

5 minutes with...

Motivational dynamo Elisabetta Franzoso

Elisabetta Franzoso of InsideOutYou reveals how she found the silver lining in her dark cloud, transforming the lives of others along the way.



TF: What motivated you to become a personal and wellbeing coach?

EF: I witnessed firsthand how personal coaching played an integral part in my own life emotionally and physically. I was then galvanised into action by the coaching I received from great motivational speakers such as Tony Robbins, Bon Proctor and Jack Canfield, who challenged me to become a personal and wellbeing coach. This then led to me publishing my book – *Stella's Mum Gets Her Groove Back* – as I could write about all forms of abuse from all perspectives, the abused and the abuser, drawing from personal experiences.

TF: Were you hesitant to share your personal experiences?

EF: I decided to publish the book because I knew telling my story would not only help me come to terms with what has happened in my own life, but would also help me reach out to others who



have survived – or are coping with – similar experiences, assuring them that they are not alone. And it's worked; I always get positive feedback from readers.

My life has not changed dramatically since the book. But by writing it, I've taken responsibility for my own actions – which has given me emotional and personal freedom, the capacity to confront conflict when necessary and be more vocal. This has definitely improved my marriage to my husband Leonardo and my relationship with my daughter, Stella.

TF: What message do you want to send to those in the midst of such situations?

EF: I want to remind the victims they always have the option of asking for help and letting go of any shame and denial. It's a question of taking life into our own hands and transforming negative experiences into positive outcomes. From victims we can become role models. To perpetrators caught in this tormenting cycle, I want to stress there is hope. Start by reaching out to someone. Take responsibility for your actions and start the healing process from within. You have a lot to gain.

PROFILE

Elisabetta Franzoso is a highly self-driven coach and motivator focusing on communication, self-expression and wellbeing. Her passion is to empower people to achieve excellence and transformation from the inside out. The founder of **InsideOutYou** (www.insideoutyou.com) – a team of professional Life Coaches, Psychological Counsellors, Fitness Trainers, Nutritionists, Physicians and Body Therapists – she is also the author of *Stella's Mum Gets Her Groove Back* (\$28.80, at bookstores and www.amazon.com). This inspirational real-life testimony recounts how love, faith and hope can triumph over denial, guilt and shame.



TF: What are practical ways to practice good parenting?

EF: Children learn from their parents and consider them as heroes and role models. So if a parent can first change themselves, they will soon see positive changes in their children. Practice good parenting by constantly offering positive reinforcement – focus on your child's strengths, instead of their weaknesses. Read books on parenting and attend counselling or a self-help retreat with your partner. Learn to be self-confident and love unconditionally. Accept your children for who they are, rather than telling them who they ought to be.

TF: How do you juggle life as a working mum, businesswoman and wife?

EF: To be honest, I'm still struggling! Every morning I prioritise my tasks, meditate and pray. I keep myself physically active by running marathons and playing sports. My husband and I take Tango dance classes together and I spend time with my daughter by going for a meal, manicure or facial. I've also learnt to be more humble and ask for help. I work with a great, supportive team. And I monitor myself often to make sure I don't take on too much. I also ask my family to remind me when it's time to stop working and relax!

TF: What tips or advice do you have for busy people?

EF: Be aware of your behaviour and attitude. Figure out what actions are sabotaging your lifestyle, preventing you from reaching your maximum potential. Decide on your dreams and work towards achieving them. "Be" first then, "do" and eventually "have". Be focused and disciplined about what you want. Being physically active can help in this area. Also, create a vision board to clearly illustrate your short and long-term priorities.

If necessary – and very often it is – seek out a coach or a counsellor to help you deal with any behavioural and emotional issues you can't cope with alone. Often, another person sees us much better than we do. Moreover, coaches and counsellors are trained to be objective.

Finally, nurture a life of balance. A day is made of 24 hours – eight hours to sleep, eight hours to work and eight hours to play. There's always enough time to do *everything*. We don't get results by rushing, but by finding balance between "doing" and "being".

TF: And your goals for the future?

EF: I'm in the midst of writing a second book, while promoting the first and continuing with *Stella's Mum* projects such as our global marathons. I also intend to record a CD of relaxing music with Gianluca Verrengia and work on a mother-and-daughter sports event with Stella and my mentor, Dr William Tan. **F**

