

profile

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Area of Expertise	Description / Details
Professional Coaching (Accredited Coach and Member of COMENSA and ICF), Diploma (CCI Academy)	<p>Antoinette has coached and mentored individuals for 16+ years, formally and informally within the sales, marketing, management and leadership arena. She has coached, trained and mentored sales and marketing people at junior, senior and executive level.</p> <p>After packing in a 14 year's successful career in the Pharmaceutical level, she established her own coaching, training and consultancy business in March 2008, Human Mirror Coaching and Consultancy. Since 2009 she has coached a total of 1000+ coaching hours. Her business (corporate) coaching accounts for approximately 60% of the sessions and the rest go to Life & Relationship coaching. Up to 55% has been at executive and senior management level.</p>
Type of Coaching Practice <ul style="list-style-type: none"> - Individual - Life - Business / Executive - Relationship - Sales coaching 	<p>She has experience in:</p> <ul style="list-style-type: none"> Individual coaching and group coaching Life / Personal coaching Corporate Relationship Business coaching (New business owners)
Coaching Approaches / Models	<p>Consciousness Coaching is an advanced methodology of coaching that creates shifts in the client's consciousness, removing barriers standing in the way of their success and vision realizing. She takes a holistic approach with every individual and believes in assisting an individual's to live a life of completion – see testimonials on www.humanmirror.co.za to see what some individuals and employers have been gaining from the 12-week process.</p> <p><u>Consciousness Coaching consists of three phases:</u></p> <ol style="list-style-type: none"> 1. Context building (To support coachee to be fully present and available for the session) 2. Content handling (shifting the client into his/her position as the creator and having them utilize the power of the word etc.) 3. Bridge building (from this session to the next, the client is present to what he/she got out of the session and chooses assignments to make a direct impact on his/her life directly in and after the session) <p>The candidate leaves with 5 assignments every week related to overall objectives and checks in with the coach weekly.</p>
Sales, Marketing and Management	<p>After completing a BSc degree and working part-time as Dietician, she joined South African Druggists (Now part of ASPEN pharmacare) in 1995. She was promoted to Specialist representative within the first 6 months. Head hunted by Schering-Plough Oncology in 1997 and offered a Product Management position a year later. She also gained experience at Astra Zeneca in Asthma, and Ophthalmology at Bausch and Lomb before accepting a management position at Roche Pharma in 2002. At Roche she established and built the renal division and later also ran the transplantation division (brands and teams) until 2007.</p> <p>Positions held : Foodservice manager/Dietician, Sales representative (GP and Specialist) Franchise manager, Brand manager, Senior Product manager, Business unit manager (100 MIL portfolio in 2007)</p>
Most Relevant Degrees / Diplomas / Certificates	<p>BSc Dietetics (University of Pretoria) 1994 Diploma in Professional Coaching (CCI academy) – COMENSA & ICF member Diploma in Consciousness Coaching (CCI academy) – COMENSA & ICF member Certificate - Advanced Sales Course (Pharmacare) Certificate - Integrity Selling (SAD) Various Selling Skills Courses – Schering-Plough, Janssen-Cilag and Astra Zeneca Marketing Planning Course: Roche Basel (Switzerland) Advanced Marketing Course: Roche Basel (Switzerland) ROSASS (Roche, Customer Focused Selling) – She also trained new representatives on this course Marketing Strategy Workshop: Roche Basel (Switzerland) Trained on CRM Systems Pharmaco-Economic Workshops Various Management and Leadership Courses and Workshops Computer courses – Windows 2007, Excel, Power Point and Power play.</p>

Corporate Clients	<p>Transnet RMS (Remote Metering Solutions) SARS National Renal Care (Netcare/Adcock Ingram) Life Healthcare</p>
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	<p>Standard Bank Deloitte Drs Lambrecht, Vogel & partners Bristol Myers Squibb (BMS) AHN (UCB) Pharma GlobeTOM SA (IT) Roche Pharma Roche Diagnostics Liberty Life L'Aquila Wedding and Spa Venue OPSA (Office Professionals SA) Le Mark Training Midway Chix Etienne Bedeker Attorney's Dept. of Education and Training SA Gold Coin Exchange</p> <p>Publications: Get it Magazine Nov 2010, Finesse magazine Feb 2011 , Finesse Monthly on EQ development from Aug 2011 , Wealth Wise, Destiny Man & Destiny magazine</p> <p>Motivational speaking: Netcare (NRC), Liberty Life, Stanlib, SAPRO, Mrs Modern Woman etc.</p>
Business Background	<p>Human Mirror Coaching, Training and Consultancy (CEO) March 2008- present <u>Other: (Prior to March 2008)</u> Roche Pharma (2002 – Feb 2008) – Product, Brand & Business Unit Head of Renal and Transplantation Jansen- Cilag Astra Zeneca Baush & Lomb Schering Plough Pharmacare Zuid Afrikaans, UP and Dept. of Education and training (Part-time while studying)</p>
Successful Meeting Facilitation	<p>She is an expert at planning, running, facilitating and assessing meetings as a coach and skilled facilitator. The key to successful meetings is in the planning and setting of context (setting agendas and getting everybody's input), running them (having the skills to ensure participation and contribution) and assessing (driving implementation and adherence to deadlines)</p>
Life Story, hobbies and Passions	<p>Antoinette has 2 girls, Kaila and Margot - Kaila is 5 and Margot nearly 3 years old. She has transformed traumatic events in her life into victories and believes in shifting victim mentalities into creators. She has a passion for singing and has recently started to incorporate this passion into her motivational talks.</p>
References	<p>Available on request. Also see some of the testimonials, clips and publications posted on her website www.humanmirror.co.za . Evaluation forms (anonymously done) from every candidate trained available on request.</p>
Testimonials	<p>"Antoinette is an exceptional coach! She helped me to achieve clarity and confidence, enabling me to take the road that will lead to fulfilling my career path. I would recommend her services without a blink of the eye, she is a professional who I admire and respect!" – Henning Viljoen, Senior software engineer</p> <p>I was down in the dumps by the end of 2010. At the end of an article in a woman's magazine on "balancing your life" there was reference to a life coach (something unfamiliar to me at that stage). I did some research during the December holiday's, interviewed a number of life coaches in January and enrolled for 6 sessions with Antoinette.</p> <p>The main reason for seeking support and advice from Antoinette was around deciding on whether to resign at my current job or not. However, Antoinette didn't just helped me discovering what I would like to do with my career and where I would like to go, but simultaneously she has managed to uncover and resolve a number of personal issues in my life, my relationship with my husband as well as overall</p>

