



NEWS RELEASE

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Electric Kites Success Coaching Guest Expert Details 9 Elements for Creating Balance

Dr. Steven Sideroff, Clinical Director of Moonview Sanctuary, joins members of Success Coaching For Women on the June 23rd Expert Plug-In Call

Los Angeles CA, June 20, 2008—Electric Kites' Success Coaching For Women will feature Dr. Steven Sideroff, Clinical Director of Moonview Sanctuary, as the guest expert for the Monday, June 23rd Expert Plug-In call. Dr. Sideroff is an internationally recognized expert in behavioral medicine, biofeedback and optimal performance. He lectures and conducts training workshops around the world, and has performed groundbreaking research in addiction, neurofeedback and stress management. Dr. Sideroff was the founder and former director of UCLA/Santa Monica Hospital's Stress Strategies, which presented programs for individual and corporations to better cope with stress.

Dr. Sideroff will discuss his simple nine-stage strategy for bringing your inner and outer selves into better alignment. According to Dr. Sideroff, accomplished people work at an all-consuming pace, regardless of the toll it takes on their personal lives. They try to sustain an extraordinary level of proficiency, even when the pressures of life cause tension and distractions that impact performance.

"At the heart of the matter is management of stress. While stress helps to motivate and enhance focus, it also results in sleeplessness, tension, and burn-out," said Dr. Sideroff. "Although you may recognize stress, you may be powerless to manage it, whether because of its biological importance and facility in creating focus or its use in masking underlying emotional issues," he continued.

Dr. Sideroff has developed a nine-component model of resilience, based on research and interactions with leaders. During the Expert Plug-In call he will discuss these nine components, which will help create a balanced life with maximum resilience and peak performance. The nine elements of his model include: relationships with self, others and "something greater"; physical, emotional and cognitive mastery and finally, mastery of "process" elements, including "presence, flexibility and power, or the ability to get things done."

Are you a woman who'd like to participate in the Success Coaching for Women Plug-In Call on June 23rd at 5:30pm (PDT) featuring Dr. Sideroff? Would you like a **FREE WEEK-LONG TRIAL MEMBERSHIP**? Email support@successcoachingforwomen.com to RSVP for the call and sign up for your FREE one-week trial of the program.

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About The Co-Founders of the Success Coaching For Women

Amy Ahlers and Melissa McFarlane have over 25 years of combined coaching experience. They have partnered together since 2002 to create coaching programs for individuals, companies and groups all over the world with their company, Electric Kites Success Coaching. Both are certified Co-Active coaches from The Coaches Training Institute and have completed numerous advanced coach trainings. Amy Ahlers and Melissa McFarlane are Master Coach equivalents.

Electric Kites Success Coaching provides coaching programs for companies and organizations including Kaiser Permanente, Oakwood Housing International, and The Walt Disney Company. The firm also offers coaching services for entrepreneurs, small business owners and individual clients from all walks of life. For more information about Electric Kites Success Coaching and its coaching programs for individuals, small business and large corporations, visit www.Electrickites.com or call 1.800.966.2FLY.

Amy Ahlers and Melissa McFarlane work with each of the members of the Success Coaching For Women program to reach astounding levels of personal and professional success in this unique program designed by women for women only. For more information about Success Coaching For Women visit www.SuccessCoachingForWomen.com.

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