

## For the love of helping others

*Lee Brogden is the CEO of Personal Growth. In this interview he reveals why he is one of the few people in the field of personal development (perhaps the only one) who can guarantee results.*

**QUESTION:** What do you love most about your work?

**ANSWER:** I used to work in marketing with some of the top companies in the world and all I got all day was hassles. No one said “thank you.” Then, in 1998, I moved into outplacement consulting with KPMG and people started saying “thank you”. I was hooked! Now I get a constant stream of people thanking me for my work. I now know that the contribution I make to the lives of others is so profound and far reaching that I could not think of anything that would give me greater satisfaction. I also love learning, teaching others, and creating different ways to help people learn. It’s challenging and exciting.

**QUESTION:** What makes you qualified to help others?

**ANSWER:** I love to help people; I always have - and in my view, coaching is all about helping people. There is so much to learn to be able to powerfully help people through coaching. And I love learning so I have attended many seminars by many leaders in the personal development field. I have completed formal training in coaching. I also have a degree in Business, have studied adult career development at university, and I have a library full of books I have absorbed on personal development, as well as DVD’s CD’s and tapes. I have written my own book about Personal Development called Free Your Spirit.



Lee Brogden (left) is proud to work with Dr John F. Demartini, (right) who is another of the world’s leaders in personal development.

I have trained senior academics at a leading university to be coaches as well as senior managers. As a result of my work in this field, I have been independently certified as a Master Coach. I can relate to people’s experiences because I have had many experiences myself. I have worked in huge companies and micro enterprises, I have traveled widely, I’ve been married for many years, I am a father, I’ve been unemployed, and a General Manager, and I have played ten sports competitively. I have a wide variety of interests and hobbies – including pastel painting, wood working and photography. In my years as a professional coach, I have changed the lives of hundreds of people. I think all that makes me qualified to help people!

**QUESTION:** Do you coach anyone on anything?

**ANSWER:** My specialty is personal growth which is all encompassing. When someone experiences personal growth, that positively impacts their relationships, their finances, their career, their business, their health, their mental capacity, and their spirituality – every area of their life can benefit from a growth in the connection between their head and their heart, and from a greater understanding of how life works. Personal Growth also expands emotional intelligence, thereby helping people to overcome their fears, and free their spirit, which is our only source of true power, abundance, freedom and fulfillment.

**QUESTION:** Personal development has a somewhat mixed reputation as an industry. What about coaching?

**ANSWER:** Great question! We read a book or attend a seminar and form opinions about the writer or presenter without spending quality one on one time with them. Some presenters and writers are then labeled saints and some “rip-off merchants” - even by people who attend the same seminar or read the same book. The reason is our beliefs dramatically color our experiences so if we believe we can’t change - we won’t. Inevitably, some people do not experience the results they had hoped for and then they want to blame someone else. Coaching is different because it has a good reputation. Coaching allows a very close, trusting relationship to be formed. As a coach, my true character, intentions and ability quickly become obvious. Also, I love to be held accountable for helping my clients get results. This keeps me really sharp. That’s one reason why I guarantee my services will deliver results. It keeps me on top of my profession.

**QUESTION:** You guarantee results?

**ANSWER:** Yes. I work with ageless principles, a proven model, a comprehensive coaching system, and powerful tools. In the past, if I did not get results, I would challenge myself to create a coaching session that works. After years of doing this, I know my coaching works. So now I can guarantee results.