

**Spoonful**  
*insight*<sup>TM</sup>

---

*Coaching*

**CASE**

**STUDIES**



# CASE STUDY

## Reclaiming Self-Worth and Identity in Midlife

### THE CLIENT

A midlife professional feeling disconnected from her true self after years of personal and professional challenges.

### THE CHALLENGE

- Lost sense of identity and self-worth due to burnout, isolation, and personal struggles during the pandemic.
- Felt emotionally drained and overwhelmed, unsure of how to move forward.

### THE SOLUTION

- A 6-month coaching programme focused on self-reflection, rebuilding confidence, and identifying personal values, strengths and drivers.
- Provided a safe space to explore emotions, reframe limiting beliefs, and celebrate small wins.
- Actionable steps taken to reconnect with herself and regain balance.

### THE OUTCOME

- Rediscovered personal identity and increased self-worth.
- Improved emotional well-being and a clearer sense of direction in life.
- Gained confidence and a renewed sense of purpose.

### Testimonial

*"I hit it off immediately with Ali and knew she was the right person to help me get out of this rut and find myself again. Ali has a way of making you look deep – asking the right questions, helping you reframe and make sense of what's going on in your head. She celebrates your wins with you and helps you take action to make things better. I won't lie, you do have to dig deep, and it can be emotional. But Ali is in your corner as your cheerleader, and I'm so glad to have met her. She really is a beautiful soul."*

AM, HR Professional





# CASE STUDY

## Confidence Boost for Early Career HR Professional

### THE CLIENT

An early career HR professional struggling with confidence and seeking personal growth to advance in her role.

### THE CHALLENGE

- Lack of self-confidence affecting career progression.
- Uncertainty about how to navigate workplace challenges and make decisions with assurance.
- Struggling to know how to cope under pressure.

### THE SOLUTION

- Coaching sessions that focused on self-awareness, reframing limiting beliefs, and setting clear goals.
- Tools to identify strengths and build on them.
- Created a non-judgmental space for personal exploration and growth.

### THE OUTCOME

- Significant improvement in confidence.
- Gained clarity around career path and goals.
- Greater self-assurance in making decisions and handling work challenges.

### Testimonial

*"I've had a few coaching sessions with Ali, and I have to say she is an amazing coach and facilitator. Ali knows how to ask all the right questions to make you do some soul searching and find the answers within. My confidence has already improved, and I've learned a lot about myself along the way. She provides a safe, non-judgemental space and is such a kind, supportive, and generally lovely lady. Would 100% recommend!"*

SW, HR Professional





# CASE STUDY

## University Leaver Finds Clarity And Job Offers with Coaching

### THE CLIENT

A recent university graduate aiming to secure a competitive full-time graduate scheme role.

### THE CHALLENGE

- Faced uncertainty and confusion about how to proceed.
- Struggled with setbacks in securing a dream graduate role.
- Needed clarity and motivation to push through the rejections and setbacks.

### THE SOLUTION

- Multiple coaching sessions focusing on identifying values, strengths and passions.
- Focused on building self-confidence and clarity.
- Reframed challenges and provided tools to persevere.

### THE OUTCOME

- Successfully secured offers from two multi-national corporations.
- Gained the ability to persevere and stay motivated despite setbacks.
- Increased clarity in decision-making and personal growth.

### Testimonial

*"The multiple coaching sessions I've had with Ali have been the secret ingredient I never knew I needed in order to secure my dream graduate scheme role.*

*The conversations unlocked my mind and helped me think clearly.*

*I would highly recommend Ali to anyone who feels they need guidance – it truly benefited me, and I had a blast while doing it!"*

WD, Graduate

