle.

Our coaching engages body, mind and spirit. You will be given specialised, private training in areas from sustainable business management and eco-living to sensible nutrition and efficient exercise.

Benefit from a few hours personal coaching or business advice, or immerse yourself in a sustainable and healthy lifestyle by choosing a residential programme. On-going coaching is provided over the phone and internet.

Why Seek Business and Personal Coaching

Many people are creative and successful, but feel a need to change circumstances. Something doesn't feel right. It may be to do with health and stress, it may be to do with career, or it may be the yearning for a whole new way of life.

It is surprising how often professional and career issues impact health and lifestyle concerns. It is always better to get help sooner rather than later.

Businesses have to adapt to changing circumstances whether that be growth, market developments, strategic partnerships or family inclusion. Investment deserves experience and due diligence.

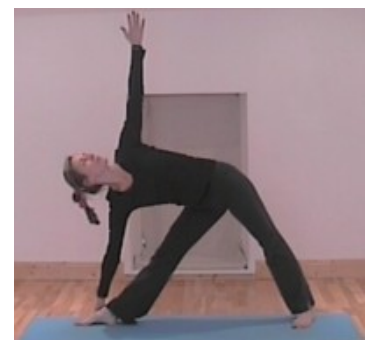
Some of the issues we help resolve include:

Personal Issues:

- Enjoy life more, balance work and leisure
- Spend more time with family, friends
- Need to change, but don't know how.
- Back pain.
- Move to the country.
- Seeking security for future or to become self-sufficient.

Business Issues:

- Family business tension
- Start up business
- Buy a business
- Business restructuring
- Entrepreneurial demands - delegation
- Be my own boss.
- Career change - retirement, redundancy or resignation



We'll help you find your direction and make that change quickly and easily.

The best time to get help is before you embark upon the change because that's when our help has the best return on investment. You will save time and money by thinking through the critical issues, identifying resources and technologies that you'll need, estimating risks and preparing well.

How We Help

Broad and critical thinking about the choices you are making, and even experiencing the life you might lead, saves you time, money and pain.

We employ a range of technologies, taking a whole system approach to life and business.

Personal technologies include: intellectual profiling, emotional profiling, yoga, CBT, nutritional analysis, holonic analysis, chakra science, sound and aroma therapy, living skills.

Business technologies include: financial analysis, financial engineering, business due diligence, economic training, management style analysis, business planning, capital raising, parallel decision making, open technology, risk diagnostics.

If you are already changing course we can help you re-evaluate options and direction and revitalise your passion for change.

Some of the **benefits** you receive.

- Private, personalised advice.
- Explore various options for your future or your business.
- Refine your expectations.
- Written plan for the future - a business plan, personal plan, or a combination of both.
- Experience the lifestyle you intend to pursue in a real life setting.

Our Approach

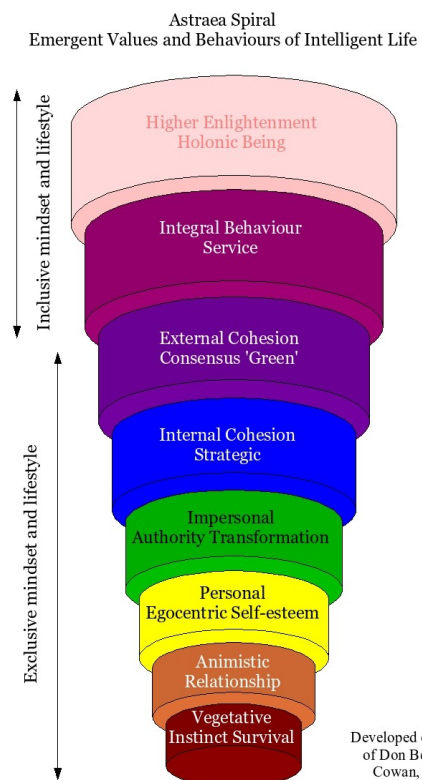
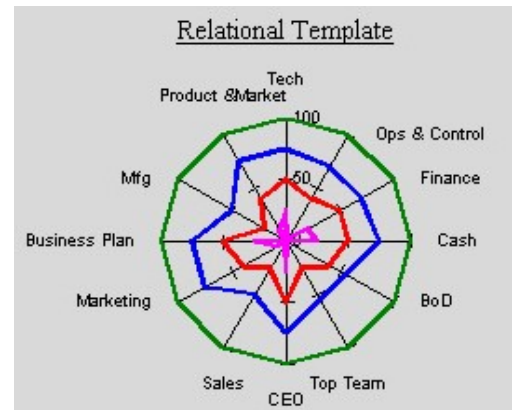
A **free initial consultation** will identify the extent and nature of the work we will do together. We clarify your objectives and resources to ensure a reasonable fit.

