

## Welcome!

**Are you looking for change?** Do you desire greater rewards from your life? Do you have a dream for your life, but can't find the courage, or the confidence to live that dream? Or worse, do you feel like your life is sometimes a "nightmare" and that you're trapped in negative thoughts, feelings and behaviors? Perhaps you are plagued by addiction in the Family or "*Escapaholic*" tendencies. Maybe, you feel like a fake...on the one hand that you've got family, friends and co-workers who look up to you...and yet on the other hand, you have that "life of despair" where you're letting everyone down, especially yourself?

Have you struggled with your priorities and feel that you're headed in the wrong direction? Is your work-life balance out of whack? Is your family becoming disconnected? Has your spouse turned into a roommate instead of a partner?

Then it's time to step back and assess our lives and its direction. Everyone has great dreams for their lives but dreams can only be as great as we can imagine and actualize them. Often times in life, we forget how to imagine or we get "lost." That's where I come in. I will help you remember how to imagine. And together, we will discover, and focus on accomplishing your dreams. **We will form a powerful alliance and develop a strategy for your success.**

People often asked me "What is Coaching? What is a Strategist?" I define it as a partnership to help people get from where they are ... to where they dream to be. It is built upon listening, empowerment, support, commitment, caring and **action**. This package will begin to explain who I am, how we will build this great alliance and how to get started.

Please take time to complete the personal information and my Comfort Zone Challenge. These tools will allow me to become familiar with you and your dreams and allow for a strong start. I have included my Coaching Agreement which will help guide our relationship as your Life Coach/Strategist. I am excited about our potential alliance and believe we can discover greatness together.

Looking forward,

**Miriam**

***Life Coach & Strategist***

**2b1 Institute**

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## What is a Strategist?

A person skilled in planning and execution – which involves setting goals, recognizing the obstacles, determining the steps to achieve the goals, and mobilizing resources to execute the action plan.

## What is Coaching?

To coach: to take a person from where they are ... to where they want to go.

It's that simple. Today, in practice, coaches partner with you (form an alliance) to:

- Clarify and Enlarge YOUR Vision
- Uncover and Discover YOUR Negative Thinking that holds YOU back
- Discover YOUR Dreams
- Establish YOUR Goals
- Define or Rearrange YOUR Priorities
- Develop YOUR Action Plans
- Chart YOUR Course to Personal & Professional Fulfillment
- Empower YOU
- Encourage YOU to Break Through Barriers.
- Defeat YOUR Bullies
- Achieve YOUR Dreams

As you can see from the points above, IT'S ALL ABOUT YOUR FULFILLMENT and ACTUALIZATION. Through weekly coaching and strategy sessions I will focus on you, and help you discover your dreams and unlock the greatness inside of you. I will listen, ask powerful questions, help you create new perspective and offer insight.

From these sessions you will develop and discover your dreams, and the obstacles between you and the great fulfillment in life as defined by you. I will help you develop a specific Action Plan, stay on track, create tools for success, encourage and empower you to achieve your dreams and help **unlock the greatness in you!**

## What coaching is not?

Coaching is not therapy, counseling or mentoring. Coaching is focused on your strengths – not your weakness and on the future – not the past. It is a commitment to forward thinking and forward actions.

## Who Am I?

As your Life Coach & Strategist, I bring many qualifications to our alliance. I am a...

