

Ruth ([00:03](#)):

Hello, and welcome to the coaching hub podcast with me. Your host, Ruth Kudzi. If you're a coach or you're coaching curious, this is the place for you. We're going to be talking all of these coaching, personal development and business development, and a really fun way. You're going to have live coaching sessions, and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review. Hello, and welcome to the coaching hub. And I am absolutely delighted to have Donna here. Donna is a qualified coach, a writer, and a wellness advocate. And she's going to be talking to us today about how she used to coach training from optimists, alongside license, for wellbeing, to support her clients in how to review, edit, and rewrite their internal stories about who they've been, who they are, of who they have the power to become. So welcome to the coaching hub podcast to Donna. I'd love you to introduce yourself a little bit more and let people know a bit more about you and what you do.

Adanna ([01:23](#)):

Thanks Ruth for the introduction. Yeah. I'm a qualified coach so recently qualified with optimist, which was a brilliant experience for me. I'm a former teacher and senior leaders and qualified teacher as well. I'm a writer and a wellness advocate, as you said, and I design and deliver programs that combine therapeutic writing or creative self-expression with coaching to support people with becoming more conscious of the internal stories, internal narratives that we carry often unconsciously and these stories really shape our lives really powerfully. And as we become more conscious of them, then it gives us the ability, the power to be, to tap into them, to review them, to update them. That's really incredibly liberating. Particularly when, when we're at points in our life, when we feel like where transition, like we're moving into a new phase of our life, or if we just feel stuck, like where we want to move into a new phase of our life, but it's not happening. And often those stories that we're carrying are at the root of that. So the writing and the coaching is such a powerful complimentary tools to use to get to the heart of that. So that's yeah, so that people can move forward into who they want to be.

Ruth ([02:50](#)):

And I love how you say they compliment each other. So for you, the writing came fast.

Adanna ([02:55](#)):

Yeah. Yeah. So my background, as I said, sales and a secondary school English teacher for 12 years, and I've got a degree in English literature. So the writing I guess kind of the teaching, the writing as well, it's something that I've been doing for a really long time. So that definitely came first for me. And at the beginning of the year I decided to sign up with optimist as well, because what I was finding with the rice and it was, was it was bringing out yeah, it was making, it was making the unconscious conscious. It was bringing up a lot for people. And, and I felt like there was more that I could do to support my clients to coach them through some of the things that they are becoming aware of rather than just sort of leaving them to kind of resolve, resolve that by themselves.

Adanna ([03:49](#)):

So the coaching tools that I've learned this year have just been so powerful in terms of allowing me to hold space better allowing me to support clients with tools that help them to know what to do once they've realized that they're carrying these narratives, then what, what do you do with it? How do you how do you step into a different version of yourself? How do you let go of certain things that aren't, you feel aren't serving you anymore? So things like the neuroscience elements of the course and the positive

psychology and the transaction transactional analysis especially has been incredibly powerful both personally. And in terms of how I can share that with clients, like I've been, I used that straightaway and have been using that yeah. Ever since our training in that. So it, it does a compliment each other really well. And I think the combination of the kind of intuitive creative imaginative work that goes along with the writing and then all of the evidence-based stuff, the science, the kind of, you know, the thinking, the logic that goes into the, with the coaching, with things like neuroscience, just the dish, they just worked so well to just create a really powerful grounding for, for change and for transformation,

Ruth ([05:10](#)):

The people that come in to, to work with you experienced before, like how much do they know about the, in the narrative and the internal stories?

Adanna ([05:24](#)):

I think most people have like some awareness that there's something that's holding them back or that they feel sort of stuck between identities or, you know, they're at a point of transition. So a lot of the people that I worked with in the beginning were new moms and that's a massive point of identity shift for so many people when it was for me, I've got two children. So I know exactly what that feels like or being aware that you're trying to sort of find a way to navigate understanding who you used to be before. You're a mom who you are now, your career identity on top of that. So I think people have an understanding, like they feel stuck or they feel like something isn't working, but don't necessarily know how to get into that more deeply or know, what's, what's kind of at the root of that. So using kind of a creative entry point with the writing, if they, yeah. It's just a really beautiful way to, to go in quite gently and then get into some really meaty stuff that, that yeah, that was really helpful. And as I said, it puts them in a position to be able to move forward in the way that they want to.

