



## Local woman uses her voice to help others find theirs

### ***Vocal consulting business helps people realize goals***

By Ginger Brashinger  
Staff Writer

Frankfort resident Marcie Stern knows that when people look at where they are and where they want to be, it can be overwhelming just thinking about getting there. Stern believes her coaching and consulting practice, Vocal Consulting, can bridge that gap.

"If people are really committed to moving forward, they will be willing to take the baby steps necessary to do so. That's what I do—encourage them to take those steps until they are where they want to be," said Stern.

Stern practices what she preaches. Vocal Consulting was launched four years ago when she left corporate America to become her own boss. During her 11-year tenure at Northwestern Memorial Hospital, she became convinced that serving as Senior Project Director of Business Development and Planning required training in the coaching field. Stern convinced her bosses to allow her to enroll in a six-month program which resulted in 125 hours of coaching course work.

While she put that to good use during her remaining time at Northwestern Memorial, the end of that career was in sight.

"I realized that coaching had been entering my life in many little, coincidental ways, and at the same time, a little voice was telling me that I didn't want to commute downtown to work anymore. My youngest son was an infant, and I really wanted to spend more time with my family," shared Stern.

In 2001, Stern spent the year building her fledgling business while consulting with health firms in the realm of strategic planning. Gradually, she came to realize that speaking engagements were the way to reach more people, something she considers a first love in her career.

"My focus this year is on women finding their voice—making decisions, communicating, and interacting. My goal is to help women silence the inner critic because often women won't or can't act—out of fear. I help them realize they do not have to be attached to the outcome."

Stern experienced the same revelation in her own career when she discovered she was a more valued and respected employee after speaking out without fear of recrimination or conflict.

"I did the scary thing, too, when I left my very secure position. I modeled that for my clients."

Stern has a mission to bring focus to her clients—whether women, men, or businesses—and help them to live out their legacies each day. Her approach is to work closely with each client to present meaningful workshops which are tailor made for them, from 90-minute to full day sessions. The goal is to help clients effectively clarify visions, to create and implement focused action plans, and to anticipate and manage barriers and reach goals.

Together with husband Scott and sons Matthew, 9, and Nathaniel, 5, Stern wants the best of both worlds for her family and her career.

"I want to model all of it—as a parent, a wife, and a coach."

Stern will participate in the Family Fitness and Wellness Expo, Friday, February 16<sup>th</sup> at Chelsea Intermediate School from 6:30 to 9:30 p.m.

Stern will conduct a workshop at Yoga 360 in Frankfort on Friday, March 23<sup>rd</sup> from 7:30 to 9:00 p.m.

Call (815) 806-9245 to register for "Overcoming Over-commitment: the ABCs of Saying No."

More information on Vocal Consulting can be found at [www.vocalconsult.com](http://www.vocalconsult.com).