- **Partner:**  
We will work together to discover, create and accomplish your mission, goals and dreams.
- **Listener:**  
I will listen to you. I will hear what are saying and what you aren't saying. I will encourage and motivate you. Please do not take it personally if I use terms of endearment, like "honey" or "sweetheart." These are just terms I use having grown up in Texas!
- **Perspective Shifter**  
I will help you see things from a different perspective. I will help you develop and stabilize the priorities for your life based upon your discovery of what you value.
- **Dreamer**  
I will push you to dream and I mean big dreams, enlarging your vision to unlimited possibilities. We can all do so much more than we believe.
- **Questioner**  
Questions are critical in helping you find your own way, to get to the heart of and unlock your passions.
- **Comfort Zone Challenger**  
I will challenge you to step out of your comfort zone. Take some risks with yourself and push you to be bold.
- **Strategist**  
I will bring you the very latest **Art & Science of Change**. Today, we have such a complex understanding of the brain; so let's utilize its ability to redirect its thoughts, feelings and behaviors. We will work together with **Advanced Motivational Techniques** to literally reprogram the mind for high performance and reaching your goals for personal transformation!!

## My Qualifications

I have formal training as a Life Coach (PCCP) from the International Coach Academy ([www.icoachacademy.com](http://www.icoachacademy.com)). I have extensive experience as a family and marriage coach, business leader, motivator and personal coach. I have coached couples, families and individuals. I am passionate, motivated, caring, easy to talk to, and honest. I believe in strong, focused priorities, personal fulfillment, the power of listening, the strength of relationships and the greatness in all of us.



[The Meadows](#) - Continued Ed 2011 - 2013

[Graduated Taatzumot - Rachel Bolton](#) May '15 - '16

[Yedid Nefesh](#) – in conjunction with Univ of Texas –  
Sept 2015 thru current. To graduate May 2018

## My Areas of Specialty

As a Coach & Strategist, I specialize in the following areas:

- Lives that seem lost or out-of-control
- Work-Life Balance
- Creating and Organizing Priorities
- Dream Discovery
- Family/Spouse/Marriage/Recovery Coaching

## Expectations

I commit to you that I will exceed your expectations in the areas of:

- Honesty
- Caring
- Confidentiality
- Respect
- Empowerment and Encouragement
- A Comfortable, Non-Judgmental Environment
- Punctuality

I expect you to commit to:

- Honesty
- Achieving Goals and Dreams
- Respecting Yourself
- Making Yourself a Priority
- Preparedness for our Sessions

## How to Discover YOUR Dreams through Coaching....

### 1. Believe in yourself and your greatness

Be your biggest fan. You have everything it takes. You can live a “High Performance” and enlightened life! Do it for you!

### 2. Be positive and embrace your uniqueness

We all have unique qualities that distinguish us from one another: however, few embrace these qualities and step out onto the ice and take a chance.

### 3. Enlarge your vision - Be a dreamer

Be prepared for your life to change. This requires changing “I can’t” into “I can!” Your dream will take work. It will require energy from you when you have it and when you don’t. I will support, encourage and inspire you to enlarge your vision.

### 4. Take time to prepare

- Weekly Reports/E-mails to monitor for success
- Assess your progress and your feelings about it
- Reward yourself for success
- Find time for reflection

### 5. Be honest with yourself and with me

We are a team working toward your personal fulfillment. Open and honest communication is the only way to get there. These are your sessions and your dreams. It’s all about you.

## Policies and Procedures

### Who do I Coach?

I only accept **committed** clients locally and globally, as long as we conduct our sessions in English or Hebrew and at a mutually agreeable time. I Coach individuals, couples and families. Most sessions are conducted via telephone or Skype. I also do face to face coaching.

### Our Sessions...

2b1 Institute Coaching offers five (5) x 60 minute Coaching & Strategy sessions by telephone, Skype or face to face. The fifth week will be used for personal reflection and recharging. It is easiest if our sessions are conducted at the same time each week. Clients make arrangements to call me.

### Your investment...

This is an opportunity to invest in yourself. Certainly, your biggest investment will be in the time you choose to spend to reach your goals. In addition, 2b1 Institute will send you an invoice for 5 Sessions to be paid prior to the first Session. Sessions are \$150 – 5 Sessions are \$750. (Clients thru GuardYourEyes are offered 5 Sessions at \$625.)

