

coach bio

TRACY THOMAS

About Tracy

I have always been interested in what makes people 'tick.' This curious itch to understand people of all walks of life has driven me to live in different parts of the world: South Africa, Argentina, Spain and now the United Arab Emirates.

After years of exploring different areas of psychology, personal development and human behaviour, coaching is the field which felt the most natural for me. As a solution-focused optimistic individual, I find the action orientated and practical nature of coaching very effective. The methods are creative, flexible and client led. My coaching company, Archetype Coaching offers virtual 1:1 coaching and hosts group workshops.

I am also passionate about travelling, the environment and I thoroughly enjoy writing. My dream is to one day combine all of these passions in some form of ecotourism retreat.

As a coach I have worked with clients with very different backgrounds. What they have in common is that they are interested in their personal growth and would like to see some type of change.

For me, coaching is a space where introspection meets creativity. My objective as your coach is to make our coaching sessions insightful, fun, challenging and thought-provoking.



Qualifications

- **Postgraduate Diploma in Coaching** accredited with COMENSA (Coaches and Mentors of South Africa) & ICF (International Coaching Federation) – South African College of Applied Psychology (SACAP)
- **Undergraduate Humanities Degree Majors Psychology & Sociology** – Stellenbosch University
- **Postgraduate Diploma Marketing & Advertising Communications** – Red & Yellow Creative School of Business
- **TEFL (Business English Teacher) Certificate** – The Knowledge Workshop

My Coaching Approach

The way we understand ourselves and make sense of the world is through our stories. My role as a coach is to challenge your internal stories which sometimes hold you back. My coaching processes are developed from a variety of creative thinking techniques to shift perspectives and everyday thought patterns to help generate new ideas and to put your plans into action.

I often use introspective storytelling techniques to help clients externalise a problem, stretch their thinking and enhance deeper self-reflection. The power of using story can help us develop a useful relationship with our past, present and future. These thinking techniques help take you out of everyday habitual ways of thinking into a more creative and imaginative head space to generate fresh ideas about whatever the topic you have in mind. Think of it as a brainstorming session dedicated to you, facilitated by me as your thinking partner.

The combination of mindfulness practices and experiential learning influences my coaching style as I believe that the most powerful forms of self-growth come from learning through doing.

archetype

COACHING

Stereotypes, stigmas and labelling exist as a way for humans to make sense of the world. Sometimes, in the attempt to understand ourselves and others, these stereotypes are what limit us. I am curious about how our place in the world is influenced by how others perceive us and place us into boxes.

An archetype is a very typical example of a certain person or thing. Within all of us, several archetypes exist. Sometimes as a way of belonging, or in an attempt to understand ourselves and others, we only identify with the archetypes we have been told to identify with. Through coaching, we can choose to develop several internal archetypes to begin to understand the different sides of ourselves better.

An archetype can also be the original pattern or model from which copies are made. As we grow up, our internal archetype (or story) is influenced by our experiences and external influences. Coaching is a space where we can connect with and develop our unique archetypes.

Each of us is a story made up of several genres, starring a myriad of characters, chapters, plot twists and abundant potential. Archetype Coaching creates a space for you to decide who will play the lead roles, learn from past chapters and enthusiastically write the next chapters with intention and confidence.

www.archetype-coaching.com

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