



## Meet Jackie Cummins, Life Coach and Business Mentor

The festive season can be a really challenging and stressful time for relationships as there is usually a catalogue of underlying issues that tend to accumulate and manifest themselves during this period. This may result in a decision to end the relationship, which can be traumatic and later regretted. To prevent family breakdown and enjoy a happier future, you might want to consider working with a coach.

One of my clients illustrates the benefit: *“As a self-employed therapist I felt I was well equipped to cope with the traumas that life offered but soon realised that I needed support and guidance from an outside source. My weekly sessions with Jackie enabled me to keep my goal visible and break down the steps simply rather than jump them three at a time and stumble back. I would genuinely recommend life coaching to anyone. It reconnects you with who you are and refocuses you on who you want to be. Jackie inspired me to embark on the next stage of my life. Her positivity was never failing. Her humour lifted me when I was in a dark place and her belief in me made me believe in me.”*

For personal relationships, there are really useful techniques that equip couples with a range of perspectives and understanding that enable them to move forward to the future with much more clarity.

The Christmas season can also be a time of reflection for businesses: Where do we go from here? What do we need to do to survive the next year? What can we put in place to ensure that the next 12 months will attract the clients we desire? By working with a business coach, many business owners and managers will be able to successfully work through the implementation of their plans and ensure that they are on track to move forward and reach their targets and goals.

## **My background**

My journey as a coach started by helping organisations and individuals living within the local community overcome their challenges. I assisted them with making changes for the better within their relationships and businesses.

When I was a single mum with two daughters, I decided to take a career break in order to raise my youngest child to school age. Whilst at home with my children, I trained as a Magistrate and served on the bench in Birmingham for six years. I also trained as a journalist and chaired a fundraising committee at a local school.

I taught myself to generate substantial income and raised funds for a primary school and families facing financial struggles. As a result my name got bandied around and I was offered a position as a Corporate Fundraising Manager for a local charity; being very results driven I went on to raise in excess of £500,000 for three charities.

I developed new services, created employment, advised trustees and committees and managers and staff about a range of opportunities, business goals and staffing issues. I am now a fully qualified coach and have been coaching and mentoring for many years achieving some fantastic results. I am well connected within the business sector in Birmingham.

Earlier this year, I established J21Coaching & Training with my business partner David Dougan, which provides a range of services in coaching, mentoring and training within the areas of business, relationship and careers. Collectively we have a multitude of skills that we offer our clients in order to ensure that their businesses are more profitable and successful. When working with clients who have challenges within their relationships, we offer a programme of coaching sessions and mentoring if required to ascertain the root cause and work towards successful outcomes. We are passionate about our work and the results it brings for companies and individuals.

## **J21's offer to you**

For local businesses and individuals, we invite you to a free 30 minute consultation so that you have a good basis to consider working with us.

If you feel that we could help you with your business, career path or relationship, take a look at our website and get in touch. We can tailor a programme that is specific for your needs or challenges.

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