

Designing the Life You Want

Pat Barone, Catalyst Coaching

Earning an A in calculus may have been tough, but it can be even harder to find Mr. or Mrs. Right. Somehow, Life 101 often ends up being harder than Econ 101, and we need some extra schooling. Enter life coach Pat Barone. Whether clients want to lose weight, change careers or improve relationships, Barone provides the necessary support and guidance to make change happen. Over the past eight years, Barone's business, Catalyst Coaching, has changed a bit as well. She now not only coaches individuals across the globe, but also offers weekend seminars, a CD series and health and wellness corporate programs, which she has done for a few Wisconsin companies, including CUNA and Lands' End.

—Karen Erstad

BusinessWatch: Why did you become a life coach?

Pat Barone: Over eight years ago I lost 70 pounds, and people were asking me for weight-loss advice, so first I became a personal trainer and weight-management consultant. Then I heard about life coaching and thought it was a fantastic thing because it works between the ears. Most weight-loss programs consist of someone else telling you to do this exercise or eat that food, but when clients decide for themselves to change, you get a completely different outcome. It's kind of magic. The kinds of things people get from coaching are feeling empowered, knowing what's really important to them, making better choices and being conscious of other choices. I'm constantly with people when they're learning about themselves and moving forward, and that's what I've identified as the purpose of my

life: being with people when it really matters.

BW: How does life coaching differ from therapy?

PB: They both deal with emotions a lot, but whereas therapy looks backward and asks, "Why am I like this? Why am I unhappy?," life coaching looks forward and asks, "How can I change this?" Life coaching is a forward-driven, goal-oriented process. There's a lot of accountability and a lot of action. It's also an organic process — it works on all of you. So even if your main focus is weight loss, if you discover through coaching that one of the big things in your way is you hate what you do for a living, well, then that's going to change.

BW: Did you have any hurdles in starting and growing your business?

PB: I had just started my business when my husband got activated into the Air Guard on 9/11. He lost 53 percent of his salary that day. They kept him for almost four years, and we came very close to losing our house. To help us make up some of the loss of salary, I sold jewelry for a couple years because that also left me time to maintain my new business. It was a great experience because I wound up learning a lot

about sales. When my husband got deployed, I very easily could have seen it as some sign that my coaching career wasn't meant to be, but it just left me with more resolve.

BW: Why would a corporation want to do a health and wellness program for its employees?

PB: It's been determined that offering health and wellness programs and really showing an interest in the happiness of your employees has a big impact on turnover. And companies benefit in the long run, too. I think it was Coors out in Colorado that figures it got back \$33 for every dollar spent on health and wellness education for its employees. In my corporate seminars, we might cover stress, sleep, exercise or just general help. I tailor it based on the needs of the company. ■



Photo by Amy Lynn Schreck

Catalyst Coaching
www.patbarone.com

Pat Barone

Fitness Together will turn your dreams into reality.

1 free session
of personal training | \$65 value

plus, 20% more sessions
with any package purchase!

608.824.9777

www.ftfitchburg.com
www.ftmiddleton.com

FT
FITNESS TOGETHER
1 Client 1 Trainer 1 Goal

*valid for new clients only. limited time offer.