

ROADMAP *to* SUCCESS 8

An interview with ...

BJ LEVY & AMORÁH ROSS

David Wright (Wright)

Today we're talking with BJ Levy and Amoráh Ross, successful professional coaches and co-owners of inviteCHANGE, a company created for those in search of meaningful processes that help catalyze learning and integrate a process for lasting change in one's personal and professional life. Their company's mission is to advance humanity and unleash the irrepressible human spirit.

Welcome to *Roadmap to Success*.

BJ Levy (Levy)

Thank you. I look forward to talking with you.

Amoráh Ross (Ross)

Thank you; I'm delighted to talk with you.

Wright

How does each of you define success?

Levy

Success to me is simple: waking up looking forward to each day, looking in the mirror and being happy with what I see, knowing I am making a difference in a way that

is also energizing and fulfilling to me (so that I can keep doing it!), being on a growth curve, having sustained relationships, *and* making money while having fun doing what I love. My present definition is in sharp contrast to what was success to me when I was a lawyer, which was mostly about winning cases and making money. Enjoyment was not part of the equation.

Ross

During my career as a coach and instructor I've become known as "the acronym queen." I've found that creating acronyms is a challenging, fun, and easy way to stay aware of the many nuances that any particular word holds for me. As I think about success, it means **Sustainable Unlimited Choices Consistent with Essence in Service to Serenity**.

Wright

You've each said that a process called Living Your Vision® has been a key factor in your success. What is this process?

Levy

Living Your Vision (LYV) is a process that exemplifies our transformative coaching paradigm, developing and deepening self-awareness on multiple levels, from knowing who one is at the core of one's being to making choices about what to do on a daily basis. It is a process for those who *want* and *are ready* to live a more intentional life in which they achieve more success (as they define success) and experience fulfillment in all areas of their life.

The LYV process will benefit anyone who is at a change point in life or who is looking for a deeper, more authentic life. The process is particularly helpful for people going through a relationship or job change or transitioning into another life phase (e.g., high school to college, first time in the work force, coming to mid-life), or for those in a personal or professional relationship who want to be more intentionally and consistently on "the same page."

Ross

Living Your Vision follows a simple and straightforward sequence based in the concept that "form follows thought." This sequence is Clarity, Alignment, Action, Results. In a group setting or one-on-one with trained facilitator-coaches, participants look inward to identify the unalterable truth about who they truly are, what values and beliefs are vital to their well-being, and take stock of what's working and what's not working in their lives. From this place of clarity, goals and desires are identified that align with who they are and their values and beliefs. Actions are then taken that move

them toward those goals and desires. The results are reviewed every step of the way to ensure that those action steps are maintaining alignment with important values and beliefs, and that the individual is consistently choosing behaviors that fully express and expand one's clarity of who she or he is. You can see that the sequence continually circles back on itself, supporting an individual in living intentionally from the "inside-out."

Wright

I have an idea that the four elements of Clarity, Alignment, Action, and Results have specific meanings within the LYV process. What is clarity within this process?

Levy

The LYV process begins with gaining clarity about who an individual truly is at an "essence" level and experiencing the empowerment that such clarity brings. Many people expend unnecessary energy trying to be who they think others want them to be, never feeling quite comfortable in those shoes. They may even feel fraudulent and have thoughts such as, "If others only knew what I am really like inside . . ." (fill in the blank with any catastrophic impact you imagine.) When people step into the truth about who they really are and release all pretense, they free up energy to develop and experience a life filled with more meaning, enjoyment, and achievement.

Ross

By starting from the foundational clarity of "essence," an individual begins the process of reclaiming her or his original birthrights of the joy of being alive, the natural wonder and curiosity about life as an adventure, and freedom of self-expression. Each of these is a portal to boundless energy for everyday life and creates access points to truly inspired goals and desires. Daily living becomes an eager anticipation of what's next instead of merely a humdrum or hectic existence.

Levy

Some people believe that spending time on themselves is selfish and they carry in their mind a repeating script about the negativity of selfishness. These same people often wonder why they feel empty with nothing to give and feel put out when asked to do one more thing. The LYV process encourages an individual to spend quality time within to uncover and accept his or her "essence self" and then do what is important to feel fulfilled. Individuals can then be out in the world, giving from overflow, not from emptiness.

