

# Astara Coaching



## *Welcome*

Welcome to the Spring edition of Astara newsletter. I hope you all had an enjoyable Easter break.

I've had a busy few months working on some exciting new products which I am going to share with you in this edition. As you will hear more about – I have a new website available [www.femaleprofessionalcoach.co.uk](http://www.femaleprofessionalcoach.co.uk) which shares these new products. Please do take a look, as there will be lots of free resources available.

Apart from that I have been working on new training materials for the Practice Management programme and the new Conflict Resolution programme which has been added to my training portfolio. I will be running these in June across Somerset and Devon, so check out the dates.

In this edition I will be talking about the 80/20 rule which ensures that we are working on the things that drives results. So make sure you read this and review what you do to make you more effective. I will also touch on the issue of stress (after the success of my September article) and have a special offer on stress management training, just for you!

As always I value your feedback and ideas around my newsletter and other products, so please feel free to email me at [Yvonne@astara-coaching.co.uk](mailto:Yvonne@astara-coaching.co.uk) and as a bonus you will be entered into a draw where one lucky winner will get one year's membership to my new Coaching Academy!

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## Launch of Female Professional Coach

I have had a very busy few months launching some new products which I hope you'll love!

In the time that I have been coaching I have noticed that lots of my clients are juggling highly demanding professional jobs alongside managing a very busy home-life. Therefore women in particular, come to me for coaching on areas such as work-life balance, getting on top of workload, being able to "Say No" and influencing others. Despite me seeing clients like this on a regular basis, the clients themselves often feel that they are alone in this.

So guess what? I have developed a network especially for you!

*"Succeed at work without compromising your home-life." – Female Professional Coach*

### Conflict Resolution Training

My new course designed to help staff deal with conflict in the workplace is now available.

This half day programme explains what conflict resolution is, shares strategies for managing conflict, explores common causes of conflict (for your organization) and helps you develop the skills for addressing them.

Join us at **Summervale Medical Centre on Tuesday 24<sup>th</sup> June from 9am-1pm.**

For more information contact me at [Yvonne@astara-coaching.co.uk](mailto:Yvonne@astara-coaching.co.uk)

Female Professional Coach is a new website

[www.femaleprofessionalcoach.co.uk](http://www.femaleprofessionalcoach.co.uk) where I will be sharing hints and tips on managing workload, staff, confidence, motivation and so much more. I have regular blog articles and webinars which are FREE! Plus I have a number of e-courses, paid for webinars, coaching and a Coaching Academy membership site.

#### COACHING ACADEMY SPECIAL OFFER!

My coaching academy is a members only community of professional women area where you can learn to:

- SUCCEED at work without compromising your home life
- Set BRILLIANT goals and achieve them
- Develop your CONFIDENCE to get exactly what you want
- Get the BEST from yourself and others

What You Get:

- A monthly masterclass helping you to achieve your goals
- Exclusive membership to a private Facebook group where you can ask questions and get support from me and other members on the things that are causing you headaches!

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BUSINESS PERFORMANCE SOLUTIONS

## The 80/20 Rule

You have probably heard lots of people talk about the 80/20 rule – but what is it, and should you be applying it?

Well the 80/20 rule or the Pareto rule is actually named after an Italian economist, Vilfredo Pareto who observed in 1906 that 80% of the land was owned by 20% of the people. He later developed the theory further by observing that 20% of the pea pods in his garden contained 80% of the peas!

Well since then this 80/20 rule has been extended to sales and business to observe that 80% of sales come from 20% of customers and that 80% of results are driven by 20% of effort. Well if this is all true – then you should absolutely be applying it – but how?

First of all look at what is driving your results – what are your biggest successes at the moment; and what did you do to get them? Now by identifying what you did that got the results, you are identifying what you need to do more of (now this is usually the 20% of your efforts).

You then need to look at the remaining 80% of your activity and understand whether this is activity that is moving you towards your end goal or not and decide whether you can ditch or delegate any of it.

The important thing is – don't waste your efforts of the things that aren't giving you results but FOCUS on the things that are. You'll be amazed at how much time you will save and how much more effective you will be!

## MANAGING STRESS IN THE WORKPLACE

Having happy, healthy staff is essential to the running of any business and yet in 2011/12 over 10million working days were lost due to stress related illness. So are you confident you can spot the signs of stress in yourself or staff and take the appropriate action to mitigate it?

My September newsletter gave some helpful advice in managing stress (<http://www.astara-coaching.co.uk/wp-content/uploads/September-2013.pdf>) but to get a better insight I run half day workshops on stress management for staff during which you:

- Explore signs and symptoms of stress
- Understand the role of resilience
- Identify triggers for stress
- Develop strategies for addressing causes of stress and increasing resilience

If you would like an in-house workshop on stress management and increasing resilience for your team, then I am currently offering you £50 off the usual price for booking made in June and July 2014.

For more information contact me at [Yvonne@astara-coaching.co.uk](mailto:Yvonne@astara-coaching.co.uk)