

# elaine yau careers

## Get the life you want

### Pia Muggerud, Life coach

**Young Post:** How did you become a life coach?

**Muggerud:** I was born in Norway. Before I joined the industry, I worked in the field of design. Seven years ago, before I found out about life coaching, I felt lost in my life. I began to read books on life coaching.

As I read more about the subject, I began to understand my personal needs and gain clarity and a sense of direction.

I decided to train as a life coach and open my private practice.

**YP:** What do life coaches do?

**Muggerud:** Life coaches help their clients look into their past and see where they are in their lives. I try to give as little advice as possible, as my role is to bring answers out of my clients and help them gain fulfilment and satisfaction from life.

During coaching sessions, I ask my clients questions to help them discover their deeply hidden potential.

**YP:** How do you organise your coaching sessions?

**Muggerud:** The first meeting is an "intake session" which lasts approximately two hours. After this initial session, my client and I agree on a regular coaching schedule for four sessions a month. Sessions usually last 45 to 60 minutes. The whole coaching programme ranges from three to 12 months.

Before each session, clients are asked to prepare and submit a feedback form in which they have to write about what they did during the past week, what they want to work on during the

coaching session and how they are feeling at that time.

**YP:** What is the makeup of your clientele?

**Muggerud:** I have nine clients. Coaching sessions may be held in person or over the phone. Clients may choose to meet at their homes, offices or elsewhere.

It is important that coaching is conducted in a private setting not subject to disruptions.

As well as individual coaching, I help my corporate clients train or coach their employees.

**YP:** What do you enjoy about your job?

**Muggerud:** I love psychology and have a passion for people. The benefits of being a coach are both personal and professional. When I see my clients' sense of life satisfaction increase, I feel the most satisfied.

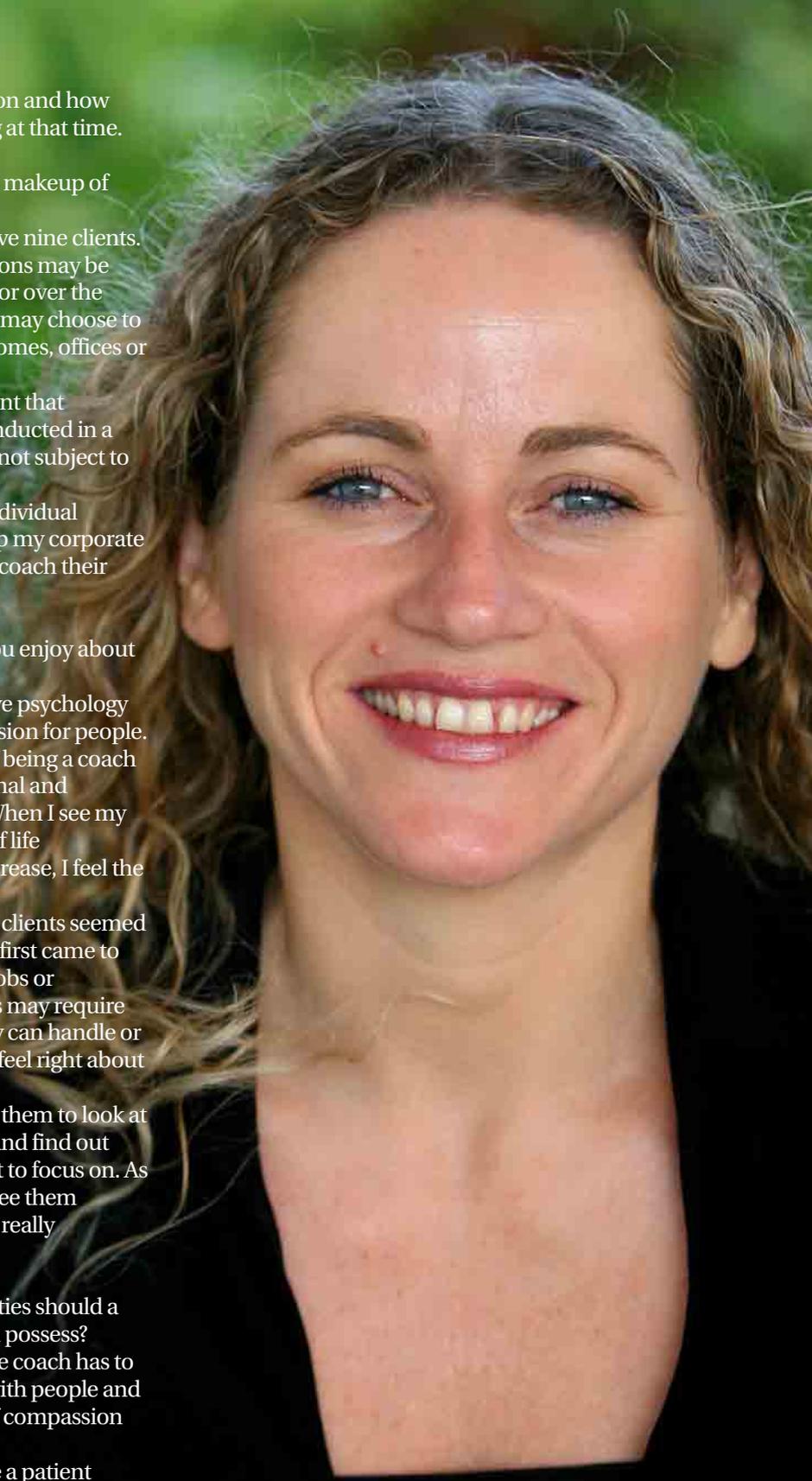
Some of my clients seemed lost when they first came to see me. Their jobs or responsibilities may require more than they can handle or they just don't feel right about themselves.