In addition to uncovering the truth of personal essence, the LYV process supports people in acknowledging their unique gifts. No two people have the same specific set of

attributes, feelings, and ways of expressing. The expression of a unique journey brings deep satisfaction and may be exactly what someone else needs to hear to be inspired. An individual's willingness to know, speak, and act from essence gives permission for others to do the same.

Ross

Clarity also includes identifying key values and guiding principles that support and complement an individual's essence. While values and guiding principles are inherent in every human being, a combination of specific core values and principles are unique to each individual based on his or her life, family, and work experiences. Most decisions in everyday living are informed by these core values and principles and, through the LYV process, an individual forms the habit of consciously and deliberately assessing decisions and action steps through these lenses.

Levy

People live by personal mottos or guiding principles, whether consciously or unconsciously. The LYV process assists people to deepen their level of awareness of their own guiding principles and encourages evaluation to see which ones serve, which ones no longer serve, and which ones could be added in service to a higher quality of life. The process also encourages participants to word their guiding principles in a language that is most empowering.

Wright

After clarity, how does alignment fit in?

Levy

Alignment is the second major step of the LYV process, where people can think about and choose how they want to reach goals, what specific actions to take, and the priority and timeframes of those actions. It is similar to a strategic plan a business would make. While it is common business practice to strategize how to accomplish goals in furtherance of the business mission, individuals often don't do that in their personal lives.

Think how absurd it would be for an archer to start shooting arrows and then run into the field with a target to try to catch the arrows. Yet that is how many people operate—doing, doing, doing with no clarity about why they are taking action. They then wonder why they do not feel fulfilled. That would be like an archer shooting more and more arrows and wondering why he is not hitting a target, when he or she doesn't know what or where the target is.

By strategizing and planning (aligning) what specific steps will support people being true to themselves, resulting actions create energy, meaning and purpose.

Ross

That's so true. Other processes that begin by crafting goals before gaining clarity and alignment put a bow and arrow in your hands and have you reacting from the ineffective sequence of fire, ready, aim. In the LYV process, it is only after gaining clarity about core essence and defining what values and guiding principles are truly important, that aim is purposely taken in the more effective sequence of ready, aim, fire: clarity to consistently behave from essence (ready), intentionally aligning on targets of meaning and importance (aim), and taking actions that reach the target (fire).

Levy

The LYV process encourages participants to ask themselves what they *really* want—not what they *should* want. By reaching into the desires of the heart, the individual's world opens up. What once seemed only a pipe-dream has the potential of manifesting when the energy of the heart's desire is part of the fuel for action. As Harold Thurman Whitman has written, "Don't ask yourself what the world needs. Ask yourself what makes you come alive, and then go and do that. Because what the world needs is people who have come alive." The LYV process is a powerful tool for both coming and *staying* alive.

Ross

Another important aspect of alignment is to take the time to craft a plan that defines personal intentions behind what is really wanted, what is expected from life, and what the heart desires. For example, something I've identified I want is to be physically fit. However, when I think of it in those words, I consistently fail to exercise or go to the gym because it does not inspire desire within me. By stating what I want in the form of an intention, which is defined in the LYV process as a compelling statement of desire, I write it in my plan this way: I am strong and lean with stamina for anything I undertake. From this thought (remember the basic concept, "form follows thought") I regularly have the stamina to do whatever it takes to be strong and lean.

Levy

No two plans look alike and there is no wrong way to design a plan. The LYV process is designed to flexibly meet the specific needs and desires of individuals. A professional coach who is also a trained facilitator of this process, encourages individuals to be creative and "true to essence" in designing their life plans. One of our

coach-facilitators often says, “This plan is a manual designed by you, about you, and for you.” Just as an automobile manual contains instructions on how to reset the clock each spring and fall, a plan reminds people about their intentions, goals, and action steps. During a regular review process, people can see, acknowledge, and celebrate what they have already accomplished and be inspired by ideas they want to implement in the future.

Wright

It’s abundantly clear how important alignment is. What about action?

Ross

For most of us, action may seem very straightforward since we each take millions of actions every day. However, in the LYV process, action is taken only after gaining clarity and defining alignment; this makes the action meaningful and intentional. In my experience from clarity and alignment, action becomes effortless—oftentimes organic. Instead of taking action for action’s sake, action becomes purposeful movement toward a goal or desire that has been identified to bring fulfillment, satisfaction, or peace. Action that brings a heartfelt goal or desire into reality can actually add to an individual’s well of personal energy instead of depleting it.