### Changes and Cancellations...

I commit to respect you and your time and expect the same from you. In the event that you need to change or cancel a scheduled session, I require 24-hour notice. In turn, I will extend the same courtesy to you, should I ever have to reschedule or change a session. It is also expected that we be prompt for our sessions. If I am late for a session, I will pro-rate the hour and refund the time lost. If you are unreasonably late for a session, the time lost will not be made up. If you miss a session completely without prior notice, that session will not be made up. Should I ever cancel a session, you will receive an additional session at no charge, in addition to re-scheduling the cancelled session.

## Extra Calls...

I want to be available for you should you get “stuck” or are trying to break through an issue. I’ll do my best to be available. I ask that we keep these calls to 10 to 15 minutes. An e-mail is also accepted during these times.

I will try to respond within 24 hours. It’s a great way to announce wins and accomplishments between sessions or a needed word of encouragement.

## Confidentiality...

Trust is essential in building this strong alliance. I guarantee that everything you share with me will remain in complete confidence. In the case that I would like to share your information with others, I would seek written permission from you. I do reserve the right to act if I feel for your safety or those around you are in jeopardy.

## Referrals...

I love referrals. With the personal nature of this alliance, being referred is one of the greatest compliments I could receive from you. If you refer someone and they enter into a Coaching agreement, you will receive 10% discount off your next 5 sessions.

## Coaching Agreement...

Our Coaching Agreement or contract is an “at-will” alliance and we both reserve the right to terminate this partnership at any time. All actions and decisions are yours and you alone are responsible for the results of these choices. As your Coach & Strategist, I will encourage, motivate, guide and help you achieve your successes. The real work is yours; how far you go and how fast you get there is up to you.

Please remember - I only work with Clients who are committed to their personal Recovery and Transformation. We can change the Universe...and it begins with YOU!

## Clients are saying...

Hi Miriam:

I found out my husband was watching schmutz about 7 months ago. It was the worst yissurim I ever had in my life. I couldn't stop crying, I was depressed, not eating, unable to function, having a hard time to sleep and etc. until i found your website and spoke to Miriam. Women who discover their husbands struggling need help to stay calm. They should realize that this phase might be temporary, and it is a test from hashem. In the past, my husband was trying to stop on his own a few times but didn't know how. Baruch hashem, with the resources on your website, he has been clean since i caught him. We installed covenant eyes on our phones and the computer.

I also wanted to add that I live in the west coast and that I did not know about your website at all. Baruch hashem I found your website by doing a google search for help and it was stated on an article on Aish's website.

Thank you so much. Your website really helped my husband and me. I don't think he would have stopped if not for the shiurim and resources on your website. May Hashem bless you with only nachas, health and happiness eternally.

Hi Miriam:

I think about you a lot. You did so much for me. I miss you, and I hope to visit this winter, and you're my Number 1 stop after the Kotel.

Hashem should repay all the good you have done for me a million times over!

Love,  
L...



## Personal Information

The following pages consist of personal questions designed to help me get acquainted with you. This information is confidential and for use in our alliance only. This information will not be shared or made public in any way. Please return these to me 24 hours prior to our session. You may e-mail them to me at [duvidchaim@gmail.com](mailto:duvidchaim@gmail.com)

Name	
Address	
Home Phone Number	
Cell Phone Number	
E-mail Address	
Skype Address	
Date of Birth	
Occupation	
Marital Status	
Years Married (If yes, number of years)	
Spouse's Name	
Names and Ages of Children	

## Comfort Zone Challenge

Too often, we exist and sometimes get trapped in an area known as the comfort zone. It's an area where things are ok. They are not overly demanding or challenging. They are often boring and leave you longing for more; however, you feel safe in your comfort zone. We dream of great things, but are not willing to leave the safeness of our comfort zone to grow and expand. Every once in a while we get brave and consider leaving our comfort zone (changing careers, finding a new job, making an emotional commitment to something or someone). We step out, run into something difficult and retreat to our comfort zone. All the while we are getting nowhere.

