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Andrea Novakowski

Name of business: Coach Andrea; Address: 39 Lakeview Terrace, Ashland; Phone number: 508-231-0766;
Website: www.coachandrea.com

In three sentences, tell us how you ended up in this line of work.

When I left my corporate job, I took time off to consider what it was that I wanted to do next. I started coaching with a vision of creating extraordinary relationships among people in the business world, helping people grow and develop as leaders in their organization and life, and giving back to others.

Coaching fit the bill by allowing me to help people accomplish what they want by holding their vision and helping them find ways to get there.

What are two memories from your career that stick with you the most?

One, when my client told me that because of our coaching together, she turned her dream into reality - she created a life outside of her business that honored her values. Two, being inducted into the International Coach Federation of New England's Hall of Fame this year for my coaching skills, contributions and impact in promoting coaching to the business community.

What do you most like and least like about your work?

Like: I love helping people find solutions to questions they have and helping them move past places where they are stuck in work or life. Least like: I wish companies valued their people more by providing resources, experiences and support to help them be more successful.

What makes your business unusual?

I'm a business coach and I specialize in working with people who own their own businesses. I'm a business owner and have been for 25 years. During that time, I've built two companies, one of which was sold to Blue Cross/Blue Shield of Massachusetts in the mid-1990s. I know what it's like to juggle a lot of moving parts to keep things working day to day. In addition, my work with clients focuses on helping them sift through their conflicting priorities and demands to determine what's most important, and then take action.

What advice do you have for someone who wants to open a business?

Always focus on your business and use some of your enthusiasm and excitement to take care of yourself and

your health outside of the business. You can only work 24/7 for so long before you burn out.

More about Andrea Novakowski Age: 56 Occupation: Business coach Years in business: 15 Town in which you reside: Ashland Family: Married for 33 years, one son and one daughter Hobbies: Reading, hiking, gardening

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