



# Life Coaching Clinic

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AMERICAN UNIVERSITY of BEIRUT MEDICAL CENTER  
المركز الطبي في الجامعة الأميركية في بيروت

**Health and Wellness Center**



# Introduction

The term “**Coach**” originated in the sports field in the late 1880s. W. Timothy Gallwey wrote in his seminal book in 1972 entitled “The Inner Game of Tennis” that it is harder to defeat the opponent within than the one outside. This was the first major transition from sports coaching to personal coaching.

A life coach helps clients attain their goal in life while motivating them to achieve their personal objectives such as choosing or changing careers and improving relationships. A life coach encourages self-discovery by holding the person responsible and accountable for his choices and behaviors.

Life coaching is a process that helps people dramatically improve their vision on work and life while unlocking their potential by providing them guidance and personal empowerment.

Coaching is different than therapy. Therapy provides treatment plans that heal pain and often focuses on resolving difficulties arising from the past, whereas life coaching:

- **Trains** clients to be aware of life patterns that do not serve their purpose
- **Focuses** on shifting thinking that creates more effective actions and patterns
- **Orients** clients towards more positive and future solutions rather than past and negative drawbacks

In addition, a client will have the necessary tools to deal with and minimize every day stress.



## Our Mission

To motivate people to achieve their goals, reach a better and more fulfilled level of life, and cope with everyday stress. We also aim to help people find their balance, have a positive mindset, and live their life to the fullest by manifesting their potential to improve their current life and their future behaviors.

## Our Vision

To inspire people so they manage to set their ultimate life plan and reach their potential in order to enjoy a purposeful and abundant life.

## Our Services

We offer one to one life coaching, which is a 60 minutes session with our qualified life coach.



# Our Team

This service is offered by a Certified Life Coaching and Stress Management Specialist.

## Who can benefit from this service?

**Anyone who answers “yes” to one or more of the below questions:**

- Do you **lack** balance and direction in your life?
- Are you **overwhelmed** with feelings of sadness or anxiety?
- Do you **desire** inner peace and a sense of fulfillment?
- Do you want to **define** what is truly important to you?
- Do you want to **learn** how to **master** your life?

## Why come to us?

Our life coach at AUBMC is a certified life and wellness coach, stress management specialist, and yoga instructor who has extensive experience that spans nearly two decades of learning and teaching in the United States and Lebanon.

# Location and Appointment Scheduling

The Life Coaching Clinic is located at AUBMC, Wassef and Souad Sawwaf Bldg., 3<sup>rd</sup> floor. To schedule an appointment, contact us on 01 - 350 000 ext. 8030 or 01 - 749 210. You can also contact us by email: [wellness@aub.edu.lb](mailto:wellness@aub.edu.lb)





