



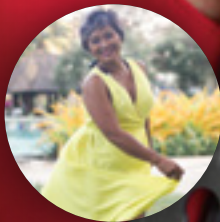
EMPOWERING *You*

to become the best version of yourself.



Kym Couzing

MEET
YMAG®'S
8 WOMEN
OF INFLUENCE
2019



REESE HAYCOCK



DIONE MCCURDY



MICHELLE SCHEIBNER



CATHERINE WOOD



HA-LE THAI



LOUISE SPARKES-HOWARTH



CAROL FOX



— MEET OUR —

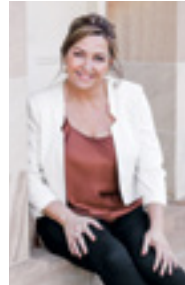
8 WOMEN OF INFLUENCE

— 2019 —

Women of influence are women of power and positive influence in their industry. To be a woman of influence is one of the greatest compliments you can receive as a woman. Each of these women are well regarded in their industries but also carry a certain allure when they grace a room.

REESE HEYCOCK

Reese Heycock is the director of South East Asia for G&L Real Estate in Melbourne selling off-the-plan boutique to luxury apartments and townhouses in the international market.



DIONE MCCURDY

Dione is a dynamic career strategist, trainer, leadership specialist and entrepreneur, with a driving passion for chasing deep fulfillment in the workplace.

MICHELLE SCHEIBNER

As a brand expert, facilitator and presenter, Michelle Scheibner unearths her client's unique brand attributes and distinctive qualities to evolve the invisible to visible.

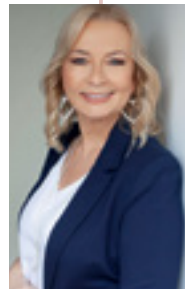


CATHERINE WOOD

Catherine Wood founded the Sanctuary of Ananda where she teaches the principles of sacred love, including tantric sexuality, Kama Sutra, sensual massage and relationship counselling.

HA-LE THAI

Ha-Le Thai is a multiple bestselling author and speaker, a thought leader, parenting and life coach, holistic natural health practitioner and owner of the self-publishing company, Waratah Author Services.



KYM COUSINS

Kym is best known for enabling personal and business growth through mentoring women in business. She is a specialist in sales, marketing, communication and leadership.

LOUISE SPARKES HOWARTH

Louise Sparkes Howarth, of Pineapple Marketing and Promotions, is on a mission to help small businesses stand out like a pineapple, both in life and online.



CAROL FOX

Carol Fox is an author and speaker whose confident communication strategies allow everyone to be courageous, compassionate, authentic and impactful in their interactions with others.

Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion:

the potential for greatness lives within each of us.

WILMA RUDOLPH

Empowering *You* to become the best version of yourself

AUSTRALIA'S AUTHORITY ON SELLING WITH HEART

Kym Cousins - Sprout Enablement

BY SUSANNAH PASK

Kym Cousins has spent over 20 years in sales leadership roles for top organisations in Australia, New Zealand, Southeast Asia and the United States, so she's no stranger to the secrets of success in business. Her greatest satisfaction has come, however, from mentoring and coaching others to succeed.

Kym has notable credentials. She is a certified Myers-Briggs Type Indicator® (MBTI) and EQ-I practitioner, an international certified trainer in several selling methodologies, including Achieve Global/Huthwaite, Sandler, SPIN and Challenger, and she is a certified global facilitator in DDI Leadership Development. She's a member of the International Coaching Federation and holds a certificate IV in business and personal coaching, along with diplomas in marketing, management and accounting. She's also an Advisory Board Chair at the Institute of Managers and Leaders.

Her book *Selling with Heart – Growing Your Business with Authenticity and Trust* is to be released shortly.

SO, HOW AND WHY DID SHE LAUNCH HER OWN COMPANY?

She saw an opportunity to switch from being an 'intrapreneur' to an entrepreneur when her family decided to move from Sydney to the Sunshine Coast in Queensland in 2017. She researched the needs of women in business and decided that she could make a difference to these women's lives through her business expertise, so she launched her company, Sprout Enablement, in June 2018.

'I wanted to work within my own heart-felt values and on my own terms – providing flexibility, support and inspiration to my two children by creating a business which enabled me to continue to add value to others by empowering their success', Kym explains. 'I knew that I could help women in business to gain the confidence and courage to put themselves "out there" to sell themselves and their business, through teaching them how to lead with value for their customer, in a way that does not come across as "sales-y", egotistical or aggressive. My philosophy of genuinely caring for your customer first, creates deep connections and authenticity in sales conversions. I knew I could mentor businesswomen by inspiring them to use their heart to create trust, impact and ongoing loyalty and customer advocacy.'

Over the course of her career, she has benefitted from being a participant in many self-development programs which have enhanced her leadership and selling skills, built confidence and courage, encouraged team collaboration,



created her professional image, increased presentation, media and speaking expertise, instilled coaching, marketing and management skills and so much more. Kym now strongly believes that it is her responsibility to share her experience and the knowledge and expertise she has collected, by 'passing the baton' to a new group of women; new leaders who will trailblaze their way in the world of business and entrepreneurship, creating the life of their dreams and supporting their family, whilst staying true to their hearts and core values.

WE ASKED KYM WHAT EXCITES HER ABOUT HER WORK. WHAT IS HER Y?

'Whenever I see one of my clients win an award for their business, or expand to employ more people, advance their career or get a promotion, afford to take the family on an overseas holiday or put their kids into private school, I feel immense pride – especially when I know that they once found it very difficult to even talk about their business, their achievements or be able to articulate the value that they presented to the world.'

One of her clients, for example, told her that by May this year, she wanted to grow her business to the point where her husband could quit his FIFO (fly in, fly out) job. Her dream was to have him work with her in the business and be home with her and the five kids. That was achieved by April – ahead of time – a huge win for Kym too, not just a tick in the box. It underscores her core value of 'family'

and the importance of being together – supporting, learning and loving.