Ruth ([06:32](#)):

And I w I know that there might be some people listening, who he find the idea about writing that might be quite challenging for them in terms of writing the narrative. I know you're also doing a workshop for us as well and mess around with writing. How could people, how can people start to, to get their ideas down on paper?

Adanna ([07:02](#)):

I'm developing a new freebie that I'm going to be offering. It should be ready in a couple of weeks because it's something that I hear a lot, people say that they want to start generally, or they want to start using writing, or they used to write a lot when they were younger, but they don't know how to do that now. So the first thing through it to kind of highlight is the fact that it isn't like writing at school or writing at uni or writing for work in that it's nothing to do with how well you're right. It's not about having a really polished piece. You don't have to worry about spelling, punctuation, and grammar, and, you know, using big words or anything like that is writing for yourself. It's writing for self-expression self connection, self discovery and self liberation ultimately.

Adanna ([07:49](#)):

So I always like to say, it's not this type of writing that work that I do a class it's not about how well your writers about how well writing makes you. And I think kind of being reminded of that, I think particularly by a former English teacher really helps people to understand that they, they can let go of some of the sometimes negative associations and experiences that people have got with writing and being told that

they're not good at it, or being told that they have to do it in a, in a particular way. So that's, that's kind of, that's a big thing in terms of how to approach it. I mean, there were so many things that you can do. I think journaling is the most obvious example and the one that people are most familiar with. So with the kind of just general journaling gratitude journal makes something that's become quite popular recently.

Adanna ([08:34](#)):

I would, so a few things I would suggest starting with free writing is really brilliant and really liberating things to do so free writing is also sometimes called stream of consciousness writing. And it's where you literally just sit down with a pen and paper and you just write whatever comes to mind and you don't you do your best not to censor yourself or limit what you can say or try and make it really nice and tidy or pretty or whatever. You just let whatever needs to come out, come out. And it's great if you do do it kind of with a, with a timer on not to kind of put pressure on you, but just to it helps to contain whatever's going to come out. So you don't end up sitting there for an hour going into kind of really deep dark territory.

Adanna ([09:21](#)):

So you can start with either even kind of five minutes of free writing, or I ask people to do three minutes before if they found five minutes intimidating and just literally sitting down and just writing whatever comes to mind. Sometimes starting with a prompt can be really helpful and it can be anything like a word, a color an image. And you'll find that, you know, you start in a particular, that particular focus and the more you write you start to get into the territory of your unconscious and, and things that you've kind of you've now you've took away or something that someone has said that irritated you two days ago, that you didn't really have time to process, or yeah. Like, you know, big dreams and hopes that you've got for yourself. And it can be really amazing what comes out when you give yourself the space to really tune out the noise of the outside world and go internally.

Ruth ([10:11](#)):

Well, I love about that as well as that you've talked about these really tiny little steps people can take, first of all, like three minutes prompts. So you know that they're not having to go for an hour or that isn't where they start.

Adanna ([10:28](#)):

Yeah, absolutely not. I mean, I don't, unless I'm attending someone else's writing workshop, which I do so that I have, you know, sometimes I have, so I have space to kind of go through my own stuff, but I wouldn't recommend, I've never recommended to somebody writing for an hour if you want to. And you're kind of really into the zone go for it. But I think it's like, it's like everything, if you were, I don't know if, you know, if you want to start going to the gym or something, you wouldn't start off with a two hour session. You'd, you'd build up, you know, you want to start running you know, you wouldn't start off with a marathon. You'd, you'd take it slowly. So it's, it's really not about how much you do is about what you bring the kind of the energy and the intention that you bring in that three minute period or in that five minute period and what you gained from it as well.

Ruth ([11:16](#)):

And what's interesting about that as we both know, when you look at the neuroscience change, if you start off doing something, however, small, if you can be consistent, then that consistency kind of pays off, doesn't it?