Levy

Coming from one’s inner truth naturally inspires and empowers action. Coming from external “shoulds” brings about inner resistance and the need for extra effort to overcome the resistance. Because the LYV process is grounded in who a person is at his or her center, it accelerates the individual’s ability to accomplish his or her most desired goals.

One of my life lessons is, “You always have energy for the next right step.” If you don’t feel energy for an action, it is either *not* the next right step or it is too big a step. It is important to break that larger step into smaller steps until you do feel energized.

An example for me was when I wanted to end a marriage of twenty years and leave my law practice of twenty-seven years (where I was in a law partnership with my husband!). Every time I thought about such a major transition, I would become overwhelmed and paralyzed. The LYV process encouraged and supported me to begin breaking down this huge life change into doable daily actions. Each step I took gave me energy and momentum for the next step, which would naturally appear. The result is that I kept my eye on my intentions, stayed true to my values, and now live the life I once only dreamed was possible.

Wright

That's an interesting perspective on action. Tell me please about the final portion of the sequence, results.

Levy

So often people, especially those who are hard-working and achievement-oriented, look at all there is on their to-do list and constantly feel overwhelmed. When they accomplish something, nothing more than a checkmark goes in place and they're on to the next thing on the list. By taking a few minutes on a regular basis to reflect on results (accomplishments, wins, achievements, and what has been learned), individuals can fill internal reservoirs of energy. The wins can be as small as, "I took time to breathe deeply every day," to something as momentous as, "My foundation was awarded \$1 million to support women in the Congo." It is important to remember and honor what has been accomplished as well as look ahead to what there is remaining to do. When people acknowledge their achievements, they increase their confidence that they can achieve in the future while continuing to fill their internal reserves.

Ross

Another important aspect about results is for an individual to check in with how the process of achieving those results is being experienced. Asking questions like, "Has the journey to this point felt easy or difficult?" or, "Now that this result has been achieved, how does it align with my essence and values?" or even, "Now that this result has been achieved, is it something that I really wanted or does it occur as having been an unconscious 'should'?" By taking time to examine results, greater self-awareness is gained and course corrections can be made for next or future actions.

Levy

Yes, it is vital to routinely review and refine any plan. As people examine their results, they gain information for those refinements. One concept that encourages LYV participants to make a life plan is the freedom to change the plan. People are sometimes afraid to write a plan because they may not implement it all and then feel as though they have "failed." Knowing that the plan can evolve provides the freedom to experiment with new concepts. An individual can look at what is working (and do more of that) and what is not working (and do less of that or eliminate it altogether.) During routine review, individuals can see what they have already accomplished, be energized by that, and remember ideas not yet implemented and be inspired to implement them.

Wright

What do you believe is the primary component of the Living Your Vision process that makes it a powerful contributor to success?

Ross

The most important factor, in my experience, is that it provides a professional coach-facilitator as a steadfast partner and non-judging champion, consistently reminding people of the bigger picture of their life plan despite everyday snapshots that can obscure it. As life becomes realigned in accordance with a person's core essence, he or she pursues identified heart's desires using personal values and guiding principles as a yardstick. This supports taking empowered action steps and experiencing inspired actions as the coach helps the individual stay fully present within self and consciously intentional in daily actions.

Levy

By having a trained and experienced professional coach-facilitator in this powerful process, individuals gain new perspectives. They are able to reach higher and dive deeper because they don't have to "go it alone." They have a partner completely committed to them, their goals, their values, and their success.

Some people create a plan either on their own or in a class—and then nothing happens with the plan except that it becomes another dust-gatherer on a bookshelf. In the LYV process, the coach creates a safe environment for people to expand their horizons while staying true to what is important. The coaching relationship accelerates momentum while the individual develops self-sustaining habits.

Ross

Because the life plan is mapped out only *after* the client has gained clarity about core essence and values, Alignment is ensured through deliberate and intentional planning, goals are sourced from within according to what is truly desired, and action steps occur almost effortlessly because they're inspiring and exciting to take. Unlike most other types of planning, through the partnership of a coach, results will be checked against desired intentions, and incremental goal and action corrections will be made or a goal will be eliminated entirely if it's identified as a should.

Wright

What are the key principles of the Living Your Vision process that support success?