Her 'Y' is very much aligned to that example; her desire is to enable women to be independent, confident and fulfilled in a way that provides for her family, gives her the freedom to enjoy the best life possible with the family and allows her the enjoyment of a business (or career role) that supports her own development and wellbeing.

WHAT TYPES OF COMPANIES AND CLIENTS TURN TO KYM FOR HELP?

Her clients are women who are looking for confidence, recognition, authenticity in business, self-awareness and self-belief, motivation and the heart-felt power to articulate and promote their achievements and value to the world. They want a mentor to help them reach their goals by building their marketing and selling skills and enabling their personal and business growth, and to 'show them the way' with down-to-earth practical ideas, support and accountability. Kym's clients want them to sell more, do more and be more in their business and life, in a way that sits comfortably and naturally within their innate personality style, their desires, dreams and core values. Kym also mentors those looking to transition from intrapreneur to entrepreneur and women who want to excel in sales but are uncomfortable in presenting a too pushy sales pitch.

Kym's clients experience accelerated personal development and growth which creates leadership impact and influence within their organisation and helps them become a thought leader in their industry. She works collaboratively with her clients to develop individualised strategies and tools which feel natural, comfortable and authentic – all according to their innate personality type and personal core values. In working with teams, Kym's workshops cover sales communication styles and how to adapt to buyer personality types – utilising the insights gained from using the MBTI assessment, as well as learning how to develop a marketing plan which includes how to 'show up' on social media, particularly LinkedIn.

KYM'S PROGRAMS RANGE FROM:

Coaching – vision creation, goal setting, personality profiling, self-belief, mindset and personal growth.

Business Mentoring – focussing on marketing strategy and selling skills, sales process and growth, sales forecasting, speaking and presentation skills, personal branding and image, social media presence and content creation to support their insights and influence as a thought leader in their industry.

Sales Training and Consulting – focussed on building a 'kick ass' elevator pitch, the power of networking, the clarity of message, sales scripting, sales collateral, proposal writing and social selling – Facebook and LinkedIn.

Workshops – LinkedIn for Business Growth, Courage to Sell from The Heart and Discovering Selling Styles and Buyers' Types for Effective Sales Communication.

Self-Discovery and Enhanced Communication Style – through the insights provided through the completion of psychometric assessment (MBTI).

Kym works collaboratively with clients to develop individualised strategies and tools which feel natural, comfortable and authentic – all according to their innate personality type and personal core values.

AND DOES SHE GET RESULTS?

- Her corporate sales bootcamp resulted in a company's new salespeople being onboarded and consistently ramping to full sales quota in three months, a reduction from the previous average of six months.
- An entrepreneur moved from part-time work to a full-time business for both herself and her husband in five months, winning two business awards along the way. One sales proposal alone, written by Kym, resulted in a single sale of \$59,000.
- After a LinkedIn for Business Sales workshop, a graphic designer picked up three new leads in the first 24 hours of implementing Kym's strategies.
- Bespoke jewellery designer transitioned from being employed at a jewellery chain store to launching her own business, with the skills and confidence to deliver Facebook 'lives', speak at women's business networking events and to fill her ongoing schedule with creative bespoke jewellery assignments.
- A creator of natural pain remedies who travels the country doubled her sales overnight through Kym's mentoring and feedback on her sales script, sales collateral and retail layout.

That's pretty impressive!

KYM'S PLANS FOR THE FUTURE

Her book *Selling With Heart – Growing your Business with Authenticity and Trust* will be launched in early 2020 – with a book tour around Australia.

Launch of an online program in mid-2020 – based on the Sprout 6C Formula for Heart-based Business Growth.

BY SUSANNAH PASK

FINDING YOU YOUR DREAM HOME



IT'S NOT JUST A JOB BUT A LIFESTYLE,
WITH REESE HEYCOCK



Reese Heycock is a woman of vision, with a passion for helping people find the home or real estate investment of their dreams. Born in a small city, Solo, in Central Java, Indonesia, she moved to Australia 20 years ago when there was a riot in Jakarta. No stranger to the ups and downs of political upheaval, unfortunately, their family apartment was nearly blown up during the riots.

Multi-talented Reese had always been passionate about acting, dancing, modelling and martial arts – but in real estate, she seems to have found her true calling. She was hired 10 years ago by one of the largest developers in Melbourne to promote a Melbourne based project to the Indonesian market – a job she loved, as it was always her goal to develop a business connecting Australia with Indonesia.

As Director of Sales for South East Asia for G&L Real Estate, which manages commercial, residential and rental properties, Reese is currently concentrating on the Indonesian market.

Her main area of specialisation is new projects, helping overseas buyers find their dream home or real estate investment. Australian legislation

dictates that overseas buyers must buy into a brand-new development or property, rather than an established one, a ruling that took effect in 2015 to help prevent increasing numbers of Chinese buyers from driving up values and pricing first time buyers out of the market.

'What I love about real estate is the beautiful architecture, interior design and helping people to choose their dream home. To me, this is not just a job – my business is my lifestyle. I love the interaction with my network of clients and most of them become my good friends', Reese tells us.

She goes out of her way to help clients to understand and appreciate the Melbourne market and gets enormous satisfaction from helping them with her special brand of VVIP service, which

involves showing them the lifestyle in Melbourne before they buy a property. She shows them how to get around on public transportation and where to buy groceries and other essential items, so that they are entirely confident about everyday living before they move in. It's a service that she loves delivering.

'Imagine yourself looking for a property in a city you know. It's hard enough!' she explains. 'Can you imagine buying property in a foreign country?'

She loves giving back to her countrymen, by helping Indonesian agents expand their experience level by selling Australian properties and earning Australian dollars. She organises a regular PROPERTY EXPO ROAD SHOW, working with more than 3,000 real estate networks in Indonesia. Her last trip went from Java Island, East



Java to Central Java and Jakarta in West Java. Reese is also active with several charities including an orphanage in Bali and a cancer foundation.

