

49th ECA Professional Article

Enterprise Love Partner Corporate Identity

Meaning of Life – Fullness of Love – Love Culture

The way to a strong, unique “couple personality”

On the use of partner & sexuality coaching as part of burnout and workaholism prevention & intervention for managers

by

Bernhard Juchniewicz and Angelica Ulkan

«Love and desire are the spirit’s wings to great deeds.»

Johann Wolfgang von Goethe from “Iphigenia in Taurus”

« In a couple, each partner grows with and from the other.» *Bernhard Juchniewicz*

«Dare to be bold in a life full of inspiration.» *Angelica Ulkan*

In the interests of simplicity, this text uses only the masculine form for the designation of any terms and groups which apply to both genders. However, we would explicitly stress that all masculine forms are intended as strictly gender-neutral.

Top managers can tell a thing or two about it: generally speaking, **not** to be “married” to the company is a sure-fire killer for their career.

Despite a diary that is packed to the hilt, some people nevertheless seem to have found the key to the secret that keeps them on top form all the time. Such people are evidently well tuned to the things that do them good:

A positive attitude to their work and the awareness that they themselves are capable of shaping their own fate, that their life is not determined by others – these are the powerful driving forces that they feel within themselves and that make them so capable of coping with pressure. However, an equally crucial factor over the long term is striking a sensible balance between work and private life: **Finding the true meaning of life in a satisfying partnership.**

Often enough, however, this balance becomes unstable and this can lead to health problems, even to something as serious as **burnout syndrome**.

In the course of our work, we increasingly find evidence which corroborates our belief that management staff are now beginning to realize the importance of this interaction and are thus taking a keener interest in finding new solutions to this problem. We have developed a **coaching programme** that does not focus solely on achieving business targets, but which offers **holistic, integrative solutions** which also pay due attention to the issues of **health** as well as **partnership and sexuality**. This programme enables our clients to (re-) discover **resources** which provide a source of new strength that enables them to cope with the demands of today’s working and private life.

A coach with the additional qualification of **Master Health Coach** or **Specialist Partner & Sexuality Coach** is always a person whom the manager can confide in and who is frequently commissioned by the manager himself. As health problems are officially ignored at management level – first and foremost by the people who are affected by them – discretion consequently takes top priority.

The aim of this article is to stress the importance of **partner and sexuality coaching in workaholism & burnout prevention and intervention**, especially when the client has neglected his private life and partnership to such an extent that these are on the brink of collapsing.

Departure

*One does not discover new continents
without consenting to lose sight
of the shore for a very long time.*

André Gide

When we chose this subject for our article, we initially thought it would hardly be possible to give a new interpretation to sexuality among couples, as this subject which – more than any other – stands for energy, zest for life and sensuality had already been the subject of exhaustive therapy, had been talked to death – or alternatively hushed up. After all, we are all confident that we are sexually aware these days, we have all been fully informed – or certainly became informed at the latest when Oswald Kolle's published his unspeakable books on husbands and wives as those "unknown beings".

Nevertheless, we have dared to tackle this subject. We have found the courage to speak out loud about a subject that has obviously been firmly excluded from the upper echelons of business enterprises – or if it is talked about, only as if it were a competitive sport – five times a week and always good enough to win a medal.

But what we mean is totally different:

Fulfilment in the relationship as a couple, breaking out of the inevitably doomed vicious circle of always having to be ready, willing and able, of frustration and lack of desire, boredom, lack of imagination, and instead to reach a mature loving relationship that comes up with its own erotic games, that encourages secrets and that....

..... **outwardly reflects the rich diversity of the inner experience.**

A fulfilling relationship is inspirational:

It fires and enhances our **intuition**, it lets us experience **humility, satisfaction** and **gratitude**, it creates the divine spark of **joy** in us and creates the link between ourselves and infinity – it is the space in which we discover our **spirituality**, it is **serious** ... and at the same time a **game** – a bridge to the childhood we believed we had lost for ever.

It is a fulfilling relationship that makes us **strong** in times of trouble, that **comforts and encourages** us, that gives us a **sense of security**, that teaches us **tolerance** and **generosity**, but that also encourages us to **rebel** against too much decency and decorum. It helps us go beyond our own **borders**, overcome our own **ego** and **feel** the needs of others. It allows us to recognize essentials – and leads us to **wisdom** and **perception**.

It appeals to us, to our **sense of responsibility**, our **willingness to show commitment**, our **social behaviour**, to our **values** and to ensure that we abide by them.

Without a fulfilling relationship, our life is reduced, lacks stability and is prone to unpredictable consequences.

Key social trends –

these are the **ultimate** barometer when it comes to devising a scenario for the society of the future:

In the private sector, we can increasingly see people moving away from entrenched, traditional attitudes towards more **tolerance**. This can be seen, for example, in the increasing acceptance of alternative ways of living – also and particularly in the case of people who are the focus of public interest. This trend can be observed in all social strata and all age groups.

