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# Life coach uses films to help clients In the frame

by Carmella De Lucia

Twenty years ago Lynn Anderton was enjoying a successful marketing career and working as an Avon representative on the side.

She found that one of the best parts of both jobs was regular communication with her customers, who found her approachable enough to talk about various aspects of their lives.

But at the time she was facing difficulties in her own personal life. Living with her then husband and son who had recently been diagnosed with attention deficit disorder (ADD), Lynn was faced with the daunting task of finding a way to communicate in a different way, and she came up with a most unusual method of doing so.

"I had always used films for my own emotional health because it became a good way to discuss feelings and aspirations," said Lynn, from Higher Bebington, Wirral.

"I started to learn more about coaching around 1998 when the film *The Horse Whisperer* was released and from there I developed a passion for self-development."

Lynn realised that through watching certain different popular films she could help people to learn how to make better relationship choices and resolve conflict within existing partnerships, and in doing so achieve good emotional health and well-being.

In 2004 Lynn gained formal qualifications including a Social Innovators for Health Programme, a diploma in life coaching and cinema therapy and positive psychology, which helped her to develop her style of coaching to make it more accessible to people.

"I work with people from all walks of life and I am a keen

believer that coaching should not be elite but available to everyone," said Lynn, 50.

"The movie aspect comes from some courses I did from the USA, where they use it a lot in therapy.

"I was interested in the behaviour aspects and it has taken me a long time to work this out from the films and the best part is when someone has that light-bulb moment from watching the film and realising that they have found their answer – it is brilliant.

"When I watch certain films I can see the coaching aspect in them and I pull out certain tools to help clients learn from the movie experience.

"I also write a blog about romantic comedies and use a certain film as a programme to help clients discover how they act in relationships so that they can make better choices or resolve conflict."

Her clients, she admits, are 'intrigued' by the process, which points out certain behaviours and attitudes shown by movie characters and analyses their motives and personality style in order to resolve conflict or make new choices of your own.

Lynn added: "My experience from coaching clients has led me to believe that our interactions with others plays a major part in affecting our outlook on life as well as our work aspirations.

"Therefore, learning personality styles through the engagement of a safe medium can help you explore your own motives better and come into coaching on an individual level with the confidence of knowing what you wish to achieve."

■ To find out more, visit [www.greatvine.com-lynnanderton](http://www.greatvine.com-lynnanderton).



**LIFE'S GOOD:** Lynn Anderton runs a life coaching company.

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