And her personal life? Reese is married to Finnish engineer, Markku Rajala and she and her husband have six grown children between them. Acting, modelling and martial arts are all in her past, but she still hankers to do more acting in her spare time – if she ever has any. Before she came to Australia some 20 years ago, she did a martial arts TV series for a few years, and she would love to go back to acting, though on a bigger scale.

It's obvious that Reese is a woman of purpose and commitment. Her Y is to help people in as many ways as she can and when she undertakes to do something, she does it to the very best of her ability and with all her heart – be it career, martial arts or dancing. She sees her God-given purpose in life to help others by using the gifts, talents and skills she has been given.

REESE'S FUTURE PLANS

*When I do
something, I do it
with all my heart!*

REESE HEYCOCK

Expand her business to Europe.

Continue her charity work in the countries she visits.

Set ongoing sales goals in helping overseas buyers to buy Australian properties and educate Indonesian agents about selling Australian properties.

Help both developers and buyers.

Set up an office in Indonesia.

Do some acting again in between her property EXPOs.

Maintain the balance of her personal life and business.

Dione McCurdy

THE CONSCIOUS CAREER COACH



Ask our next Woman of Influence, Dione McCurdy about her Y and she'll tell you she has been passionate about human behaviour and personal and spiritual development most of her life. In fact, she has been a student of human development since she was seventeen years old. Dione has many educational achievements; she has an advanced diploma in human resource management, diplomas of business, tourism and training, she has attained her master's certificate in human resource management, a certificate in life coaching and she is certified in mental health training.

She is also a conscious career coach with twenty years of experience in corporate HR and executive leadership counselling and strategy, as well as career coaching under her belt – and she uses this valuable experience to help her clients move their careers forward with both purpose and pre-determined goals. She has seen brilliant women fail because they don't feel confident enough to be heard and she has seen women subconsciously sabotage their own careers, drifting along aimlessly and getting nowhere. It breaks her heart to see talented, smart women having to manage their children, household, husband and career, taking on everyone else's problems, yet getting passed over for promotions at work, thinking that if only they worked harder, they'd eventually be rewarded.

It doesn't work that way.

We asked Dione why she became a career coach, about her passion for feminine leadership and how she helps women work less, but smarter.

YMag® – How did you become a career coach, Dione?

DM – I spent years coaching people in the corporate environment. Everyone I coached voiced a common theme – they wanted to be seen, heard and validated. I have a passion for interpersonal intelligence and courageous leadership and I found it difficult to resonate with the often-inauthentic corporate world and the masculine energies of drive, push, numbers, schedules and demands.

I witnessed many people over the years just operate in survival mode, most feeling unfulfilled, never really questioning their career direction. It never occurred to them to stand in their own power and disrupt the status quo of business, to have a voice and ask for what they wanted. I observed that it took simple steps for executives to move from just managing people to leading people, and to embodying leadership traits, behaviours, language and mindset. But for many, this was just another thing to add to the 'to-do' list! Their style of managing was 'just do your job'.

After 20 years in corporate I became a career coach and leadership strategist to support, share and coach others to have more joyful working lives and work with less hustle; to work smarter not harder and empower women to ask for what they want in their careers, embody their feminine strengths, work within their values and to get out of just operating in survival mode.

YMag® – Were you ever stuck and unfulfilled in your own career?

DM – I've certainly had some great CEOs in my career who have been fantastic mentors, but I have also had my fair share of narcissistic ones too! Some CEOs are great at business operations, strategic vision and direction and financial performance measures, but most struggled with emotional intelligent leadership of people. The challenge was to work with the senior executive leaders of businesses and offer a different

mindset on leading with compassion, empathy, collaboration and humility. I acted as their 'pulse of the people', using skills of intuition and years of coaching to contribute to company strategic communications and culture. Certainly, during the last few years of my corporate life I began to feel more and more misaligned. I knew I was coming to the end of my corporate career. I was yearning to make more of an impact on the world, particularly taking my years of coaching to help others.

YMag® – You describe yourself as a 'dharma diva'. What's your dharma?

DM – It is about guiding, supporting and empowering women to live life to the fullest, find their joy and align powerfully with the calling of their soul, their dharma. My dharma is to help women rise into their true essence and power and shine in the world while doing it, and to stop playing small!

YMag® – Tell us more about your coaching programs, 'Get Unstuck', 'Get in Flow' and 'Get Transformed'.

DM – 'Get Unstuck' is a quick, 90-minute power shot of coaching to get a client out of immediate overwhelm and confusion. Sometimes in our own head we can start catastrophising to the worst possible scenarios until the actual situation or truth has been lost in emotion. This quick session assists with clarity and providing breathing space to work on some action steps in the immediate moment.

'Get in Flow' is for a client who feels they're on track and have some momentum but they're ready to move to the next level. They are putting in effort, time and work, but are feeling unrewarded. The process starts with deep questioning, uncovering the real voice inside and the 'Y', and active listening for a client's needs and vision for themselves. For some women it is acknowledging that they have permission to reach for the stars and rise to their full power. It involves identifying the strengths and the values a client holds dear and setting goals that take them from survival mode to more joy and less hustle!

'Get Transformed' is the big transformation package over a six-month journey, that digs deep to create not only a phenomenal career but also a transformation in empowerment, feminine leadership strategy, mindset and energy alignment to purpose. This is where I unleash all the strategies I have in my 20-year career strategy arsenal and give the support needed to create big change, whether it's rising to the top of the corporate ladder, striving to work with your dream employer of choice or embarking on a brand-new career. The process of this transformation is first identifying a client's big 'Y', digging deep with what internal programming may be holding a client back, having their strengths and values pinpointed and discovering how they currently feel and how they'd like to feel, when they feel in flow.

YMag® – What gives you the most satisfaction in your work and personal life? What is your Y?