A key role for me is to help you see the possibilities outside of this comfort zone. Stepping out of this comfort zone will help you grow and discover amazing things. We must recognize that your comfort zone touches the comfort zones of those around you and closest to you. When you shake up your comfort zone, you will inevitably shake up someone else's.

The questions below are designed for you to describe yourself, your dreams and those around you. Please be honest in your answers. If you find that they are too difficult or personal, leave them blank and we can discuss them when you achieve comfort in our alliance.

***Rate yourself in the following areas of your life on a scale of (lowest) 1 to 10 (highest)***

### CLARITY

Do you feel you are clear about who you are, your purpose, and the direction you want to go in life?

1 2 3 4 5 6 7 8 9 10

### ENERGY

Do you consistently have enough mental and physical energy needed to excel, accomplish your goals, and feel motivated and happy?

1 2 3 4 5 6 7 8 9 10

### COURAGE

Do you take action and consistently express who you truly are and what you truly think, need, and desire with the world?

1 2 3 4 5 6 7 8 9 10

PRODUCTIVITY

Are you consistently focused and effective, and are you good at minimizing distractions and maintaining priorities?

1 2 3 4 5 6 7 8 9 10

INFLUENCE

Do you feel you have the social influence with your family, friends, and team needed to accomplish your goals?

1 2 3 4 5 6 7 8 9 10

***Please Answer The Following Questions***

- 1) What are the top 3 goals you are striving to achieve right now?
  
- 2) What major stressors or challenges are you struggling with right now?
  
- 3) My pain/suffering shows up as (please elaborate):
  - Anger
  
  - Fear
  
  - Low Self-Esteem
  
  - Other:
  
- 4) I “escape”/medicate myself by Acting Out in the following ways:
  
  
- 5) My experience with Recovery or Therapy or Coaching is (include dates and go up to “present” – share your success or lack of):

6) Have you ever been incredibly excited, committed and fired up to accomplish a specific life goal, only to have it lose steam and not get accomplished?

Yes No

7) Do you believe that with the right strategies, training, and tools most people can BECOME high performers in life?

Yes No

8) Are you okay with being held accountable to a higher standard of achievement by someone who has mastered the principals of High Performance?

Yes No

9) Do you feel that you are living a vibrant, joyful, and fully charged life?

Yes, all of the time

Almost everyday

Sometimes less than I would like

Almost never

10) Tell me about a time when you were courageous.

11) What are your top frustrations or reoccurring negative limiting thoughts that are holding you back from achieving your life's work?

12) What areas of your life do you feel need your greatest focus right now?

Energy Career Relationships Health Productivity

Limiting Beliefs Confidence Clarity Overcoming Fear

13) If you looked back on your life 3 months from now, what would need to happen for it to be your most amazing 3 months ever?

## Are you ready to be coached?

Circle yes or no

I am ready to do whatever it takes to reach my goals?	<b>Yes</b>	<b>No</b>
I am willing to listen to the viewpoint of someone else?	<b>Yes</b>	<b>No</b>
I am willing to invest in myself?	<b>Yes</b>	<b>No</b>
I am willing to get out of my comfort zone and try new things?	<b>Yes</b>	<b>No</b>
I am willing to make the commitment necessary to make the changes I am seeking?	<b>Yes</b>	<b>No</b>
I am willing to commit to the process, knowing that change doesn't happen over night.	<b>Yes</b>	<b>No</b>
I am willing to ask for support and accept the support I receive?	<b>Yes</b>	<b>No</b>
I am willing to stop tolerating?	<b>Yes</b>	<b>No</b>
I am ready to invest in myself?	<b>Yes</b>	<b>No</b>
I am ready to put myself first in my life and work?	<b>Yes</b>	<b>No</b>

## Investment in yourself...

I agree to pay in advance the \$750 (2,850 NIS) or for GYE referrals \$625 (2,400 NIS) fee for the 5 Coaching Sessions package. My payment demonstrates my personal commitment to my healing.