Adanna ([11:33](#)):

Absolutely. and I think sometimes people think consistency means you have to do it every day. Like you have to do 10 minutes every day. And if you miss one day, then you failed. But to start with five minutes or three minutes, if five minutes, it feels too much, three times a week. So that's really doable. And then you can build from there in whatever way suits you. But yeah, as you said, just kind of building those new neuropathways and integrating it in a really simple and manageable way into your, your normal routine means that you're more likely to keep it up and you're going to reap the benefits from it.

Ruth ([12:10](#)):

What's interesting about that as well, is that I read something this week about how they looked at the effectiveness of journaling and they found that people who did it four or five times a week, I think got more benefits when people needed it every day. And that kind of study that I love because I'm like I mentioned not to be.

Adanna ([12:32](#)):

Yeah. Yeah. I like that. I'm not seeing that. That's really interesting, but I think sometimes when we, if we're forcing ourselves to do things every day, we can lose the value of it and lose the you know, lose the power of it. Like you're doing it because you feel like you have to, and this is something that I really encourage people to do almost like as a, you know, like a self nurturing ritual, it's something that you're doing. It's not because the teachers told you to do it, or because your bosses, you know, we work into a deadline is something that you do for yourself to help you to feel good, to help you to understand yourself better. So yeah, do it in a way that feels nice and that, you know, that's enjoyable rather than feels like a punishment.

Ruth ([13:11](#)):

You talked a bit about the writing and the journaling and combining that with the coaching now. So let's review, edit and rewrite the internal stories. So when we're talking about reviewing and editing, how does that, how does that work when someone's combined, when you're working with people, combine that coach thing and that

Adanna ([13:37](#)):

So it, that can come out in lots of different ways. When I, so I have a one-to-one program called the four circles. That's a 12 week program and it's really highly personalized and I work it around the themes that the client brings to me and says that they want to work with. So for example, if you wanted to work with me, Ruth, and you said you wanted to do some work on your identity as a, as a business owner and your identity as a mom, feeling like trying to meet the, the niece expectations stories that you have around what those things look like is, is, is really challenging for you. And it's kind of contributing to you feeling quite disconnected from yourself, or, and you really want to reconnect with a sense of kind of joy and freedom outside of those labels, as well as understanding what those identities mean for you.

Adanna ([14:40](#)):

Then I would design a program around that, where you get to explore that and you get to play with that. So we could use things like free writing around, you know, particular prompts. We could do bits of memoir writing. So you're looking at where, where you've kind of got ideas or stories about what it means to be a mom or what it means to be a business owner. And, and yeah, you kind of bring it to the

surface. Some of the ideas that you've got around that, so you can start to, to edit them. So you can start to rewrite how to reshape that on your own terms, be a business owner, be a mum on your own terms. I've used like, I mean, there are so many things we can do of song lyrics. I often try to get some Beyonce in there if people are Beyonce fan, because I am you know, writing in character poetry using old photos are so many different things that can be done as a way to cut almost kind of circumnavigate, like not, not the obvious, like not kind of taking the obvious entry point.

Adanna ([15:47](#)):

Like if I said to you go write down what being a business owner means to you and likelihood is you'd only kind of, you wouldn't go as deep as you could do if I allowed you to, if I gave you a task that was rice me character, for example, and then that would bring out some things that you perhaps didn't know were there. And that would give us some, some things to explore in the coaching session. So the rightness, the entry point, and there's so many creative things that we can do with that. And then as the, as people literally write these stories out, write out what, you know, what they're carrying with them, then that opens up the space for having a look at them and saying, is this something that is still true for you? Is this helpful? Is this something that's kind of limiting your capacity to move forward? Do you actually, you know, did you believe this? Do you want this? Yeah, just give them, gives them the space and empowers them to be able to make those conscious decisions about, about their life.

Ruth ([16:50](#)):

I love this. I love the richness in there's different tools. And also what you've shared about bringing in different things. It's like coaching, isn't it, you're helping people lift, cap what they're doing in a different way, get them clarity and insight.