DM – I gain the most satisfaction in my work from listening and holding space for women who sometimes have never been seen and heard before in this way. I've spent a large part of my own life hiding away and flying under the radar. I was good at it! However, my 15 years in HR made it clear to me that being heard and validated was an underlying theme for so many people I coached. That's why I started my own career coaching business.

My purpose in life is to share my true, authentic self with others, to share my past experiences, my life path and my voice now that shouts ... no more hiding.

BY SUSANNAH PASK

Dione's plans for the future:

Finishing her e-book, *My Work Sanctuary*. This e-book aims to inspire women to utilise the tools within, to lead more aligned, joyful and engaged working lives. She hopes this book contributes to the conversation about women in corporate environments and how to work smarter not harder. It's full of practical and easy guidelines about how to thrive while at work and also includes the full, holistic view of before and after work practices.

Her big vision is to expand *My Work Sanctuary* to an online membership platform. This platform aims to be a place for working women to 'come home to'; a place to be validated and find strength in knowing there is another way rather than survival mode and overwhelm. This sanctuary will be full of tools, masterclasses, articles, templates, reference materials, tips, ideas and conversations to assist women to feel supported and empowered in their careers. This aims to be a full bodied, rounded and holistic offering, including pre - and post-work practices, quick healthy lunches, guidelines on embodying feminine leadership traits, wellbeing, work-to-function makeup tips, networking, confidence, work 'capsule' clothes and more.

Creating *My Work Sanctuary* retreats.

Designing *My Work Sanctuary* merchandise.

Starting *My Work Sanctuary* Facebook group.

Organising *My Work Sanctuary* conference weekends.

Developing *My Work Sanctuary* meditations.

Launching the Crack Your Work Code masterclass series. This unique career masterclass extends the dedicated career woman to take a deep dive into her values, her strengths, her work history patterns, her leadership style, when she's in flow, interpersonal intelligence and more. Essentially, she'll complete the series knowing her own unique career and work code while being crystal clear on what it means to feel in alignment and empowered daily, taking her out of survival mode.

Creating Empaths in the Corporate World workshops.

MICHELLE SCHEIBNER PERSONAL BRAND EXPERT – RED ZEBRA GLOBAL

WANT TO STAND OUT FROM THE HERD?

MICHELLE SCHEIBNER FROM RED ZEBRA SHOWS YOU HOW.

BY SUSANNAH PASK

Why Red Zebra? Michelle Scheibner is ridiculously passionate about personal branding and about zebras, as it happens. Several years ago, she was part of a team of coaches presenting a program supporting aspiring business leaders at The Branson Centre for Entrepreneurship South Africa. The location was a game park and they shared the panorama with zebras. Her fascination with them and the story of their unique markings meshed with her love of the colour red. By the time she left, the title Red Zebra was born!

What is personal branding and why is it so important? It's all about standing out from the herd. 'Your personal brand exists independently from social media. It is the 'i' in our voice; it is our capacity to influence (leadership brand) and it's the promise of value that sees us promoted (career brand). It's how others remember us when we have left the room', says Michelle. She explains further:

- Personal branding highlights our super powers, inner beauty, values and passions, so others can see through any distractors that may affect how we are judged (let's face it, whether we like it or not, we are constantly being evaluated)... therefore, making the invisible visible.
- A well-structured personal branding effort gives us the tools to manage our reputation and profile.
- Clear personal branding allows individuals to stand out from others and be remembered for the right reasons.
- It represents the future of career management. If we can communicate our worth via our brand presence, we are more likely to be considered for job opportunities.
- For those seeking a new life relationship, the simple ratio of singles in this age demographic tells us we need to stand out from the crowd to attract the best potential partner.
- When we are using social media, information about us is available 24/7. Employers, friends, partners and anyone we deal with – real estate agents, car salespeople, the bank – can form an opinion and treat us accordingly.
- In current business environments, with the focus on the online world of commerce and a global marketplace, success depends on having a memorable brand.
- The strongest brands own real estate in the minds of important decision makers and buyers.

The Red Zebra Edge is a mentoring program for success seekers looking to stand out from the competition. Whether it be individuals seeking career advancement or business leaders building brand equity, Michelle moves her clients from ordinary to extraordinary.

Michelle offers an external perspective and dedicated support using active listening, key questioning and practical exercises while ensuring confidentiality and respect.

Throughout the process, her clients gain a stronger sense of who they are and want to become. They develop confidence and a leadership mindset, and they learn how to present themselves verbally and non-verbally, to stand out, connect and inspire, both online and offline.

The Red Zebra program focusses on the five 'Ds' of branding:

Discovering the current state brand attributes and context via data collection about the actual versus the hoped-for brand.

Decoding themes that give definition and vibrancy to the brand mission and value proposition.

Differentiating brand uniqueness, developing a unique point of view and defining the customer and business story.

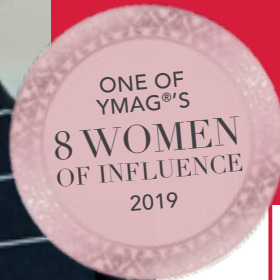
Designing the strategy for a unique value proposition, then building the plan to deliver.

Deploying and accelerating brand awareness by stepping off the page and being seen consistently and clearly on all chosen platforms.

She delivers outstanding results in both career and personal life, helping you build a personal or business brand that has impact, so that you can become an 'expert' in your field and price your services accordingly. You can populate and direct your social digital presence with confidence and with purpose, ensuring a future built on strategic decisions and appropriate channels and pathways.

Needless to say, her clients are wildly enthusiastic about becoming red zebras themselves.

'I am a TEDx Talk Presenter and I have to say, I owe it all to



'My Y is about creating successful outcomes by helping people stand out, lead and leave a lasting legacy.'

– MICHELLE SCHEIBNER

Michelle's Future Plans...

Launching her new website, increasing her online 'hoof' print and being the base for online content, advice and information.

Growing the herd!! Red Zebra is expanding and further developing its capability in delivering outcomes in the 'whole of business' areas.

