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COMPANY PROFILE

# The Beautiful Practise

COACHING & BEYOND FOR PROFESSIONAL &  
PERSONAL DEVELOPMENT

[www.beautifulpractise.com](http://www.beautifulpractise.com)

# HOW WE EMPOWER OUR CLIENTS

The Beautiful Practise offers coaching, courses and content on restoring your (best) self & living your best life, consciously, by working on your self-esteem. With self-esteem restoration being core to the Practise, we actively & consciously learn about ourselves, in the same way we would study other subjects of interest and passion. It's about building healthy concepts of who you are and building the healthiest relationships possible with self, others and life.

## CORE TO THE APPROACH & OBJECTIVES

- Developing Self-Awareness
- Restoring Self-Esteem
- Learning Self-Love
- Building Self-affirmation
- Learning Self-leadership
- Becoming an authentic, agile & inspired leader
- Overcoming Obsessive compulsive disorders
- Neurolinguistics Programming
- Life support for alignment & accountability

## WHO WE SERVICE

- Corporate companies
- Training companies
- Entrepreneurial hubs
- Private individuals

## SELECTION OF PREVIOUS & CURRENT CLIENTS IN TRAINING & COACHING

- BTS Strateies
- Vodacom
- Hollard Insurance
- Sivuka Consulting
- Group M
- XP Squared promotions
- Bidvest Bank
- Adcock Ingram
- Woolworths
- Private Individuals



## ABOUT THE DIRECTOR & COACH

### **THATO CHOMA**

**Coach | Humanitarian | Brand Communications specialist**

Thato Choma celebrates formal working experience since 2011. The experience in the years includes business ownership & management in the advertising & coaching industries.

Her highlights in the area of business is the leverage of international & local clients and graduation from the Branson School of Entrepreneurship, where she received training for her business.

Highlights in humanitarian work includes her work as a One Young World ambassador, running a leadership academy over 2 years, which resulted in 9 successful matriculants, with university entrance, those who are currently working, running their own businesses and/or community projects.

Highlights in the coaching industry is an experience of over 1700 hours of coaching since 2016, of which results and experiences are captured on the website testimonials. [www.beautifulpractise.com](http://www.beautifulpractise.com)

### **Academics**

UNISA Alumni (Bcom Marketing)

American Board of Neurolinguistics Programming – Certified Coach & NLP Practitioner

Diploma in Modern Applied Psychology, Udemy – Expected Date of completion October 2020

### **Training**

Branson School of Entrepreneurship

Insight Training Centre – The Mile Graduate

Lucca Leadership – Certificate & Junior Youth Coach

### **Selection of clients within branding, research & advertising include**

Quintessentially South Africa

Nederburg

Dominion Capital

3 Lux Suites

Wafira Financial Services

Bidvestbank

Adcock Ingram

Xp Squared promotions

Bamboo Network

Topshop South Africa

McDonalds South Africa

Mall of Africa

African Leadership Academy

## MEDIA FEATURES

3 Talk with Anele

Daily Sun

Mail & Guardian Thought Leader

Sowetan

UJFm

LeadSA

Drum Magazine

You Magazine

## CONTACT DETAILS

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The Beautiful Practise (Trading as)

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