

Pam Brown

**Pam Brown, PCC, CFRE, is an ICF
Credentialed Coach, Executive
Director of
Insight Counseling Centers, and author
of the book, *Build a Life That is
Becoming Shouldless*.**

Pam Brown is a Professional Certified Coach (PCC), Certified Fundraising Executive (CFRE), nonprofit executive, and author of *Build a Life That Is Becoming Shouldless*. Known as "The Possibilities Coach," Pam helps people question the expectations and limiting beliefs that keep them from imagining the lives they want. Drawing on years of speaking, leadership, and coaching experience, she brings warmth, humor, and practical insight to podcast conversations, conference presentations, and interactive workshops. Audiences leave with fresh questions, a more personal definition of success, and the courage to consider what might be possible.



TESTIMONIALS

Pam was wonderful today. She provided insight and alternative and supportive views. The class engagement was excellent, and I appreciated absolutely everything I learned from today. I will take all information received back to my organization.

Developing Emerging Leaders
Workshop Participant



Contact Pam



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Becoming_Shouldless



When I retired I kept telling myself, "I should be doing something." I had worked my whole life and it seemed so strange to wake up without an alarm and to not do anything all day. Pam helped me to understand that I earned the ability to do what I want and not feel guilty.

Judith Hantin

Invite Pam to Speak or Lead a Workshop

KEYNOTE • INTERACTIVE WORKSHOPS •
FACILITATED CONVERSATION • PODCAST INTERVIEWS

***Audiences will appreciate
Pam's calm confidence, humor,
and practical wisdom that help
them shift from "should" to
"shine."***

Pam's message speaks to women 50+ who are ready to imagine what else is possible. Women who have connected with her have:

- Left soul-sucking jobs and started their own businesses
- Learned how to live within their means so that they could trade in stressful careers for more meaningful work
- Let go of old resentments and found peace
- And more!



PRESENTATIONS

Build a Life That Is Becoming Shouldless

A warm, practical invitation to notice the expectations that shape our choices and discover a more authentic definition of success. Pam blends reflection, humor, and useful questions that audiences can carry into everyday life.

WORKSHOPS

- From "should" to choice: identify inherited expectations and choose what fits now.
- Redefining success: explore values, priorities, and a more personal measure of a meaningful life.
- The possibility of change: Use curiosity to consider a next step with clarity and courage.

SUGGESTED PODCAST INTERVIEW QUESTIONS

What inspired you to write *Build a Life That Is Becoming Shouldless*?

My clients often used the word "should" in coaching sessions. I never pass up an opportunity to tell them, "Stop shoulding on yourself!"

What's wrong with the word "should"?

When I or my clients use the word should, there is judgement baked into it. Noone says, "I should go to the South of France and have a wonderful vacation." Rather, they use the word to discuss what they think is wrong with them or their current situation. Here's an example: A woman tells herself, "I should get a better paying job." That might be true. But without determining that she wants to find a better job, and is willing to do the footwork needed to accomplish that, she's just filling her head with negative self-talk which does not serve her.

Through the years, you've coached a lot of high-performing females. What have you noticed about how women judge themselves?

I've noticed that women judge themselves harshly! We have the ability to talk to ourselves in a way that is much more cruel than how we would address someone else. Imposter syndrome is rampant.

HEAR PAM IN CONVERSATION

Flip Your Mindset with Stacy Young

Stop People Pleasing and Set Boundaries

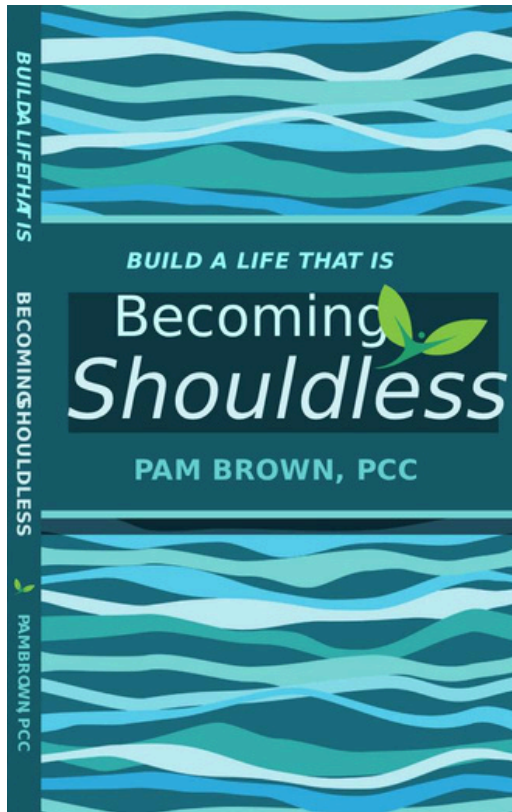
Restless to Renewed with Janice Neely

Build a Life That is Becoming Shouldless



Pam Brown

Author



Build a Life That Is Becoming Shouldless is a powerful guide born from Pam's own transformation and her work as a Certified Life and Career Coach for women over 50. With clarity and compassion this book helps women uncover where their shoulds come from—whether rooted in childhood, culture, or self-imposed expectations. It teaches how to break free from guilt, outdated roles, and limiting beliefs imposed upon women.

Self-published

Publication Date: October 3, 2025

ISBN 9798264466304 (paperback)

ASIN B0GHPQW493 (Kindle)

Praise for *Build a Life That Is Becoming Shouldless*

This small easy-to-read book is packed with insightful ways to help you navigate your life at all stages of your life. Yes, you can read it in one sitting but I urge you to keep it close at hand, make notes and action steps as she suggests. Different chapters may resonate with you at different times in your life. Being a people-pleaser, I sometimes find myself in a situation where I do something because I feel "I should." It may have even been something I once found joy in doing but after many years, it became something "I should" do instead of something I wanted to do. Pam shares personal experiences and samples of some of those she has coached — with their permission, of course. I've been privileged to have a few life coaching sessions with Pam. As a life coach, she listens, and then amazingly guides me into deciding what it is that I want to do instead of what I SHOULD do. I highly recommend both the book and life coaching. —Wynette Little, member of Advanced Reader Team

Second Book Coming in Fall 2027

Pam's next book explores the expectations, challenges, and possibilities that come with caregiving.