Releasing a series of informative podcasts and videos to support her message and spread the word, as well as specific content for her clients.

Speaking engagements across 2020, including the YMag® conference!

Further developing her programs to be accessible online and utilising technology to remove barriers to entry.

Building relevant partnerships with service providers who can add genuine insight and value to the process, for example, scientifically-backed assessments to give additional depth and complexity for distinguishing personal brand attributes and team brand development.

Oh... and she'd love to write a book, however that may have to wait a while!!

Michelle. I had a need to reinvent myself, I found I had to go back to ground zero and ask myself "Who am I..." and "What's my purpose?" Michelle helped me to structure my thoughts, and most importantly, she reminded me of my strengths, of what I stand for and the difference that I make in the world. Michelle helped me to regain my self-belief.'

– Annalise Jennings, Director Dynamic Exchange

'I have had the benefit of Michelle's expertise in my private and business endeavours for over 20 years. Michelle has provided wisdom through the evolution of my career, and offered guidance and advice as I have undertaken new business opportunities.'

– Bec Lanham, Founder Mulberry Ducks

Catherine Wood

SANCTUARY OF ANANDA

Teaching the core principles of sacred love, sacred sexuality, Kama Sutra, esoteric teachings and relationship counselling.

BY SUSANNAH PASK



If you've been curious about the study of tantra, you'll be hard pressed to find a more passionate and devoted follower of the world's oldest healing philosophy than Catherine Wood, who runs the Sanctuary of Ananda. She's the published author of *The Way of the Heart*, *Tantra Empowerment for Women* and *Connecting with Your Soul*, and she's been featured on *Channel 9's Couch TV* program, 'What Women Want', and was honoured in 2017 as an ExtraOrdinary Business Woman. In 2018, she won a prestigious 'Soulful Communicator' award at the Perth Convention Centre from Better Life Book Stores.

We asked Catherine to explain exactly what tantra is:

CW – The origins of tantra date back more than 1,000 years in the Indian region mostly in the Sanskrit language. Since then it has been heavily adapted for a Western audience and many of the practices have been lost, although the essence of union and love has been retained. 'Tantra' in the West is highly varied and of vastly differing quality but some has unfortunately devolved into just sex teachings. Always make sure you learn from someone who teaches and embodies 'sacred love', which improves, enriches and perfects your sex life, your relationship and yourself. It means 'to weave' and involves weaving the form (the body) with higher consciousness (the soul or spirit).

'Tantra' is more than just the physical pleasure based in the lower chakras; the true path of tantra is Sadhana, a journey of discarding the layers of the lower personality nature through a deep inner soul-searching journey that goes beyond the confines of just the form (the body - involution). Tantra is a science of evolution, unlocking and decoding life's many mysteries and discovering the mystery of self-realisation, self-knowledge and self-love. When self-love is awakened, we recognise this as unconditional love in others, our community, humanity and the soul.

YMag® – How does tantra work for individuals and couples?

CW – Relationships are one of the most sacred aspects in our lives, yet many struggle with communication and intimacy issues, conflicts and incompatibility; never really finding the sacred union that their heart and soul ultimately desires.

The practice of tantra teaches us to observe the roles of the masculine/feminine at play. A woman's Shakti will know instinctively how to appreciate her lover. A man embodied in his Shiva essence will cherish his woman and saturate her with his love. When this harmonious dance is celebrated, we experience the union of duality, spirituality and love through the soul, and physical ecstasy through the body so the senses and the spirit come alive, fully conscious of the unconscious. This is the merging of emotional and physical sex called, 'tantric sacred union' or unity.

'I want more than anything in the world to help people. Nothing in this world gives me more inner joy and peace than helping people be the best version of themselves that they can be but more importantly to know and feel love. My dream is to show the world that there is another world, one that makes so much sense, one that takes out the suffering and confusion and one that shows you how to heal yourself from the inside out and not rely on someone else to heal you.'

CATHERINE WOOD

WHAT TANTRA CAN DO FOR YOU:

- Tantra teaches how to forgive, let go and move on
- Tantra teaches how to love yourself and honour your self-worth.
- Tantra teaches you how to be a better person, and serve humanity with steadfastness, love and compassion.
- Tantra teaches that life is not perfect.
- Tantra teaches you how to see reality clearly.
- Tantra teaches that material possessions will never bring you permanent happiness.
- Tantra teaches that everything is 'impermanent' so live your life fully expressed in each moment.
- Tantra teaches that fear is just an illusion.
- Tantra teaches to do what brings you the most joy.

YMag® – Please tell us about your different retreats and workshops.

CW – I teach a one-day women's empowerment workshop called 'The Way of the Heart' to help women in the following areas:

- Meditations for deeper focus, clarity and energy known as 'Santi' (how to discover inner spiritual peace).
- Breathing and grounding techniques to awaken the heart and mind.
- The famous Jade Egg practice for health and vitality orgasms.
- The secret teachings of White Tigress breast care and womb meditation.
- The roles of the masculine/feminine and their qualities.
- Love your body, know your body – sensual meditation.
- Communication skills to assist and empower you in every area of your life.
- Sacred women's meditations and journal writing.
- Sacred love (taking your relationship from the ordinary to the extraordinary).

I also teach a one-day men's workshop called, 'Do you know what women want?' which helps men understand:

- How tantra can change your life.
- How to learn, reclaim and embody your masculinity.
- Redefining your purpose and mission as a conscious man.
- Men's sexual health .
- Breathing and grounding techniques for relaxation and control of thought (Raja Yoga).
- The art of extended lovemaking .
- The roles of feminine and masculine 'energies'.
- Full body cosmic orgasmic pleasure – cultivation of sexual energy.
- Women's orgasms, ambrosia (female ejaculation) and women's anatomy – everything you need to know.
- The gift of the feminine – how to love a woman spiritually, physically, emotionally and sexually, creating healthy, balanced and loving relationships.

And finally, my two biggest passions, which are an internationally accredited tantra training program and couples' workshops and retreats held in Perth and Bali.

