

# A transition to Language Coach

Interview with Cheryl Williams, Language Teacher, Malta



---

*“The Neurolanguage Coaching Certificate was the perfect option for my clients and I”*

---

## **Can you describe your professional career before taking the language coaching certification (LCC)?**

*I've been teaching business professionals from blue chip companies for the past seven years. During the last four years the business market and demands have changed immensely, so much so that I've had to continuously adapt and prepare workshops specifically, and according to each client's individual needs. The lessons need to be 'relevant'. I went looking for something that could bridge this gap. The Neurolanguage Coaching Certificate was the perfect option for my clients and I. It also comes from a highly reputable and accredited institution which is very important in a competitive market.*

## **How did you find the course?**

*I really enjoyed the neuroscience theoretical background and practical approach to delivering language skills in the modern world. I was specifically after something forward thinking. Neurolanguage Coaching offered that. The certifications are also accredited by the International Coaching Federation (ICF), so it really was the next natural progressive step*

*for me. As soon as I started communicating with the founder Rachel Marie Paling, I knew I could work with Rachel and was even more eager than ever to start asap.*

---

*“I was specifically after something forward thinking. Neurolanguage Coaching offered that”*

---

## **Which highlights or insights did you gain from the LCC?**

*There are too many to mention. I really loved the neuroscience behind it. How to fire up the neurons, create new learning paths in our learner's brains and how elastic our brains really are. It also turned one or two old sayings on the head, and I loved this. I also loved the fact that empathy and compassion towards our clients is indeed an asset. I was always taught to remove yourself from that. Personally, I always found that to be a ridiculous notion because we're training and developing humans. If we want a long term professional relationship with our clients and for them to reach their language development goals, we need to be appreciative of situations that happen in life. Empathy and compassion is important and we should exercise it with care and in a non-imposing way.*

---

*“Through Neurolanguage Coaching we use a ‘brain friendly’ approach”*

---

**What was the immediate impact on your way of teaching after taking the course?**

*I’ve always worked ‘together’ with my clients. I don’t agree with a dictatorial approach to training and development, unless of course if the client specifically requests that form of training. Through Neurolanguage Coaching we use a ‘brain friendly’ approach. Once the client and I have gone through the process of identifying and listing down what their language goals are, they actually take ownership of them. They can, and do also provide the material that we work on. If the client really wants to, he / she can be the Captain of their ship during this whole language learning process. I love that! The client can have full autonomy whilst we still work within a very well structured professional framework. I’m there to enable them to reach their full potential and reach their target language goals.*

---

*“There are many tools that we learn which really help the clients come out of ‘drama’, negative ‘limbic’ reactions and help prioritize their tasks”*

---

**Were there any impacts on your personal life during or after the course?**

*As I did both Neurolanguage Coaching Courses available, I would say the impact on my personal life came after doing the Neurolanguage Advanced Coaching Course. There are many tools that we learn which really help the clients come out of ‘drama’, negative ‘limbic’ reactions and help prioritize their tasks. This is done so effectively and efficiently, it’s*

*unbelievable how much time it saves and allows us to re-focus on the language learning and development process very quickly. I’ve used many of these tools on myself when I’ve felt overwhelmed with the tasks I have in hand. It has really helped me re-group and remove the emotional aspect from my decision making. It’s helped me the same way it helps my clients, to push forward much faster and with clarity.*

---

*“In Europe being a fully qualified Advanced Neurolanguage Coach under an accredited institution such as the ICF is an additional asset”*

---

**How would you describe your professional development after the course?**

*I feel that my Professional profile is consolidated. It’s helped me raise the bar even higher for myself and standards. In Europe being a fully qualified Advanced Neurolanguage Coach under an accredited institution such as the ICF is an additional asset. You could say it’s become one of my own USP’s.*

**How has the course changed the way you deliver a language course?**

*It’s such an effective, professional approach to language development, there’s no going back for me. I was very happy after completing the Neurolanguage Coaching Certification, and even more so after completing the Advanced Neurolanguage Coaching Certification, it allowed me to dig much deeper. This is what and how the whole experience of language learning should be. I’m continuing and will go as far as I can.*



---

*“The approach is so brain friendly that they don’t feel that they’re ‘in’ training, and at the same time their brain is developing the language skills much faster”*

---

---

*“It’s very professional, effective and efficient. In addition to this I’m seeing the positive impact it’s starting to have on their personal lives too. It’s a win-win situation”*

---

***How would you describe the impact you are now having as a language coach on your learners?***

*You turn a client who’s been ‘made’ to have lessons to ‘want’ to have lessons and they become self-motivated to get started immediately. The approach is so brain friendly that they don’t feel that they’re ‘in’ training, and at the same time their brain is developing the language skills much faster. It’s very professional, effective and efficient. In addition to this I’m seeing the positive impact it’s starting to have on their personal lives too. It’s a win-win situation.*

***Is there any additional information that you would like to add?***

*All language trainers need to do these courses. I feel that it’s really important to keep your ‘finger on the pulse’.*

October 2017