

4 Most Important Things To Know About Your Business Coach: **Anapaula Lagarriga**



A Coach Who Gets Results...

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Over the last 14 years, Anapaula has helped over 500 business owners and executives achieve their goals taking them, their teams and their business to the next level. Her clients have achieved double and triple-digit growth in profitability, accomplished through improvements in **m i n d s e t**, sales, marketing, team training, systems development and strategic planning. She helps business owners grow from a strengths based and cognitive behavioural approach to development of a results-driven and profitable team, allowing the business owner to focus on the areas that they excel at and be the leader. Anapaula is confident in her ability to help decisive and innovative business owners and executives, she will only offer to coach a business if she can guarantee results.

An Accomplished Business Professional...

Anapaula began working in the family business ever since she can remember and spent several years wearing various hats, from marketing to operations and process improvement. After transitioning to marketing and public relations at the corporate level, Anapaula discovered her passion for working with people while working in the HR departments of Seagram's and Standard, Ogilvy & Mather. She further cemented this by working as a psychotherapist for four years where she achieved a 95% success rate in obtaining positive behaviour change with her patients and their families. Her practical small business experience coupled with corporate level experience and track record cognitive-behavioural change make her an invaluable resource for business owners and executives.

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Pretty Darn Smart...

But doesn't pretend to know it all. As an ActionCOACH, Anapaula belongs to a network of over 1,000 business coaches in over 80 countries. With this network of brain power, along with her Master's studies in Developmental Psychology at TC Columbia University, Bachelor degrees in Business Management and Psychology from University of Miami and 14 years experience as a Certified Business and Executive Coach, Anapaula is skilled at breaking down complex issues into simple steps, and has the tools to help her clients succeed. She also has certifications in Conversational Intelligence, Positive Intelligence and Red Team Training.

A Devoted Mother, and Community Member...

Anapaula has two sons Andres and Sebastian who are active in school and sports as well as participate in their community by volunteering to feed the homeless, read to homeless children, beach clean-up and contribute monthly to a different charity through the Mexican Women association. Currently, Anapaula serves as a Board Director of the BABC. She participates ActionCOACH's global pro bono coaching program that helps non-profits to increase donations and better manage funds.

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