

# A coach helps women accomplish their goals

By SHERRY BUTT DUNHAM  
Union Leader Correspondent

**B**OW — Women today have more on their plates than their mothers did 30 years ago. So how do today's career women balance work and family and still have time to accomplish their goals?

Some career-oriented women seek the help of a personal professional coach to balance their lives and busy schedules.

Norene Freeman, a licensed social worker in Bow and the owner of DreamMakers, is a professional coach who counsels many women, giving them the skills needed to balance their careers and their home lives successfully.

"As a personal coach, I am involved with people who are in mid-life and mostly women who have lived very busy lives and who have played many roles. Women who are at a point in life where they want to have more balance and more fulfillment. Some are coming because they want to make a career transition and some come to me because they want to lead the kind of life that gives them more joy," said Freeman.

Balance says, Freeman, is the principal goal of many professional men and women who seek her assistance. People find themselves in life situations which aren't as satisfying as they expected and they don't know what went wrong along the way.

"Balancing their lives seems to be the primary concern of many men and women at this time. They work over-

**"As a personal coach, I am involved with people who are in mid-life and mostly women who have lived very busy lives and who have played many roles."**

— Norene Freeman



time and put in so many hours either in the office or with the family that things are off kilter. What I like to do is take them through, what I call, the wheel-of-life exercise. By doing that, they get a good understanding of the parts of their lives that are in balance and the parts of their lives that are out of balance," said Freeman.

As a personal professional coach, Freeman helps career-oriented people to empower themselves and identify and prioritize their goals in a manner that is conducive to success. But she doesn't stop there: As a coach, she encourages and challenges them to put

their energies into those goals.

"We generally work by phone on a weekly basis for about a half hour — although there are people who come into the office for counseling. We work on creating the vision that they have for their lives," says Freeman.

Freeman, who began her professional coaching practice in 1997, says the challenges women face today competing in traditionally male-dominated fields can be overwhelming, especially for women with homes to maintain and families to nurture. But she says learning how to prioritize goals and organize tasks are the keys to professional success — for

men and women.

"We have technology and we have all these wonderful appliances now, but I think the fact of the matter is we are expecting more and more of ourselves as women. Women, unlike men, always have a different idea of what spells success for them. From what I understand, men still look for prestige, power and pay as a signpost of a successful life," said Freeman. "On the other hand, women have always had a desire for healthy relationships and quality time with family, friends and themselves. So I see that women today, because they have to contribute to the income, expect even more of themselves. But they are trying to carve out some time to connect with their spirituality."

Women, by nature, feel guilty about missed opportunities with the family due to professional commitments and time constraints, but Freeman says children from loving families understand the demands on their parent's time.

"It's fairly typical for women to feel badly if they can't always be there for the kids — be their cheerleader and champion for the family. But I think some women realize, through available research, that children whose parents aren't always there, as long as they know they are loved and that the parents are taking an active abiding interest in them, do just as well," said Freeman.

Norene Freeman hosts a Concord cable access television program called *DreamMakers*, in which she talks with professional women about their careers, goals and balancing skills.

HANDCRAFTED  
FRONT with PRIDE

HearthStone®

If Your Teeth Were This Beautiful  
You'd Smile Too!