Ross

Our experiences over time since the LYV process was developed (in the mid-1980s) have shown that individuals effectively achieve conscious and sustainable success every day through the LYV facilitation followed by ongoing professional coaching partnership. There are several principles our professional coach-facilitators are trained to elicit. These have been described earlier: individual core essence, “form follows thought” and values/guiding principles identification. Other powerful models in the LYV process include Be-Do-Have, the CHOICES acronym, and Intention + Attention = Manifestation (IAM).

Levy

Our society is a “doing” society, with the expectation that if we keep doing more and more, we’ll have enough “stuff,” enough respect, enough love to be happy (or peaceful or fulfilled or whatever feelings or life experience is desired). The Be-Do-Have model in the LYV process turns this principle inside-out and asks what happiness (or peace or fulfillment) is for each individual, helping him or her explore how to begin with *being* happy (or peaceful or fulfilled) and recognize what sustains that feeling. The process provides empowering tools that help a person choose the activities, the people, and the way of behaving each day that supports the intentions identified in the life plan.

Ross

The CHOICES acronym is a key part of the life planning process. This acronym offers a reframing of thoughts or beliefs about how an individual can achieve her or his goals or desires. It stands for **C**hoosing **H**ear-centered **O**pportunities that are **I**nspiring, **C**ongruent, and **E**mpowering; **S**pecific and measurable actions follow. Too often resistance to planning can occur if an individual believes that once a goal is written, it is cast in stone and must be achieved or else. Many individuals have been freed to enjoy planning instead of dreading or avoiding it by replacing the concept of goals with choices.

Levy

Change is certain; how we deal with change is choice. Everyone faces difficult situations—often ones they would rather not face, yet the situations are there and the accompanying choices are there. The choice could be, “Do I hide or do I let others handle the matter?” “Do I get angry?” “Do I hope it will just go away or do I face the situation head on?” “Where is my personal power?” The LYV process encourages individuals to face change and challenges purposefully and intentionally. Participants learn they have real choice in their responses and discover new ways to consciously face

recurring patterns. They gain insights that affect not only the particular situation, but all situations that have a similar theme.

Ross

Intention + Attention = Manifestation—the IAM model provides a simple yet powerfully effective way for an individual to remain focused on what’s most important and to disregard anything that detracts from that focus. It further supports the concept that “form follows thought” so that the majority of what an individual focuses on is what has been identified as a true choice or desire. This focus increases the probability that any result is going to be the fulfillment of the individual’s true choice or desire.

Levy

Intention is the experience a person truly wants underneath all expressions of “I want . . .” A common example may best explain the concept. A person will say she or he wants to lose ten pounds. When asked what losing the ten pounds will provide, the answer could be vitality, energy, or a better sense of self. It is the experience of vitality, energy, and a better sense of self the person really wants—that is his or her intention. By excavating the underlying desire, a world with more possibilities opens up. When people discover that what they really want is vitality and energy, weight loss becomes one means out of many. Action steps become easier because the lens of vitality and energy are more inspiring for making healthy choices in the moment than the idea of losing weight.

Attention is the energy an individual invests in his or her intention. If someone really wants the experience of vitality, and the choice is either to watch television or walk three miles, remembering the deeper intention often motivates the action of taking that walk. The vitality that naturally follows the walk begins to be self-motivating and the choice to walk again the next day becomes easier: “Of course I want to take the three-mile walk—I feel so much better after I do.”

Manifestation is the result. Being unattached to how the manifestation appears is crucial. An individual may have started by intending to lose ten pounds. When he or she changes the intention to “I feel utmost vitality,” the individual may actually lose five pounds or fifteen pounds—the number is not as important as the manifestation of vitality.

Wright

That’s certainly a very clear Roadmap indeed. What are some of the obstacles that can be overcome as a result of applying the Living Your Vision process in daily living?

Levy

The LYV process is intended to be both inspiring on a large scale and supportive in day-to-day situations. One common scenario is facing a difficult conversation whether it is with an employee, a partner, or an elderly parent. By creating and looking at values and personal guiding principles for living, identifying and expressing core essence, and focusing on ultimate intentions, these self-developed guidelines provide a clear road map for handling any challenges. One person knows he or she wants to “speak their truth no matter what;” another is clear that “speaking with compassion” is a key principle to honor.

Another common and challenging opportunity where use of the LYV process makes a decided difference is when a person is no longer satisfied with his or her employment. The idea of changing jobs or shifting careers can be daunting, especially as one gets older. Yet the thought of staying in an unfulfilling job for ten or twenty or even more years may feel like one is in a death grip.