Adanna ([17:10](#)):

Yeah, exactly. And sometimes we need that new perspective. We can, we can just get stuck on autopilot in so many parts of our lives. And you know, just going through ticking off the list and doing the things that we're supposed to do. And sometimes we just need someone to, or we need some support and just being able to see things slightly differently. And then that gives us the shift. And that boost of energy, the motivation that we're looking for to do things a little bit differently. Yeah.

Ruth ([17:39](#)):

So let's talk about that final bit. And the bit that, that kind of brings us all together, which I love, I love reading this as well, the power to become So that you do that review and edit, and then it's about helping people step into that, that person that really wants to be

Adanna ([17:59](#)):

Exactly. And remembering who we are, isn't fixed it. So we always, we're always evolving and we're always changing. And sometimes we can feel as if we're not allowed to do certain things because of, you know, whatever rules have been kind of imposed on us, whether they're kind of his cultural expectations or the, you know, the rules of the family that we grew up in, or what society says about, you know, particular gender or race or, or whatever it is. And we can feel really confined and really stuck. Yeah. And in a particular kind of story about what's possible and what's, what's allowed and who gets to make the rules of our, who we can be. And when we start to interrogate that a little bit, and I think particularly if we, if we go from a gentle entry point like writing, so we're not going in a way that it's kind of criticizing ourselves for not being able to like ignore those and not going in with this is a limiting belief.

Adanna ([18:59](#)):

I must destroy it. It's just kind of open up the space for learning about, you know, what is going on, why do I believe these things? And how can I either literally rewrite them. So I, you know, I've given people exercises before where they write about something in the future and that's really tapping into positive psychology and kind of seeing what's possible for them. Yeah. And starting to literally kind of re re rewire your brain to have a different perspectives and see differently what is possible in terms of who you can become what's possible for your future. And it's just, it's just so liberating and so expansive.

Ruth ([19:41](#)):

I love that. And I love that re so really it's a gentle, and you have such a gentle, like, warmth about you anyway, but it's a gentle approach to people who are looking at knowing that this internal chatter or something is stopping them using the power of coaching and neuroplasticity and all of those things alongside writing to help them create their new future.

Adanna ([20:08](#)):

Exactly. Yeah., and it's a really enjoyable way to do it. Like it's, you know, it's fun to do. It's fun to tap into your creativity and your imagination, and again, to do it for you. Like, we have so many opportunities, I think, as adults to do something that's genuinely for us. But isn't about, you know, isn't about our family or isn't about responsibilities at workplace, just genuinely for us, it's not about competing with other people. It's just that, that self-development element and also enjoyable as well, you know, permission to, okay. Say as, as adults, we don't get to we don't get to play very much. We don't get to be imaginative very much. So it's, yeah, it's great to be able to do that.

Ruth ([20:58](#)):

Yeah. Tapping into fun, tapping into childlike. So important. So I know that lots of people are going to be listening to this and they're going to be like, Hmm, I quite like that sound of that package. She was telling her youth about. And I'd love to find out more. So where can they find you online?

Adanna ([21:16](#)):

So I am on Facebook and Instagram at Invicta writers. And my website is [Invictawriters.com](http://Invictawriters.com). I would love anybody who is interested and want to find out more about me and about writing in this way to sign up to my newsletter as well. It's called the nourish notes. And I send that out quite regularly with writing prompts as well as reflections on just yeah, honest reflections on, I put a monthly theme. So this month's theme is courage. We've looked at kind of things like stories and voice and identity, and it's just a really yeah. And nurturing space for us to start to have conversations about some of those really interesting things that shape us. And we don't often get to get the chance to talk about

Ruth ([22:07](#)):

Brilliant. This has been really enjoyable. As we mentioned at the beginning Donna combined her expertise in writing with the professional coach diploma from Optimus Coach Academy. So if you're interested in finding out a bit more about a diploma, you can also click the link below, we'll get them to be having some taster sessions for our February signup. Thank you for listening to the coaching hub podcast with me. Ruth Kudzi if you enjoy this. I would love you to join my Facebook group, the coaching community for more of the same.