



Claire Pestana

PROFESSIONAL BIOGRAPHY

Claire Pestana is a **Women's Wellbeing Writer and Life Coach** who is dedicated to helping midlife women to feel empowered, inspired and purposeful again.

With a degree and 20-year career in Marketing Communications, and after several life nudges, Claire made the decision to take some time out dedicated to self-development, her writing and to work towards a new vision for herself, outside of her one as marketeer, wife and mother. She trained and qualified with the Beautiful You Coaching Academy as a Life Coach in August 2022, and is now serving women who are facing similar challenges to the ones she did, including:

1) Inequality in the workplace - Limited part-time professional opportunities in her field; the full-time part-time pay gap; and a totally ineffective system for working mothers have made Claire passionate about contributing to societal change when it comes to Diversity, Equity and Inclusivity (DEI) in the workplace, particularly that women are SEEN and HEARD for their qualities, skills and commitment - rather than judged for the multiple social identities they hold.

2) Facing midlife - Turning forty and with tweens both entering secondary school, Claire felt lost and confused about what she was doing next. She experienced a grieving for her inner-self and yet another shift in her identity as she faced the second half of life.

3) Disempowerment - After years of people-pleasing and seeking external validation Claire experienced a significant moment at work when a Senior Leader spoke four belittling words that were to bring a stark realisation and change the course of her life forever.

Claire's clients are mothers who are approaching or in the throes of midlife, with children who are now less dependent on them. They face new emotional hurdles as their 'babies' make the all-important transition to secondary school and the career they parked, or have worked flexibly in around their young family suddenly loses its appeal, as they start to question who they are now and what they do next. These are open-hearted, compassionate and caring women who have experienced vulnerability and a huge initial identity shift as they became mothers overnight. They have spent the last decade or more raising their offspring and pushing their own needs away to meet the endless needs of their growing family and are now approaching yet another shift of identity as their own wants and needs come crashing back into focus.

Many of the women Claire works with, Mothers or not, have sub-consciously learned to measure their worth according to their commitment to serving others. They will often go out of their way to please someone and find it hard to say 'no'. They are used to repeatedly rejecting their own needs in order to complete tasks that will fulfil the expectations and requirements of others. As a result of this constant self-diversion, they find themselves highly sensitive, feel responsible for the feelings of others and burdened by the things they have to do. They have spent a large part of their lives seeking external validation, not knowing what internal validation looks or feels like. They may have started to experience a wild cry from within in objection to their self-neglect and started to grieve this loss-of-self. They are ready to rise, to say 'enough is enough' and to pose the question 'who am I now, and what do I want next for me?'

In her work with clients, Claire uses a 'feelings-based' model of coaching along with Rational, Emotional, Behavioural Therapy (REBT) theory to ensure that her clients come to realise what they really want, work towards transformational goals based on deep inner desire and emerge from a coaching series feeling victorious, with a stronger sense-of-self, and renewed energy and purpose.

Claire founded the 'Fortytude' social media blog in 2020 to inspire and empower other women and writes a monthly newsletter 'Wild Whispers' to help women reconnect with their innermost self. Her e-guide 'Stop Neglecting, Start Connecting' is available as a free resource at clairepeстана.com.

Claire is also passionate about parenting and teen wellbeing. Her writing has been featured in Teen Breathe magazine.