I have witnessed many people utilize the LYV process to become clear that leaving an old career is imperative. By identifying their underlying strong desire, achieving clarity, and embracing and setting strong intentions about making a smooth transition to a new career, individuals have implemented step-by-step plans that support their intentions. In doing so, these people have transitioned to new and much more fulfilling careers with greater ease than they previously thought was in the realm of possibility.

Ross

One client was a middle manager in an international commercial property development firm. He engaged in the LYV process in preparation to apply for a promotion to a position as director of a new branch office being opened in New York City. Through the clarity he gained about himself in the LYV process and over the course of our ongoing coaching, he increased his self-esteem, bolstered his confidence, and became viewed in his firm as the most obvious person to take responsibility for the success of this new branch. He has met and exceeded all expectations for the branch’s contribution to the company’s bottom line and remains consistently successful to this day.

Two amazing LYV experiences I’ve had have been with clients who began the LYV process as preparation for divorce. They each realized that it was vital for them to articulate the truth of their essence, identify their core values, create a purposeful plan, and be involved in a supportive coaching partnership as a precursor to taking that step.

One client became aware of the places in her relationship where she was unwilling or afraid to ask for what she wanted. Since she’d already made up her mind to divorce, she felt she had nothing to lose by speaking up as she went through LYV. As she spoke

up, she found her husband to be open and responsive and he began speaking up too. Her surprising success was that they actually ended up recreating their marriage on a different basis of relating to one another instead of divorcing.

Another client was able to stay calm, at peace, and clear-headed as she went through a very trying divorce. She steadfastly remained focused on her values and what she wanted, while her soon-to-be-ex-spouse tried to hide assets, avoided critical financial discussions, and become a new father with his mistress. After the dust had settled, her ex-husband expressed admiration for her rock-solid presence throughout the divorce. Her success was that she stayed true to her values and received every asset in the settlement that was most important to her.

Wright

Give an example, please, about how the LYV process has contributed to your personal success.

Levy

Using the LYV process, I transitioned from my long-time career as an attorney to become a personal and professional coach. For many of the twenty-seven years I was a lawyer, I had thought about changing careers and each time, the enormity of the change was paralyzing. Through the LYV process and in partnership with my coach, I became clear that a change was long overdue. When my coach asked, “When is your last day?” a question I had been avoiding asking myself, I set the intention to be out of my law office in six months. I was energetically freed to start making a specific plan of action. The result was that what for years had seemed impossible started to become a reality—one that I created out of intention and actions aligned with my values. I was out of my law office on the exact date I had set six months before. After following this process for myself, I knew that anything was possible, both for me and for anyone who would commit to the process.

I review my own LYV plan regularly and I am energized by all that I have accomplished and reminded about the ideas I had forgotten. By checking in, I stay “current” with myself and make the small and large shifts with greater ease. More importantly, *how* I live day by day is dramatically different than how I lived when I was a lawyer. I feel calmer *and* fulfilled. People who knew me when I was a lawyer tell me how much happier I appear (and they are right!).

Ross

When I was about ten years old, I had an experience swimming in a lake that created within me a strong fear of being in a body of water. When I went through the LYV process in 1997, one of the intentions in my life plan was, “I joyously and

fearlessly play in oceans, rivers, and lakes.” As I wrote that intention, I knew only that I wanted to once again experience the freedom and comfort I’d felt while swimming before the fear was born. I had no idea what choices or action steps would get me there.

About three weeks after writing my intention, I received an invitation to participate in a retreat in Hawaii and swim with the wild dolphins in the ocean. I recognized this as a choice I could make toward fulfilling my intention and I set about planning and taking the action steps necessary to manifest it—saving the money for the trip, learning about Hawaii, the ocean, and dolphins, etc. My coach supported me over the eight months between accepting the invitation and arriving in Hawaii for the retreat. He asked powerful questions, helped me explore my fear through inquiry questions, and steadfastly believed in my ability to fulfill my intention and reclaim my ability to enjoy swimming again.

The retreat was all I had hoped it would be and more. My desire to swim with the dolphins outweighed my fear and by the end of the two weeks, I was once again comfortable and joyful in the water. Not only did I shift my fear, but during the next ten years I led retreats to Hawaii and helped others overcome their fears of the water too.