We draw upon **diverse technologies** in the physical, mental and emotional spheres. You will explore health and lifestyle issues and options, technologies that can be used to engineer yourself, your business or your life, and experience emotional and spiritual development.

Learning is enhanced through **experience** and pushing boundaries. You will experience new ideas and skills. And we will push you as far as you allow us physically, intellectually and emotionally – always safely.

We **customise modules** that are covered to suit your objectives and resources. We recognise that the bottom line is that you'll be making the decisions and committing the resources. We want you to do that better and quicker. We want to save you as much pain and missed expectations as possible.

You will get **recommendations** for further reading and similar resources which will save you time and money in continuing your development.



Developed on the work of Don Beck, Chris Cowan, Richard Barret, Ken Wilbur et al

Your Options

While evaluating options, please explore the internet. There is much free information about health and lifestyle on our website www.astraea.net, and on business and finance, on www.griequity.com. The Astraea blog discusses a broad range of topics that affect the sustainability of our planet and our lives, whether from lifestyle, business, political, or spiritual perspective.

Your time with us is customised to suit your needs, schedule and budget. The first step is you telling us what you want to do.

We decide together which areas are most important for you to cover. Some people prefer to start slowly with a few hours, others require a more extensive programme.

More extensive and focussed programmes usually adapt modules from the following areas, ranging from more technical, such as financial analysis and business planning, to more practical, like horticulture and health:

Healthy Living – diet, nutrition, exercise, hygiene, how your body works, understanding your needs and wants, making changes. Shopping.

Organic Horticulture – From seed to market. What it involves. How to do it. Infrastructure and tools – mechanics and maintenance. Marketing. Grow your own or market garden. The economics.

Living off the grid – Considerations for energy and water. Economic and social trade-offs. Building considerations.

Living in Nature – Our connection with nature and the evolution of humanity's footprint. Knowing what you're looking at. The cycle of life. Spiritual connections. The cosmic rhythm.

Families and Parenting – What to expect. How many children. Trade-offs – your life or theirs. Role models. The stages of life. Education.

Yoga – Private workshop for beginner to intermediate. Introduction to various styles. Beyond asanas: chakras, mental and spiritual exercise.

Finance 101 – the world of money, basic accounting, business projections, financing a business, valuing a business.

Business Planning – What you need to cover. Matching words and numbers. Analysing the future and preparing for different scenarios. Using you plan to attract funding or partners.

Family Business – Distinguishing features of a family business. The pros and cons. The number one problem of family business and how to address it.

Computers and IT – Making your IT budget go a long way – high function, low cost. Make or buy your website.

The Big Picture – What its all about from the beginning of time to quantum mechanics, in language we all understand. You choose the future.

Over The Edge – If you want to dip your toe in the water of change before taking the plunge, you can spend 5 to 7 days with us to really experience the kind of lifestyle that you intend to create in your new life. It is the best way to plan and prepare for change. We will outline a course schedule specific to your needs that focusses more on experiences and activities than discussion, research and planning. It is an experiential course which gives a taste of many of the modules, particularly growing food, land management, building, alternative sources of income.



