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The Climb

Life coach says she works to live a congruent life

 Business First of Louisville - by [Amy Board Higgs](#) Staff Writer

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Why did you come to Louisville in 1992?

"I came with a friend (whose parents live here), and our intention was to stay six months and go back to Chicago. But what happened was, when we got here, we started EarthSave right away. Six months came and went, and we were really gaining momentum starting this nonprofit."

What led you to create your own personal mission statement at age 18?

"I had a really, really rough childhood. I had a very hard relationship with my mom. So, at 13, I had this very dramatic turning point where I ... could actually see my mom in myself -- repeating the patterns and cycles. So, I started getting into personal development at 13. I grew up pretty fast. So at 18, it was like a fresh start for me because I left home. ... I was reinventing myself and decided to write my personal life mission."

Her statement reads: "To facilitate, inspire and lead people in making personal movement in their lives by serving as a role model of one who lives her life in congruence with her beliefs."

What qualities do you have that make you a good role model?

"I think I'm really congruent. I think that what I believe in and what I value is how everything in my life shows up -- from how I spend my money or invest my money, by how I prioritize my time, by who I allow into my world ... by what I read."

"It even comes down to my work schedule of working 10 to 15 hours a week because what I value the most is having time to do what I do in the world. And I personally didn't find it possible to do that working a 40-hour week."

What are the components of your work as a life coach?

"I do what I call the Power Hour every month, which is an introduction to what I do as a life coach. And then I have my life strategies workshop, 'What a Difference a Day Makes,' twice a year."

"But the main thing that I do, and the thing I am most passionate about, is my one-on-one work," which includes customized coaching strategies. Most of the work is done via phone.

"Much like a company if they were forming would lay out a strategy of how they are going



Stacey Vicari

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to become profitable, I lay out a strategy for a person on basically how they are going to turn their life into what they want it to look like." |

Stacey Vicari

Job: Founder and owner, Ideal Life, a life coaching company

Age: 38

Marital status: Single

Hometown: Chicago

Residence: Highlands

Education: Bachelor's degree, business marketing, Kelly School of Business, Indiana University, 1989

Career: Founded EarthSave Louisville as a volunteer, 1992; portfolio manager for Metro United Way, 1992-93; paid executive director of EarthSave Louisville, 1993-96; president of EarthSave International, 1996-98; founded Ideal Life in 2000

Hobbies: Working out, cooking, reading, decorating, gardening

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