YMag® – What kinds of results can clients expect to receive from your various treatments and retreats?

CW – I'll share testimonials from past clients who can answer that for me:

'I did not know what to expect from the weekend. I did hope for healing but not to the level that has happened to me. Your love holds no boundaries. You amaze me and inspire me. You have held us all by the hand this weekend and carefully and tenderly guided us deep within ourselves to find our hidden fears and anxieties. I saw my inner pain this weekend for the first time, my yearning to love and be loved. Through tantra I have found my hurt and through tantra I can now heal this pain. Always Lisa x'

'We have been together for over 20 years and wanted to reinvigorate our relationship, so we looked into tantra on the web and read various books. After talking with Cathy on the phone, we decided to go along for a session. Cathy immediately put us both at ease and during the session guided us through the various facets of making connections not only with each other but also with our inner selves. The awareness of our own energy and that of each other was amazing for us. We came out refreshed and confident to explore tantra together. We now connect with each other more intimately and have discovered new heights in emotional and spiritual sexuality. Thanks Cathy.'
Rob and Mary, Perth

Catherine's Plans for the Future

My goals for the future are to launch online trainings and courses. I have already launched a platform for one of my trainings. I am also writing my second book and producing my first movie for TV called, *The World of Sacred Love – A Lifestyle Series*.



ONE OF
YMAG®'S
8 WOMEN
OF INFLUENCE
2019

FROM SURVIVOR TO

Unstoppable Warrior

BY SUSANNAH PASK

HA-LE THAI | SPEAKER, AUTHOR, PARENTING & LIFE COACH, SELF-PUBLISHING ADVISER

When someone has the survival skills of Ha-Le Thai, they understand the meaning of self-belief. She has encountered separation, fear, anxiety, poverty, misery and more – and now has a distinctive approach toward life and people.

Wisdom has turned Ha-Le into an 'unstoppable warrior' and she looks forward to teaching people the art of survival. After over fifty years of fighting for survival from a dysfunctional family, the Vietnam war, becoming an asylum seeker, cancer and many other battles, she was motivated to complete her memoir *Waratah*.

'I chose *Waratah* to represent myself with all the struggles and triumphs I have been through. Through bushfires, storms, snow, rain and floods, the flower still rises and shows off its beauty in the vast wilderness despite the harsh conditions of the environment. *Waratah* can weather storms, droughts and can go through tough times of bush fires and rebloom. That is the essence of the *Waratah* flower. It is a warrior.'

'Through my memoir, I also came up with a *Waratah* formula which sums up all the strategies for success. Each letter in the word WARATAH stands for one of seven elements: W-WARRIOR, A-ADAPTABILITY, R-RESILIENCE, A-ACCEPTANCE, T-TRANSFORMATION, A-AUTHENTICITY, H-HOPE.'


Ha-Le was born in war-torn Vietnam, the second daughter in a family of four boys. At age three she vividly remembers the noise of gunfire and bombs and hiding from them in terror. Her family was also torn apart; her parents fought continuously, and her baby sister physically abused her when no one was around. She met her father, who was in the Vietnamese army, for the first time when she was three. After the fall of Saigon in 1975 she started a new life under the rule of communism

but fled Vietnam for Hong Kong in 1988 with a two-month old unborn baby in a small, cramped and leaking boat.

She paid a huge price for freedom.

Ha-Le spent 25 days on the boat, in a vast ocean, starving, almost dying of thirst and burnt badly by the scorching sun, her skin peeling off in layers and the threat of drowning ever present. She felt constant guilt about putting her baby through such danger but was determined to survive at any cost. She passed out several times, awaking one time to find the boat's engine had died, terrified for the life of her unborn child. They were floating somewhere in the South China Sea, helpless. Eventually they arrived in Hong Kong and she spent almost three years as a prisoner, detainee then refugee. Moving to Australia in 1991, she dealt with issues of poverty and language barriers with the determination and hard work that would become her signature trademarks.

She studied Australian culture by learning as much as she could through books, interacting with people, TV and travel. Learning English was high on her list, and she remembers that she marked almost every page of her English-Vietnamese dictionary in red to help her learn the words. She studied part time at night and worked as a family childcare helper during the day to support her family's needs. In 1997 she completed a Diploma in Early Childhood Education and then opened Birrong Preschool in Sydney. A few years later she completed her Bachelor of Education degree.



*Success happens
when you live
your life with a
sense of purpose
and motivation
to overcome the
hindrances that
are ahead.*

- HA-LE THAI



Ha-Le is now a powerful communicator, speaker, educator, trainer and life coach. She learned communication skills from people around her and from the kind of self-development work she felt was necessary to prepare for her leadership journey.

'I don't think this is a talent, but it is a survival skill', she tells us. Having arrived in Australia as a refugee, she realised that effective communication was essential for survival in a new country. Throughout her life, she also learned that if women are looking to improve their leadership skills, they should start with communication skills. Communication is fundamental to carrying ideas, purpose, plans and expectations to others.

We asked her about the meaning of success.

'As a survivor, I have to say that success comes from life lessons which must be undergone to be learned. I believe in existing on my own and standing on my own two feet. That's what has made me proud on the journey of life. I see myself as a successful person ... I wouldn't be here today if I never learned from past experiences. I accept all that I went through as great learning, growing and evolving experiences. I am the one who takes responsibility for my life; I dared to face my mistakes and my problems, and then find out the answers. All the trials and tribulations that I have gone through with my past have given me the success I have today. I'm proud of facing what life brought me, and I am confident with every step that I take towards the future. I also believe success is determined by who you are and the person you desire to be. Success happens when you live your life with a sense of purpose and motivation to overcome the hindrances that are ahead.'

'I love Pele's quotation, "Success is no accident. It is hard work,

perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do". In conclusion, feeling happy is a vital key to success!'

So, what is the missing component in most people's lives? Ha-Le says it is self-belief. She maintains that the leading cause of unhappy, unfulfilled lives is that people do not know how to tap into their full potential.