Payments can be made via cash, check, bank transfer or PayPal. If I decide to terminate the coaching relationship, my payment for any unused session will be refunded – less 25% within 30 days.

## Coaching Disclaimer & Waiver

All coaching services and communication, email or otherwise, delivered by Miriam (legally known as Hagit Hoffman) – your “Coach,” as well as information set forth on this website ([www.2b1institute.com](http://www.2b1institute.com)) are meant to help you identify the areas in your life and in your thinking that may be standing in your way. However, coaching is not professional mental health care or medical care. If you feel psychologically stressed to the point that it is interfering with your ability to function, I will seek the help I need in the form of a professional counselor. Coaching may augment your therapy, but the work of coaching is meant to be done when major emotional and psychological wounds are already healing or healed.

In that spirit, by purchasing coaching services from your Coach, you confirm that you have read and agree to each statement and that you wish to proceed:

- I understand that the coaching services I will be receiving from my Coach are not offered as a substitute for professional mental health care or medical care and are not intended to diagnose, treat or cure any mental health or medical conditions. I also understand that my Coach is not acting as a mental health counselor or a medical professional.
- I understand that coaching is, at present, an unregulated industry and that my Coach is not licensed by the State of Texas or any other state or country.
- I understand and agree that I am fully responsible for my well-being during my coaching sessions, and subsequently, including my choices and decisions.
- I understand that coaching is not a substitute for counseling, psychotherapy, psychoanalysis, mental health care or substance abuse treatment, and I will not use it in place of any form of therapy.
- I understand that it is my responsibility to seek psychiatric care if I am feeling severe depression, mood swings, anxiety, trauma, thoughts about hurting myself or others, etc. I will inform my Coach if I have any of these symptoms. And that I will take my prescribed medications. I waive my Coach of any responsibility or liability concerning these or any psychiatric conditions.
- I understand that all comments and ideas offered by my Coach are solely for the purpose of aiding me in achieving my defined goals. I have the ability to give my informed consent, and hereby give such consent to my coach to assist me in achieving such goals.

- I understand that to the extent our work together involves career or business, my Coach is not promising outcomes included but not limited to increased clientele, profitability and or business success.
- I understand that my Coach will protect my information as confidential unless I state otherwise in writing. If I report child, elder abuse or neglect or threaten to harm myself or someone else, I understand that necessary actions will be taken and my confidentiality agreement limited in this capacity. Furthermore, if my Coach is ordered by a court to provide information or to testify, she will do so to the extent the law requires.
- I understand that the use of technology is not always secure and I accept the risks of confidentiality in the use of email, text, phone, Skype and other technology.

I hereby release, waive, acquit and forever discharge my Coach, any agents, successors, assigns, personal representatives, executors, heirs and employees from every claim, suit action, demand or right to compensation for damages I may claim to have or that I may have arising out of acts or omissions by myself or by my Coach as a result of the advice given by my Coach or otherwise resulting from the coaching relationship contemplated by this agreement. I further declare and represent that no promise, inducement or agreement not expressed in this agreement has been made to me to sign this agreement. This agreement shall bind my heirs, executors, personal representatives, successors, assigns, and agents.

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Client's Name

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Phone

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Email Address

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Signature of Client

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Date

If you complete these pages on your computer, please email them back to [miriam@2b1institute.com](mailto:miriam@2b1institute.com). If you prepared it by hand, then Scan and email them back to me.

Payment Options – Cash in-house Session – Paypal (plus 3% surcharge) – Local Deposit or Wire Instructions to Bank of America:

BoA Routing Number: 111000025 – BoA Acct no: 488005218590

Account Holder: David Hoffman 6531 Dykes Way Dallas, TX 75230

(214) 446-1819 / Email – david.h.hoffman@gmail.com