

HB HOW BIG™

The Coaching Manifesto

*My promise to you
as your coach.*

ELSY AYOUB, M.ED.

SMALL SHIFTS. BIG LIVES.

I will help you strategize ways to step into your **DREAMS**

(not with the illusion that arriving at your goals will make you “better”)

but because they are alive + important in your heart.

I will see your **WHOLENESS** even if you forget.

I will remind you that you don't need fixing, maybe your habits, but not **YOU**.

I won't believe your stories of limitation, but I will be there to **ENCOURAGE** you when you can't see past them.

I will remind you to **EMBRACE** your successes + your failures...

to learn from all of it, knowing you aren't defined by any of it.

I will help you see the **IMPOSSIBLE**.

I will stretch you to step into what you're truly **CAPABLE** of, esp. if you're swimming in doubt.

I will hold you accountable to the life you want to **LIVE**.

I will meet you in the depths of your fears and remind you of your **POWER**.

I will not do the work for you – because that wouldn't **SERVE** you...

But I'll also never ask you to do something I wouldn't be willing to face myself.

I will commit to doing my own work, so I can hold a clear and **COMPASSIONATE** space for you while you do yours.

I will help you break outdated patterns so you can **WAKE UP** to a life that is waiting for you.

One of **FULFILLMENT**.

One of **FREEDOM**.

One of enormous **POSSIBILITY**.

Life is a game, I will remind you how to **PLAY**.

— *Elsy*