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START-UP BUSINESS AWARD ENTRANT

It was late 2019 and Dani Ferrier was living in the Netherlands when the pandemic hit. Dani had spent her life travelling up until that point gathering vital life experience including learning four languages and working as a mountain guide. While in isolation in the remote Dutch forest, she decided the lockdown was the perfect opportunity to start studying again.

“The decision to study something academic was a big step for me. It meant I had to get over my fear that I wasn’t smart enough and step into my true potential. I was able to read people and situations well, but the conventional schooling system just didn’t work for me. When I found out about leadership coaching, the fire inside me was lit. There was no turning back from that point.”

Dani had always loved a good challenge, so the idea of becoming a public speaker and team trainer was scary, but exciting. She knew she could use her enthusiasm and energy to create change. It was very important to her to get the best coaching education possible so that she could have the biggest impact on her future clients. The Coaching Institute resonated. “With swearing and spelling mistakes in their manuals, and a mission that reads “live your dream”, I felt I was a great match for a school that clearly does not follow the norm!”

With her qualifications completed, Dani decided it was time to move back to her hometown of Nelson to start her business. She is the only accredited

Meta Dynamics Pro Coach in Nelson. Now with over 300 hours of coaching under her belt, she notices patterns that business owners struggle with including the self-limiting beliefs that are preventing them from becoming a great leader for their team.

“One of the common things I’ve noticed compared to business in the Netherlands is that the Kiwi culture is not supporting people who strive to succeed. The Tall Poppy Syndrome means that if you are doing well then you get cut down and there is a cultural stigma around making money. I coach business owners to break free of these cultural limits, as well as the limits that they put on themselves to be a more effective business owner.”

She says she is currently working

on a programme that helps business owners to move from ambition to meaning in their business and build their leadership confidence so they can have a thriving culture with a team and customers they love.

She says that as they work with her, their business grows and more importantly, they become much more relaxed. “I love seeing them have deeper connections with their team, more joy in their faces and a greater sense of fulfilment as a result of stepping into their potential.”

Dani says she has a really strong vision and mission and since starting her business has enjoyed working with some incredible local business leaders who are causing ripples in the Nelson community. ©TSM

