



# Optimum Evolution™

## *Cultivating Wellness, Development & Success*

### **Spring Newsletter 2011**

So what's new this season?

The first piece of news is that the insightful self help book '101 Ways to Enhance Your Career' is out and available. This is an outstanding piece of work with contributions from 101 experts to guide, encourage and inspire you on your path to procure, maintain and actualize your career objectives. Contributing authors include Brian Tracy, Charlotte Weeks and yours truly! Yes folks, I contributed a chapter on career transition. The book is available from Amazon and Barnes & Noble for \$19.95; or get a copy directly from me (I can even sign it if you'd like).

Last month I was also fortunate to be chosen to take part in Hawaii's Chronic Disease Summit. This is an annual event where health experts from a variety of fields meet to brainstorm potential solutions to health issues; with a view to advancing health care policy. It was unanimously agreed that health had *one major* enemy: stress! It was also agreed that wellness was dependent on *all* areas of life, from employment to education, housing to healthcare and so on. And of course stress can affect and be affected by all these areas.

This means that addressing the stress *can favorably impact* on our lives in a multitude of ways: our physical and emotional health can improve, our thoughts become more organized, we tend to get more energy, we also tend to realize what is really important to us and we often begin to look after ourselves better. Ultimately, this means we're more likely to honor our own journey and discover our true purpose and potential.

Another piece of news is that I have just trained in a new technique called Z Point and am already seeing many wonderful results. Although EFT is still highly beneficial in addressing many concerns, especially in regard to diminishing/resolving core issues and specifics, Z Point works on a much more general level. This means that many aspects of a single problem can be resolved in one or two sessions – amazing. Z Point is a subconscious clearing program that reaches the patterns and attachments that keep a particular problem or behavior locked in place. As with EFT, Z Point can assist in resolving those patterns, behaviors and traumas that keep us stressed, unhappy, unsure of ourselves and basically not living the life we want to be living.

I want to take a moment at this point to recap what it is that Optimum Evolution was set up to do. I founded the company almost a decade ago (it used to be called 'Your Life Unlimited' until other companies began using very similar titles – an indication that it was time to change the name and evolve it further). The role of the company is basically one of self development; I am after all a self development expert and transformational coach.

So, Optimum Evolution is a coaching service that uses EFT (and now Z Point) to move us from where we currently are to where we really want to be. And this is where the question of specialty is answered. Many ask me what do I *specialize* in; for example I was asked to be part of Hawaii's Chronic Disease Summit, I was also asked to write a chapter on career transitioning, and basically I have a far reaching clientele that stems from the prenatal clients I see at the Path Clinic to a select group of celebrities to pretty much everyone in between. I see clients for wellness (some see me as a health coach working in the area of weight loss/management, smoking cessation or working with long term conditions), development (whether this includes addressing stress/PTSD, advancing career, educational or life goals) and success (improving relationships, achieving targets or reaching dreams). But if we really take a good look at these separately, we see that they are really interlinked.

How?

Well, we can bring it back to self development and life transformation. Finding out who you are, where you really see yourself right now and where you really would like to be. This is often not as straight forward as it sounds; as often there are layers of behaviors, patterns and beliefs which distract individuals from clearly answering these questions when asked. Once these layers begin to be released there is a tendency to see the truth of where we really find ourselves and where we really want to go. Surprisingly our *desired* destination is often different from our initial goals. My specialty then is really finding out where you are and where you really want to be; and then helping you to get there! My expertise is based on years of training, years of experience, insight, intuition and many, many years dedicated to self development.

The formula then for self development is pretty constant: uncover where we really are and where/what we want to improve and/or achieve. The next step is to discover the beliefs, patterns and blocks that keep us limited, procrastinating, going around in circles or just not 'getting there'. Once these have been resolved the move forward becomes a more natural process. Weight begins to fall off, addictions are 'overcome', relationships improve, stress is reduced, targets are reached, life becomes more pleasant and we begin to see deep changes within ourselves. And these changes are often more than the weight loss, or a reached goal, or even a reduction in stress; these changes are where we begin to really grasp our true potential, our true purpose. That is why I renamed the company 'Optimum Evolution'; because we really can get to see and experience a truth beyond the limitations we had once placed upon ourselves.

If you have any questions or want to set up a session with me to help you 'address the stress', lose weight, reach a specific goal, stop smoking, improve a relationship or any other issue you want to work on for self development, then please email or call. Here's to assisting you on your way to living a calmer, happier life full of new possibilities.

Blessings,

**Helen.**

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