



## Sustainable success through Life Work Balance

**A woman who found her vocation in Business Coaching invented a unique strategy. The professional and private philosophy of Kerstin Cieslik is: Only success which covers the entire personality can be sustainable success and only who is life-balanced in all areas of life can thereby lead and motivate people.**

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After obtaining a degree in Business Studies at the Universities at Mannheim and at Cambridge, Kerstin Cieslik completed professional training as a Business Coach at the Coach University Colorado, USA. She worked as an executive in a global enterprise for several years and therefore knows about the challenges of dynamic working environments.

The successful entrepreneur, who has just been nominated for the *Hessischer Mittelstandspreis 2014*, created the *Life Pillar Coaching* method which was then further developed to the *Life Work Balance* approach. The idea behind that philosophy is that there are three main life pillars which can influence each other in different ways: work, family and health.

In the year 2010 Cieslik was hired by SAT 1, a German private television broadcaster. There she provided practical advice to viewers by using the *Life Pillar Coaching* method within the daily morning show. Now the nationally and internationally active Business Coach lives near Frankfurt in Germany and is the founder of the *Life Work Balance* Institute.

The aim of *Life Work Balance* is to achieve sustainable success through personal development by using individual coaching strategies – no classical behaviour training. And to reach an ideal success-balance leading to an authentic leadership style for executives with the result of a measurable and lasting performance increase. It is all built on an individual, praxis-oriented

coaching approach with a strong focus on the Coachee's personality. As an independent entrepreneur she specialises in coaching senior executives, managers and directors within the branches of media, politics and economy.

To summarise, executives can only be successful and efficient in a long-term way if they know their personal motivation and achievement. Knowledge about their own personality has a decisive influence on lasting efficiency and a functional collaboration between executive and employee.

In conclusion, the *Life Work Balance* approach can be summarised by a quote of Kerstin Cieslik: "Sustainable success is likely if career, relationship and health receive the same attention and the best executives are those who know themselves best."

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