

What Coaching *Is* — and *Is Not*

You make decisions constantly. You hold things together for other people. What would it feel like to have a space that is entirely yours — to think, reflect, and lead with greater intention?

Coaching is a structured conversation designed entirely around you. It is a dedicated space — separate from the demands of your day — where you slow down, examine what matters, and leave with greater clarity than when you arrived.

You might come to a session wrestling with a difficult decision, navigating a leadership challenge, or simply feeling the weight of too much. Through honest conversation and the right questions, you move from overwhelm to clarity — and from clarity to confident action.

In our work together, we focus on...

- Clarifying what matters most in your life and leadership
- Strengthening how you think through difficult decisions
- Recognizing patterns, blind spots, and opportunities for growth
- Developing a stronger voice and leadership presence
- Turning reflection into clear, intentional action

“You already have far more wisdom and capability than you realize.”

The right questions and perspective help you unlock it. My role is not to tell you what to do — it is to help you think more clearly so you can lead more confidently.

What coaching is not...

Not therapy Therapy focuses on healing past wounds and mental health treatment. Coaching focuses on present clarity and future leadership.	Not consulting Consultants give you answers and tell you what to do. Coaching helps you develop your own best thinking.
Not advice-giving Advice offers someone else’s answer. Coaching builds your own clarity and decision-making strength — so it lasts.	Not a quick fix Coaching is not about fast answers. It is about building the kind of clarity, confidence, and leadership capacity that stays with you.

Women come to coaching carrying pressure, uncertainty, and the quiet sense that something important deserves more attention than they've been able to give it.

They leave with clarity, a stronger sense of direction, and the confidence to lead the life they've been building.

The goal is not just solving today's problems.

The goal is helping you become the leader your life is asking you to be.

Coaching for the women everyone counts on — so they can lead with clarity, strength, and intention.

Charity Russell, LLC • Certified Personal and Executive Coach •
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