Even though I did the LYV process many years ago, my LYV plan is still alive and at work for me. Every year on New Year’s Day, I review the entire plan and set new intentions. From that review process I then make a poster that visually depicts the theme I’ve identified for the New Year. I keep it next to my desk throughout the year as a reminder of what’s important for me to accomplish by the next New Year’s Eve. Then the cycle begins anew. Because LYV is such an integral part of my daily living, I stay focused on what I want, experience joy in living, and achieve success within my own definition.

Wright

As professional coaches and instructors of professional coaches, it’s obvious that each of you is passionate about coaching as a contributor to success. What do you believe is the reason for that?

Ross

In June 2006 a *Washington Post* article by Shankar Vedantam spotlighted a growing trend of social isolation due to a decline of social ties in the United States. As documented in a General Social Survey, funded by the National Science Foundation, “A quarter of Americans say they have no one with whom they can discuss personal troubles, more than double the number who were similarly isolated in 1985 . . . The comprehensive new study paints a sobering picture of an increasingly fragmented America, where intimate social ties—once seen as an integral part of daily life and

associated with a host of psychological and civic benefits—are shrinking or nonexistent.”

Partnering with a professional coach can reduce social isolation merely by adding one more meaningful relationship to your life. In addition to that, by engaging in a relationship in which you are encouraged to focus on your essence, your values, and your desires, you're more available and better equipped to create and sustain other supportive social ties with family, friends, and colleagues.

Most of the people I meet, whether students or clients, want to have a deeper connection with others and to make a difference in the world. Through coaching, that can occur more quickly and effectively than going it alone.

Levy

Coaching is an opportunity to maximize your support. A coach is a person who will listen and ask questions to uncover your wisdom and true desires. A coach is someone you tell anything without fear of being judged. A coach sees you as whole, capable, resourceful, and creative rather than someone who needs “fixing.” A coaching relationship helps you keep current in your own life, check in on what is most important, and discover your own answers—answers that move you in the direction you want to go.

Wright

What message do you wish people to hear so that they can learn from your success?

Levy

In a recent book, *Change or Die: the Three Keys to Change at Work and in Life*, author Alan Deutschman found that the key to helping people get unstuck is an emotional relationship with a person or with a group who inspires you to have the confidence to say, “If you can do it, I can do it.” That is what professional coaching and the LYV process provides: tools, inspiration, and an emotional relationship with a supportive coach who focuses only on your ability to live your highest expression of essence every day.

There are many examples of people whose lives have been forever altered as a result of participating in the LYV process. I have worked with countless clients who feel “stuck” in a job, and paralyzed about taking any forward steps. When they get in touch with the truth of who they are, hear about others like them who have made the great leap, and learn to trust the process themselves, they start to see the possibility of another way. Once one possibility opens up, the dam is broken for a myriad of other

choices. Once choice is available, energy is released to begin to explore and develop possibilities.

Being a support for others to find their fulfillment from my authenticity is success for me.

Ross

The point at which I began to feel truly successful was when I stepped into my personal definition of success and started living my life in alignment with my essence and my values, defining my intentions and choices from the inside-out. The LYV process and my amazing professional coaches over the years have played a big part in bringing me to that point. By releasing the need or belief that success looks only a certain way as defined by society, family, or any other means, individual expression is unleashed. Instead of being a series of dusty rest stops on the way to its end, life becomes an intriguing and exciting journey.

I invite you to define success your way—and I dare you to live your life unleashed!

ABOUT BJ & AMORÁH



After twenty-seven years of practicing law, BJ chose to transform her life to one of joy, play, satisfaction, and meaningful contribution. She brings the experience of her personal transformative journey, her innate wisdom, and refreshing spirit to all she does—instructing a class, motivational speaking, and coaching relationships. Founder of the Institute for Voice Dialogue Coaching, BJ brings special expertise in assisting clients to acknowledge and use the multiple “selves” to shift from automatic reactions to

empowered, creative choices. A long time senior faculty member of inviteCHANGE, BJ is now one of its co-owners.

As one of the first coaches in the world and certified in 1999 by the International Coach Federation, Amoráh built her successful coaching career primarily as a life coach working with individuals and groups interested in self-empowerment and successful life balance. Amoráh is co-owner of inviteCHANGE and Director of Training. Her unwavering commitment includes mentoring emerging coaches and she volunteers as an ICF Credentialing Assessor. Amoráh’s passionate commitment is to provide curriculum and services that continually raise the bar for coaches worldwide. This fuels inviteCHANGE’s mission to incorporate the transformative living paradigm into all human relationships.



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