wellbeing. She taught me to be conscious in checking whether I am busy with reality or being caught up in my "own story" ... Some penny drop moments were:

- Realising that I have a fear of disappointment, not necessary failure or success, but dealing with being disappointment. I would rather not participate in something in order to prevent the possibility of being disappointed.
- To assist me facing criticism from colleagues and to positively apply it to my own life
- To be able to tackle the "one-on-one" discussions with my boss

Having Antoinette there, asking the right questions, helped me to discover hidden potential within myself, but even more important helped me to make peace with me and realising that I have ALL what it takes to be a successful, happy person. – **General Manager, EOH division**

Antoinette's advice and support in approaching situations has been sound and has also contributed to an improved sense of confidence. Her guidance with regards to planning, setting goals etc enabled me to focus and follow through on the required action. She is a true professional and I really believe in what she does." – **Alex Theiler, Business owner and CEO of Swiss Insulation SA**

"On entering the Awareness Coaching I was ready to be shown how to identify and correct areas in which I was lacking. This was the case, but what I didn't anticipate was to become aware of areas in which I was excelling... this was hugely motivational for me and enhanced my belief in my capabilities. The coaching truly assisted me in aligning my perceptions with what is reality. I received tools that were practical and have truly made a difference in the way I conduct myself in my business and personal life - a very rewarding experience". – **Janine Engelbrecht (National Sales Manager) Bristol- Myers Squibb**

"Every one of us has an atmosphere, an ambiance we portray to the world we live in. On the one hand you get that laid off, negative, tedious atmosphere and on the other hand you get my coach. She is enthusiastic, positive and energetic and has an open minded approach on the obstacles brought before her. I had so much to learn in my 12-sessions of coaching at Human Mirror and am still pondering on all the fresh ideas Antoinette gave on managing our business." - **Carl Fourie, General Manager L'Aquila Spa, Conference & Wedding venue**

"Antoinette from Human Mirror coaching and consultancy was identified as the training company and facilitator that could teach the reps newly identified selling skills and new habits that would ensure successful growth in sales; none of the other training companies interviewed could give such direct, specific, non-generic training, backed with a successful background in the pharmaceutical industry." - **Eileen Smith - Sales manager AHN pharma (UCB & Swartz pharma)**

"Just want to once again say that you were absolutely FANTASTIC! You have absolutely no idea how many people you touched with both your talk and the two songs you sang. One lady in particular, Mrs Moagi, a patient at NRC Montana phoned me yesterday afternoon to tell me how you touched her heart and gave her wings to fly. She has a degree in communications and you inspired her to tell her own story. She decided to write a book with the title "ESRD Post Diagnosis". You're an incredible individual with a great future ahead of you. May you continue to soar." – **Leonie Ackerman, Head of marketing, National Renal care (NETCARE/Adcock Ingram)**

"As an ICT Service Delivery and Innovation company with a strong focus on delivering on time and within budget, it is easy to forget or neglect the human side of it in a highly delivery focused environment. The Human Mirror coaching sessions have assisted our employees and executives to have a much more holistic approach to their work environment and to seek harmony and balance between their work and personal life. We have seen tremendous changes in attitudes and the work approach of our employees after completion of the coaching sessions offered by Antoinette from Human Mirror " - **Philip Stander Managing Director, GlobeTOM**

"For me coaching has opened up a world of awareness, it has shown me how better awareness in all aspects of one's life make a huge difference in the outcome of tasks and decisions made. Through being aware and then using the tools learnt in coaching I will be able to better my work and personal life. Act now and independent of your streams of (negative) thought and change your life." - **Jacques Karsten, Engineering Production and Practice Manager**

"Walking a road with Antoinette left me better equipped, inspired and consciously present. That is a long way from where we started off from" - **Martie Steynberg, Software Engineer**

"Coaching has helped me to realize the importance of taking responsibility for one's life, determine what your goals are and start achieving them. Antoinette was fantastic, always positive and supportive as she guides you along this journey." - **Dallas Blackett, Senior Software Engineer**