

# LUCIA

## PAREDES

CERTIFIED COACH



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### ABOUT ME

I am an eternal, unashamed and helpless optimistic and I am passionate about people, the uniqueness of each of us, the inner power that drives and guides us to do and be anything we want in life, if we put our hearts and minds to it. This belief led me to become a Happiness Coach. Paraphrasing Maya Angelou "When you know better, you do better", and I couldn't help but do better and help people feel better, in both work and life.

With a very successful background in marketing, with a 20-year award-winning career, my deep understanding of the fast-paced corporate world combined with my expertise in happiness and optimal well-being, helps me not only understand the challenges of living on autopilot, but create a safe space and bespoke coaching sessions designed for individuals to both thrive and revive in life.

I have the unique ability to energise, motivate and empower companies and individuals, providing an exceptional blend of deep knowledge of the corporate world, its challenges and opportunities, and my expertise as a coach.

A path that brings me meaning, joy and fulfilment, based on my values, strengths and passion. For me, it's the alignment of all this that makes life worthwhile. And this is exactly what I do for my clients: I empower them to discover these pillars so they can show up as their best selves both in business and life.

### MY MISSION

Lead and guide individuals, leaders and businesses on their road to create their happiness, in the workplace and at home.

My framework provides a safe space where they can explore once more what lights them up and brings them joy, so that they can build the foundations of a meaningful and fulfilled life, where they are no longer in fear but actively taking action in a life they feel inspired to live.

# WE ARE PEAC

## CREDENTIALS

I am an accredited coach by the International Authority for Professional Coaching and Mentoring (IAPC&M). I am certified by Yale University in the Science of Wellbeing, Foundations of Positive Psychology by the University of Pennsylvania and the Power of embodied transformation, with world-recognised teachers such as Richard Strozzi.

I am often described as creative, passionate, energetic and someone who sports unlimited optimism, qualities that I use as tools to help others in my coaching practice.

Energetic and vibrant motivational speaker, I have hosted talks and workshops for businesses like Universal Pictures and Netflix. The most recent one for Universal resulting in the most attended and engaged event of the year in 2020.

Co-host of the podcast Life Made Better, launched in 2019 and with over 20,000 downloads, featuring interviews with people from all walks of life, such as Whitten & Roy, leaders and pioneers in the sales and coaching arena and Johnny Fewings, renowned producer and entrepreneur, who has led up some of the most thriving businesses in the industry such as Virgin Megastores or Universal Pictures Content Group.

## REFERRALS & TESTIMONIALS

"As, like many other businesses, NBCUniversal hit the six month mark working remotely we felt that it was really important for the Women's Network to start supporting one another to not just survive but Thrive in our personal and professional lives. With this in mind we booked Lucia and Fleur to host an event for us centred on this.

Lucia and Fleur curated an interactive workshop for us called 'Empowered to Thrive' which provided techniques and tools that helped us re-connect with our minds, body and heart. The feedback from our employees was unanimous; we all came away feeling like we were no longer just surviving, but thriving.

If you are looking for support in re-focusing for the future then I could not recommend booking Lucia and Fleur highly enough". (Alison Mathers, Director, Executive Search, Chair, International Women's Network, NBC Universal)

"Lucia was wonderful to work with, and she delivered a motivated, forward thinking webinar which was informative, easy to understand and showed knowledge in her field. Lots of employees said it was the kind of positive talk they needed during lockdown. I am looking forward to working with Lucia again on future workshops." (Nadia Alnassiri, Universal Pictures)

"Lucía Paredes is an exceptional coach. She's been close and empathetic, easily approaching the situation I was facing in a very professional manner. As a good coach, she's known how to guide me and join me in this journey, making me question some aspects I wouldn't have thought considering otherwise. She's also paired the sessions with some exercises that have helped me getting to know myself better. I would recommend Lucia as a coach without a doubt." (Ana del Saz, Media Director)

"I've been very lucky to share my path with Lucia. You can really tell she's passionate about everything she does and her positive attitude. There's nothing like having someone helping you drop the veil in your eyes and recognise yourself in the mirror.

Lucia, with her calm, simple ways and sweetness helps ease the way so you step out of your comfort zone and go after what you really want. She guides you ever so effortlessly, in a non-intrusive way, with questions you may have not thought about before, yet they make this puzzle we all have slowly fall back in place. She's very adaptable and has the most efficient working method. Thanks for guiding me and walking with me in the beginning of the change." (Paula Torres, Head of Awards for Social Innovation, Fundación MAPFRE)