



Media Pack

OUR MISSION

Naomi Richards is . She is the UK's expert on helping children build confidence and manage life's challenges.

Naomi set up The Kids Coach to provide an outlet for children to discuss and solve issues that they did not feel comfortable talking about with family members and to help parents who knew their child had a problem but they did not know how to approach or help solve it.

FOUNDER'S MESSAGE

I am Naomi Richards, The Kids Coach. I am a life coach for children from the age of 6 years old and provide life coaching for them on any behavioural and emotional issues that they have. I provide a space for children to talk confidentially about why they are unhappy and help them resolve their problems in an interactive, creative and supportive way.

The issues I help children with are around self-esteem, confidence, friendship, bullying, anxiety, parent separation, communication, and any other home or school related problem. I work face to face with children and also do Skype telephone coaching. I run workshops for children and am an agony aunt for radio and several websites including www.lauranadlouse.co.uk and www.onlydads.org. In addition, I am part of a regular parenting and families show for Three Counties Radio, I write for parenting, teenage and women's magazines and my first book, 'The Parents Toolkit' is being published by Random House Spring 2012.



I had worked informally with children for many years and felt it was a natural progression to gain some qualifications in coaching and coach children. I now help them work through their emotional and behavioural problems. I constantly coach my own children and they are very receptive to it!

I have been a Life Coach for Children since 2004 and am very passionate about my work. I help children improve their lives by showing them innovative, creative and practical tools that they can use to change their behaviour, thoughts and feelings for the better. If committed to the process, children will use some of these tools and consequently feel a positive change in their lives.

I trained at The Centre for Coaching and Stress Management in Blackheath and I am a Member of the Association for Coaching. I practice under their [Code of Ethics and Practice](#).

I regularly attend courses on parenting, I have mental health awareness knowledge and a qualification in nutrition. I also have a wealth of experience working with children who have learning difficulties and ADHD.

What I do, Where I help & How I Work

A Life Coach enables you to develop the skills, attitudes and coping mechanisms required to help you get the best from any area of your life.

A life coach provides that neutral territory for a child to talk. The children are not judged and the coach does not have a vested interest apart from the child being happier.

Parents come to me when they do not know how to approach a problem that their child is having. Parents may feel that they lack the ability to help guide their child through the best route of solving a problem. Often the problems can be family related and their child may not be opening up to them because of a fear of upsetting a family member. Using an external figure outside of the family removes these barriers.

From the parents' perspective life coaching for children is a progressive and positive process that addresses the here and now, not the past. There is no stigma attached in having your child work with a life coach.

On a typical session I have an initial meeting with the parents to discuss what issues they would like to address. Following this, I work one to one with the child to get to the root cause of the problem. I use worksheets, role-play and discussion to establish the problem and find out how the child would like to change the situation.

Together we set a goal and look at ways of achieving it. We evaluate the child's ideas and they will choose the most achievable and realistic option for them to get the result they want (their goal). This strategy may not necessarily be the preferred route for the parent(s), but by letting the child find an answer to their problem they will feel empowered and in control of the situation, which in turn will raise their self-esteem.

I make my sessions lively, interactive and supportive. I make the child think outside the box. I don't just sit and listen to what they are saying but ask questions and get the child to discuss their feelings and thoughts.

Issues

The kind of issues addressed when coaching children are around essential and important life skills such as raising self-esteem, confidence building, social interaction, communicating with peer groups and adults, co-operation, motivation and listening skills.

I also work with children on the following issues:

- Step-families
- Stress Management
- Secondary Transfer
- Friendships
- Homework
- Bullying
- Anger Management
- Negative Thinking and beliefs
- Rules/Boundaries
- Mind reading
- Time Management

Where I Work

I work from home in Barnet where I run a private practice. In the past I have worked in primary schools where children have been able to drop-in to discuss a range of school or home related issues. My workshops, also run from home cover the following subjects:

- Transfer of primary to secondary school
- Self-esteem and confidence
- Friendships and communication
- Living with separated families

Media Coverage

To date I have had media coverage in

- The Daily Mail
- Practical Parenting
- Bliss
- Sugar
- Now
- Psychologies
- Jewish News
- The Jewish Chronicle

Daily Mail

magazine.co.uk
Now

**Practical
parenting
& pregnancy**

THE JC
THE JEWISH CHRONICLE

PSYCHOLOGIES

My BLISS

Sugar

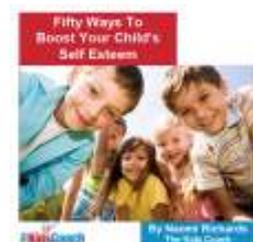
See my media page on my website to view the articles:

<http://www.thekidscoach.org.uk/media/>

I have also done numerous podcasts which can be found on my site on the media page.

EBooks

I have written four e-books to help children and adults. They are Boosting Self-Esteem In Adoption; Fifty Ways To Boost Your Child's Self-Esteem, Helping Your Child Through Secondary School Transition and Fifty ways To Help Your Child Have Successful Friendships. All of these are available via my website.



Testimonials

Naomi made me realise that I have time after school to do my homework, relax and spend time with my friends!

- **Tom**

I now understand that if I tell my friends what I need from them then I will feel much happier

- **Emma**

Naomi with her calm, positive approach and her talent for listening and understanding his feelings and emotions, was very quickly able to devise behavioural mechanisms, enabling my son to deal more appropriately with situations which angered him. My son is still using these techniques effectively some four or five months after his sessions with Naomi, and his father has learnt from the experience too!

- **Stephen**

Naomi is a good listener and had lots of ideas to get rid of my anger

- **Charlotte**

I feel brave enough now to tell mum and dad what I want from them

- **Asher (son of parents separating)**

Within three sessions my daughter was happier and more confident. Dropping her off at school has become a pleasure rather than a tantrum.

- **Mrs Abrahams**

Naomi helped me sort out my thoughts like no-one else. I'm extraordinarily grateful to her for all she's done for me.

- **Tamara Key**

I want to acknowledge the powerful work you do and the impact you are leaving on lives of our precious children. THANK YOU for being who you are and for caring.

- **S Hunter**

Making contact ...

For all media requests please contact

Naomi Richards
The Kids Coach

T: 07961 312749

E: Naomi@thekidscoach.org.uk

