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Mother Knows Best

Phoenix woman creates business as life coach to other moms

By Lila Baltman

Most women understand just how helpful and comforting talking to a good friend can be. Every day—in Starbucks cafes all over the world—millions of women can be found helping other women by simply being together.

Here in the Valley, Jennifer Jakobsen of North Phoenix has become that friend as a licensed, integrative life coach with a bachelor's degree in psychology, a master's degree in social work, and years of professional experience as a psychotherapist.

She founded Jennifer Jakobsen Life Coaching as a married mother of three young daughters.

"When I discovered life coaching, I was hooked," Jakobsen says. "I love the future-focused perspective of life coaching and really enjoy helping people get from where they are in life to where they would much prefer to be. If a woman is feeling 'stuck' in her life, I'm the one

who can help her feel 'unstuck.'"

A Chicago native who moved to North Phoenix in 2004, Jakobsen, 46, can work with anyone, but her specialty is women, whom she believes has "the hardest job out there."

"We are often going 100 miles per hour and are so focused on our kids and everyone else that we forget to take care of ourselves," Jakobsen says. "I help moms discover what is truly important in their lives, as well as find balance, so they can feel joyful in motherhood."

Jakobsen says as a life coach, she listens very intently and asks powerful questions to get the clients to think about where they want to be in life. She also might assign homework, if the client is open to it, and she holds her clients accountable for their personal goals.

"I am a very supportive and nurturing person who personally understands the pressures of motherhood," Jakobsen explains. "After working with me, my clients report feeling more empowered, more positive, clearer and connected to themselves and others. They feel less anxious and have more insight into what truly matters which opens the door for success in all areas of life."

Most of Jakobsen's clients enjoy the phone life coaching sessions. However, some mothers do prefer to meet in person. Jakobsen is happy to arrange that.

Jamie Bauschka of Phoenix, for example, schedules monthly, in-person sessions. She's the mother of a 7-year-old son.

"It's so nice to sit down with Jennifer, one-on-one, and just talk about my life and have her help me prioritize and focus on the things that really matter," Bauschka says.

"Not only does she have such a nice, positive way about her, she's also extremely knowledgeable and I always leave my sessions with a great, doable action plan that is helping me get to where I want to be in life."

Jakobsen offers a complimentary 30-minute session to see if coaching is right for the client.

"Coaching with me is definitely like having an amazing conversation with a good friend, but the topic of conversation will always be focused on you," she explains. 🍎

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