Costs

We work with small groups or individuals at your home or at our retreat in Ireland, or larger groups at their organisation's chosen site.

We charge professional rates that can be adjusted to reflect your situation and needs.

An initial consultation is free. A half day (3 hours) session is € 300. Programmes of a day or more cost € 350 to € 500 a day. Any accommodation, transport and additional equipment that may be required for certain modules is charged at cost. Consultation and advice is offered by telephone and email at an hourly rate.



About Pam and Tom

Our personal change encompasses several dimensions including: urban to rural, North America to Asia to Europe, employee to entrepreneur, corporate office to home office, becoming parents, omnivore to vegetarian, traditional career to parallel careers.

Our professional areas of expertise include:

teaching and training, family business management, investment management, financial engineering, yoga and health, organic growing, hospitality and catering, IT services, sustainable living and building, venture capital, editorial and copywriting.



Pam moved from a liberal arts background to become an event organiser and human resources executive in the banking industry. With two young children and an international relocation she adjusted her career to include children and part-time editor for an art & culture magazine. She has since gained a diploma in journalism and is a director of a children's educational charity managing the charity in Ireland and publishing the international newsletter. Doing yoga since 1993, she became a qualified teacher in 1999 and has been teaching in the community ever since. Her sports and nutrition training in university is also now applied to residential courses and lifestyle training.

Tom has many years' experience of helping people and businesses change and grow. His early career was in investment banking, venture capital, business start-up, business turnaround, due diligence and management. Latterly he has focussed on teaching, training, personal advice and eco-entrepreneurship. He has degrees from top international schools Wharton, USA and IMD, Switzerland. He developed the holonic framework that underpins our successful work. Today he pursues several parallel careers: a business advisor as well as a transformation coach. He is also an organic-certified horticulturalist, an eco-estate manager, a web designer and manager, a highly participative father of 4 and enjoys mountain biking through the woods.



Between them, Tom and Pam have lived in Antigonish, Athens, Bangkok, Carlow, Hong Kong, Lausanne, London, New York, Philadelphia, and Quebec and have travelled extensively in Asia, Europe and North America. They speak English and French, and the next generation is fluent in Irish and learning German at school. These relocations and all they involve – uprooting, culture shock, packing and unpacking, social establishment, schools, city versus country living – provide valuable insight to those thinking of making significant changes. Those seeking to make more specific changes such as business start-up or healthy living benefit from their professional experience. Finally, being quite different in their original backgrounds, genders, and careers they offer different perspectives (X and Y) and share the challenges of compromise required in change and development.

What People Say About Us

I am really impressed by the quality of your thinking and coverage. It is nothing short of brilliant. - George, CEO, Business group

Absolutely fabulous. Too short. It gave me so many ideas. - Marc, Director, European Bank

It was amazing - I felt parts of my body that I didn't know were there! - Rhadames, Chief Counsel Sports Group

Its going to take me two weeks just to come down - Leo, France

Excellent - Margaret, Business and Property Owner

Thank you for your analysis. I am soaking it in. - Elizabeth, Entrepreneur

I loved it, I didn't want it to end - Anne, Homemaker

Local Accommodation

For the Over The Edge programme we strongly recommend that you stay at Ballin Temple cottage. This is a traditional stone cottage in the Irish countryside overlooking the Blackstairs mountains which has been selected by Alistair Sawday's for their Green Places to Stay.

For those of you not living near to us, for normal programmes of 1 to 3 days you may like to book at Ballin Temple cottage (self catering - please contact us) or select from one of these local places to stay (or search on line for "places to stay in Tullow").

Geraldine House, Aghade, Carlow +353 (0) 59 9155680 info @ geraldinehouse.com

Mount Wolseley Hotel Spa & Country Club, Tullow, Carlow +353 59 91 80100 info @ mountwolseley.ie

Carlton Hotel Millrace, Bunclody, Enniscorthy, Wexford +353 (0)53 9375100 reservations @ millrace.ie
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