'They are living a life set up by childhood experiences, seeing themselves through the eyes of their parents, neighbours, teachers or peers. They live their lives unconsciously rather than consciously. They are comfortable with being uncomfortable and when, eventually, they see a chance for real success they say, "No, it's too hard to get it." Or, "No, I can't." They let the obstacles knock them down and just "go with the flow". When people feel fear, they quit and never find out who they really are.'

Her life coaching programs include NLP, hypnosis, Time Line Therapy®, positive psychology, psychosomatic therapy, Emotion Code™ and Body Code™. As a speaker her topics include how to achieve an ideal life, successful emotional wealth and giving love.

Over the past 16 years, Ha-Le has also been diagnosed with three different types of cancer – thyroid, ovarian and lymphoma. She has used her inner strength and the resilience of an 'unstoppable warrior' to face them all, developing a unique survival strategy composed of seven attributes which she outlines in her book *Waratah*. She shares her strategies for improving your quality of life and how to re-engineer your life after experiencing cancer.

She's a woman who has been there and back – a true woman of influence.

Ha-Le's Plans for the Future:

Releasing two more books by the end of 2019: *Habits to Benefits – Building A Brilliant Child – Volume 2* (parenting book); and *Eyes & Lips – Let's Your Soul Shine Through* (self-help book).

Releasing two more books by the middle of 2020: *Ha-Le Conquers Three Cancers – 7 Strategies for Dealing with Cancer Confidently* (self-help book); and *Passing Through the Past, Darkly – The Journey with His Light Shining Along the Way* (Christian self-help book).

Aiming to get international bestseller status for *Eyes & Lips* and *Ha-Le Conquers Three Cancers* in 2020.

Getting 50+ authors to publish their books with Waratah Author Services.

Having 20+ speaking engagements around Australia and 10+ speaking engagements around the world for the motivational and inspirational messages below:

Topic 1: *Waratah* story – How to Become an Unstoppable Warrior

Topic 2: W.A.R.A.T.A.H FORMULA – 7 Attributes for a successful life

Topic 3: Cancer is Just a Name – 7 Strategies on How to Deal with Your Cancer Confidently

Topic 4: Giving Love – 7 Ways to Support your Loved One with Cancer

Topic 5: From Fear to Abundant Joy – How to Achieve Emotional Wealth with the W.A.R.A.T.A.H Formula

Topic 6: Emotional Traps – Set Yourself Free From Negativity and Be Happy

Getting national TV, radio and newspaper coverage.

Getting more readers for *Waratah* and *Habits to Benefits (Vol 1)*.

Living her life as an example of limitless internal strength to inspire people around her.

PINEAPPLE MARKETING & PROMOTIONS



Louise Sparkes Howarth

BY SUSANNAH PASK



Louise Sparkes Howarth has always been in sales and marketing. She has a flair for negotiation and a passion for business development and connecting with people – and was at the peak of her career when she became pregnant. Like most women in her situation she was determined to be both a great mum and a career woman. In fact, she closed a \$50K project from her hospital bed, only hours after giving birth.

'The day my son was six weeks old, I returned to work, commuting four hours a day, carrying a laptop, breast pump, sterilising unit and mini fridge and expressing twice a day in a disabled public toilet. I was committed to having my career and being the best mum I could be.'

But, while working on campaigns for major household brands and delivering a return to shareholders, she realised she was missing out on the most crucial years of her son's life. She made the decision to start her own company with the goal of helping smaller businesses to grow and prosper and to focus on 'helping people help more people'.

She left her corporate sales and marketing job and worked part time while laying the foundations of a new business and, importantly, reconnecting with her true self. Pineapple Marketing & Promotions opened its doors full time on 1 October 2018. Built on tenacity, resilience and hard work, Louise and her team serve clients in Sydney and around the country.

Helping businesses grow and flourish isn't my job – it's my way of life, it's imprinted on my DNA.

Louise had a modest upbringing and was raised in a housing commission home in Ingleburn, in the south west of Sydney. She would often daydream about what it would be like to ride in a plane, to stay in a hotel or to order room service. Fast forward 40 years and she has done all of this and more. She knows what it takes to work hard, to have a goal, miss it, aim again and have it crushed, aim yet again and achieve it. It takes tenacity, resilience, determination and the ability to change direction, focus and even your mindset.

'I simply want to help people help more people. I want to help my community connect with their ideal customers and truly flourish', says Louise. 'I remind my clients that business is like a pineapple, sweet and sometimes prickly. Sometimes things aren't fair, sometimes things are great. We need to be leaders in life, in our businesses and in our community. My vision drives me every day; that is to add value to my family, my clients and my community through the delivery of social media and strategic marketing. My mission is to help businesses stand tall and stand out, to help them grow. I'm driven to add to a cause greater than myself, even greater than my own family, and it's to leave a legacy that impacts our community and future generations.'

Pineapple Marketing & Promotions offers several services, including Walk & Talk Discovery Sessions instead of office meetings, which she feels improves creative thinking, oxygen flow to the brain, energy and engagement and decreases stress. They are a key part of the way she conducts business. She and her team also offer social media health checks, content creation, social media management, strategic marketing, events, in-house training, corporate golf days and her seven-step 'Market Your Business to Stand Out' marketing method. She is constantly ACTIVE online on behalf of her clients, within her community and at charity events – to the point where she gets called 'Miss Everywhere Camden'.

Although Pineapple Marketing & Promotions has been open for less than a year, Louise nevertheless has chalked up some impressive successes. She was hired by Rapid1stAid to raise funds to roll out a goal of four AED defibrillators into the Macarthur area. Louise was passionate about the project – and sold 12 units through McDonalds stores, a 300% increase on the original target. She also worked with a chain of early education centres called Leaping Learners Early Education Centre, and within a few short months, through social media and strategic marketing, the local centre reached 91% capacity, and within nine months they were awarded Outstanding Childcare Centre for the local government area.