I encourage them to look at other options and find out what they want to focus on. As time passes, I see them change. This is really satisfying.

**YP:** What qualities should a good life coach possess?

**Muggerud:** A life coach has to love working with people and have a sense of compassion for people.

He has to be a patient listener. He should also be generous, honest and willing to share his personal experience with his clients.



PIA MUGGERUD HELPS HER CLIENTS REALISE WHAT THEY WANT FROM LIFE. PHOTO: JONATHAN WONG

### Career file

#### Resume

**1995:** Completed post-graduate degree in design at the University of Edinburgh

**2002:** Received her coach training with US-based Coach University

#### Getting started

**Course:** Executive Diploma in Corporate Coaching

**School:** Hong Kong University School of Professional and Continuing Education

**Duration:** 120 hours

**Characteristics:** The programme is designed for managers and leaders who plan to introduce coaching in the workplace. Taught by leading Hong Kong coaches and guest presenters, the course focus is on guided practice and practical application of coaching skills in the workplace.

**Enquiries:** <http://hkuspace.hku.hk/index.php>

**Course:** Foundation Certificate in Life Coaching

**School:** Hong Kong University School of Professional and Continuing Education

**Duration:** 60 hours

**Characteristics:** 60 hours of in-person training will lead to a Foundation Certificate. The programme covers basic principles of life coaching. Basic coaching skills are taught through theoretical and practical sessions.

**Enquiries:** <http://hkuspace.hku.hk/>

#### Career prospects

Graduates can become professional life coaches and work with their clients on a one-to-one basis, helping them to change careers, improve their prospects or find a better work-life balance.

While life coaching has long enjoyed huge popularity in the west, it is just beginning to take off in Hong Kong.

Experienced life coaches can also take up teaching and hold training workshops, seminars and conferences for people who aspire to join the field.

#### Write to us!

To see a feature on your favourite career, e-mail your questions on it to [elaine.yau@scmp.com](mailto:elaine.yau@scmp.com)

**say it**

Phrases from this story

clarity  
清晰

role  
角色

potential  
潛質

approximately  
大概