

Work Life

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SNAPSHOTS OF PEOPLE AT WORK



By Sam Upshaw Jr., The Courier-Journal

Stacey Vicari is a life coach for Ideal Life. "I help (clients) balance their time and their energy with the things that really matter to them," she said. "Just like a personal trainer helps you get the body you've always wanted, a life coach helps you get the life you've always wanted to live."

re: Stacey Vicari, life coach

Adviser helps people get organized, achieve what they really want

Name: Stacey Vicari.

Age: 40.

Title: Owner/life coach.

Company: Ideal Life, 1944 Deer Park Ave., Louisville.

Online: www.myideallife.com

Phone: (502) 459-8565.

Education: Indiana University, Bloomington, B.S. in business marketing.

My job is: "I work with people to help them achieve their dreams, get unstuck in their life, get their life more organized and better managed. I help people with focus and structure. ... Just like a personal trainer helps you get the body you've always wanted, a life coach helps you get the life you've always wanted to live."

Clear the clutter: "A lot of times people feel overwhelmed with clutter and responsibilities and drama. I help people really clear through all of that to get to the heart of what matters the most. ... They've got homework every week. ... They've got action steps they get from me so that, step by step, they're managing things better and they have deadlines."

Job satisfaction: "I oftentimes work with people who are dissatisfied in their

jobs. Especially in our culture, we gain a lot of our identity from our work. When people aren't happy in their jobs, they're not happy in their life. It's largely because their job is disproportionately large in their life. I help them balance their time and their energy with the things that really matter to them. ... That's a pretty common thing I work on with people."

I can't live without: "My phone, because I do almost all my coaching by phone. I have clients in all different cities and I call my clients wherever they are. ... From the moment I start my day people are expecting me to call them on the dot."

People are surprised that: "I'm an introvert. Because I'm really outgoing. ... When people meet me they definitely think I'm an extrovert. ... I guess I'm pretty balanced."

What I love the most about this job: "I love watching people light up when they come to life about something. ... People who have felt stuck for a long time getting unstuck. People who have felt unmotivated get motivated again. People who have felt lost finding direction again. ... At the end of the day I just feel as energized as I was

when I started the day."

Sometimes sight unseen: "I do (occasionally) meet with my local clients. ... But I have clients in other parts of the country who I've never met and it still becomes such a close relationship. ... You'd be surprised how much can come through across the phone, through voice and through words, all of that."

Freedom in structure: "Eight years ago last month, in 2000, I started the business. I wanted to make a difference and own my own schedule and be my own boss. ... I have a lot of discipline, it's one of my strengths. I'm just really structured with my schedule when I'm working so that I can be unstructured with my schedule when I'm not working."

I got into this line of work because: "I feel like I've been doing it my whole life. ... I really wanted to take my skills and my talents and my passions to do something that mattered. I had the opportunity to do that with EarthSave and I got to do it all over again with this. ... I started (EarthSave) back in 1992, the Louisville chapter,

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with a friend. We co-created it together.”

Vegan conversion: “I had read (John Robbins’) ‘Diet for a New America’ and went from this ethnic Italian diet with lots of meat and dairy to vegan. I was just really inspired by that diet and years later I’m still inspired. ... (It is) a diet that can make people live long and feel good and is more environmentally conscious and more compassionate. ... There wasn’t a transition for me. I just read the book and stopped eating meat and dairy. I’m like 99.9 percent vegan and I love it. ... I feel healthy. I’m never sick. I just have tons of energy.”

Intro to coaching: “I have, once a month, a free motivational introduction to what I do as a life coach. I call it a “Power Hour” and it’s at Baptist East Milestone Wellness Center. (The next one is) from 7 to 8:15 p.m.

on Tuesday, Nov. 4, and it’s free. ... I also offer a complimentary coaching session, where I listen to people and see what they want and tell them about what I offer. It’s all individually tailored.”

Investment option: “I also do a workshop twice a year and that’s coming up Saturday. This one will be “What a Difference a Day Can Make: A Life Strategy Workshop.” That’s \$199, from 9 (a.m.) to 4 p.m. on Oct. 18, also at Baptist East Milestone Wellness Center.”

The best advice anyone ever gave me about work: “Whatever you think will happen will happen. If you think your business is gonna succeed, it will. ... If you think you can, you can, and I just did from the beginning.”

— Paula Burba

Want to suggest someone to profile in this column? E-mail business-news@courier-journal.com.