Louise will be celebrating a key milestone as founder of Pineapple Marketing & Promotions this October. It's been a smashing year for her, but she doesn't forget the tribe that supports her. You can be sure that she'll be pressing the pause button with a toast to her family, clients and community for enabling her to dream big and make it a reality. She is grateful for what she's been given and never misses an opportunity to give back to the community and to worthwhile causes. With that in mind, she donates 10% of her revenue to charity and to causes assisting other peoples' visions and missions.

And the future? It certainly looks bright.

She was recently awarded Runner Up for the Emerging AusMumpreneur of the Year and was a finalist in the categories of New Business and Businessperson of the Year in her local area, so her reputation is spreading.

HERE'S WHAT ELSE IS ON HER HORIZON:

Lunch and Learn series – clients meet over lunch and learn about one specific topic to grow their business.

One-day workshop called – 'Market your business to stand out', including the seven success pillars for clients to achieve results.

Development of an online program – The Pineapple Academy.

Guest spots on podcasts.

Keynote speaking engagements.

A book in the works.

From elite athlete to master communicator

BY SUSANNAH PASK



Meet Carol Fox.



She's just been recognised as an *Australian Financial Review* 100 Women of Influence in the worlds of business and sports – and she's also a speaker, masterclass facilitator and executive coach.

A former lecturer at Victoria University, she holds a Bachelor of Applied Science, a Graduate Diploma in Education and has completed a masters' thesis focusing on women in coaching at the elite levels. In 2002, she completed NLP, hypnotherapy and Matrix Therapies® to a masters level and set up a coaching business alongside her training company which specialises in enhancing performance in all areas of life. Carol is also a graduate of the Australian Institute of Company Directors, completing this course because she believes we need many more women on boards.

What of her connection to sports? Having competed at a national level in swimming and water polo she then turned her attention to surf lifesaving and unknowingly became a trail blazer – competing against men in the early days because they didn't have competitions for women. The ironman event is a combination of board, swim and ski paddling which takes enormous courage and determination. She is Victoria's first female to win a state championship in surf lifesaving (1981 belt race against the men) and in 1983 became Victoria's first female professional surf lifesaving beach lifeguard; this started her journey into promoting equality for women in sport.

Since 2016, Carol has been the President of Women Sport Australia, advocating for equality in women's sports across wages, resources and opportunities. She started her own business, Life Performance Pty Ltd., after university, teaching concepts,



“When we apply what we know from sport and elite performance to our own life at home and in the workplace, it allows us to perform at our best with grace, flow, strength and confidence.” – CAROL FOX

learned from sport such as team building, effective communication and leadership programs. Past clients include the Australian swimming team, the Carlton Football Club, VicRoads, the South Australian cricket team, the Country Fire Authority, the Australian Paralympic women's swim team, McDonalds and the British swimming team. She teaches them team values, goal setting and effective communication skills.

With a string of accomplishments and credentials to her name, you would think that Carol has always been the personification of self-confidence and self-belief. Not so. In school, she was so terrified of being picked to answer questions she would make herself as small and invisible as possible – hard to do when you are six feet tall! She has worked hard over the years to overcome her shyness by going through the same process she takes her clients on, which gives her extraordinary empathy and compassion for what they face in their own journeys.

Ask Carol to describe her 'blissful place' and she'll tell you it is when she is in a Confident Communication Masterclass with 20 people, teaching concepts from her book, engaging face-to-face and seeing the impact the lessons have on them. 'I love the connection that you can get with people in such a small amount of time. Some of my clients have contacted me years later to let me know how much they have used the techniques in their lives and that reaffirms that what I am doing is having an impact on people's lives', she says.

Of conferences, she says, 'I love my role as an emcee, being on stage, bringing people together, relaxing

them and having some fun. And, of course, when I am there as a speaker, I enjoy teaching my concepts so participants can take away the gift of confidence'.

'My executive coaching helps to "get people out of their own way" so they can enjoy life even more. It's really exciting and rewarding work', she adds.

'I always feel honoured when people in a workshop, or in a coaching session, trust me to move them through the barriers they have created in their minds. I get to teach people how to be confident in their interactions with anyone, anywhere, at any time. When that happens, they enjoy their life more, they stand in their power and they're compassionate, inspirational and create change when required. When you are confident in your interactions, you can lead with integrity and authenticity and that way you can leave a positive legacy. I also love supporting, nurturing and mentoring young female leaders and athletes so that they can be the best role models and make a difference in our society.'

In the programs she offers at Carol Fox & Co., she continues to adapt the lessons she learned as an athlete – the importance of good communication, self-belief, goals, values, resilience and reframing. A confident communicator stays focussed on the positive outcome and is compassionate, authentic, generous and courageous. Her masterclasses, based on her popular book, *Confident Communication for Leaders*, teach the secrets of effective communication, master speaking skills, creating positive thought patterns, understanding the power of words on performance, conflict resolution, negotiation skills and influencing other people into action.

Carol's plans for the future:

'I already have a wonderful work-life balance, doing exactly what I want to be doing with clients I love working with. How lucky am I? We are currently in negotiations to take the Confident Communication for Women in Sport masterclasses internationally, and in the process of developing an online program which will go global by the start of 2020.'

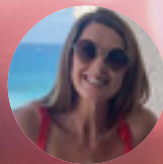
HER TOP THREE TIPS FOR CONFIDENT COMMUNICATION INCLUDE:

1. Accepting that people communicate differently and being willing to adapt to communicate with them in that way.
2. Never making someone else's overreaction about you – stay grounded and have compassion.
3. Understanding the power of your words on performance. Words have the capacity to disempower or empower people.



WHAT IF YOU WOKE
UP TOMORROW AND
YOU ONLY HAD WHAT
YOU WERE GRATEFUL
FOR TODAY!

*Love this... puts things into
perspective very quickly!!*



JULES ALLEN
(LOYAL YMAG® READER)