«Many people today are no longer prepared to carry on a relationship that has become pointless. Instead, they often go through several love biographies in the course of their lives. The rigid expectations and standards of those who believe they have missed their own opportunities and therefore exert pressure on free-thinking, courageous people to try and make them live the same lifestyle as themselves are presumably finally a thing of the past, at least in western society. There is ample evidence of such a change of attitude: “pro-aging”, for example, is not just a buzzword, but actually expresses our wish to pay conscious attention to ourselves and pursue our target of staying healthy and fit for as long as possible to ensure that we are still able to enjoy happiness and love even in the “late autumn” of our lives.»

Keeping everyone happy – dependencies in interaction between partners

Unrealistic determination to keep everything harmonious and artificial efforts to please the partner at all times, come what may – are eventually bound to lead to a **loss** of inner contentment and above all the loss of your personal life goals, your own life vision and mission.

For fear of demanding too much of their partner by confronting them with their own ideas about what they themselves expect of life, love and a relationship, for fear of frustrating the partner or being seen as too “difficult”, people say nothing instead – and that is confused with “love”, which however is something completely different:

One partner believes to have found fulfilment in the ‘I do everything for love’ **role of victim** – and the other partner enjoys the benefits. Both these behaviour patterns are the result of an insufficiently mature personality and a “**weak ego**”, and can also be attributed to the **fear of loss** in the one partner and **the pleasure of control** in the other. These patterns encourage dominant/submissive relationships and, at the end of the day, can only finish up “**in the red**”.

Because **denying** one’s individuality, one’s own will, one’s values and central beliefs is in itself an indicator of a betrayal of love. Conversely, behaviour which is driven by the **will to dominate** is unlikely to generate true affection in the long run.

Dominant-submissive interaction between partners which is **deliberate and based on mutual agreement** may well be stimulating and can provide a kick when everything else seems to have lost its attraction. However, if such interaction is the result of a mental and/or material **imbalance** between the partners, there can be no good reason for it whatsoever, as it testifies to a lack of integrity, respect and honesty between the partners and, over the long term, poses a risk to the future of any loving relationship.

Absolute trust in one another as the basis for love is no longer given if one of the partners exploits his superiority and causes the other partner to **deny** herself and her life goals. Remaining in such a relationship means risking the loss of **self-confidence, self-esteem** and a healthy **self-love** and thus losing the **capacity for love itself** – because only someone who loves **himself** is also capable of loving another person **sincerely**.

As far as the other partner in such constellations is concerned: anyone who permanently needs to dominate in order to see himself as **important** acts and practises behaviour patterns which simply disqualify him as a **loving partner**. Such a person consequently not only runs the risk of **losing** the partner, but also the risk of losing the **capacity for love itself**.

Sexual identity

Every single person is a sexual being from the moment of birth and as such has a right to love and intimacy, warmth and tenderness, fulfilment of his most secret desires, needs and inclinations right up into old age.

In the course of our work in **burnout prevention and intervention**, we experience time and again just what a positive effect fulfilled love, accepted and practised sexual identity has on the working environment and the person's own mental state at the workplace.

We naturally have to investigate the **stresses**, their origins and why a person acts in such a way that he runs the risk of developing a **burnout syndrome**.

Of course it is a question of regaining the **inner balance** and learning to cope with stress situations, recognizing and coming to terms with the connections between one's own beliefs and harmful behaviour patterns.

But once the person has (re-) discovered his **own resources**, once he has developed a **strategy** for ensuring that *“Everything will change from now on”* then, at the latest, he will be faced with the question of what is the **point**, why should I consider throwing everything that is familiar and comfortable overboard, why should I dare to try something new, to take risks, to break free of the daily rat race instead of remaining there petrified, forever.

Because all our good intentions, (just like our New Year's resolutions) all our insights about ourselves and others, even the best time management system in the world, the whole anti-anti-anti-systems are no use whatsoever if we come home at the end of the day and are faced with **emptiness**, when a leaden fatigue spreads through our bones and we have the sinking sensation **of being alone, despite our partner**:

Love “dryout”

.....perhaps not as spectacular as its big brother “**burnout**”, although closely related to it, this is apparent in the daily inability of couples to speak to one another, couples who are unable to communicate, who have nothing left to say to each other even though they are aware that time and the potential for love are passing away irretrievably.

Captured in the cage of duties, habits and convictions, their own sexual identity “dries out” – like flowers without water. If we base this on systemic assumptions, in other words, if we regard the entire complex of the person and his environment as one single whole, this situation affects everything else, every area of that person's life, but in particular his **capacity for achievement** and **social behaviour** in professional situations.

«The “dryout” of love is the “overture” to a full-blown burnout. » *Angelica Ulkan*

Burnout

Taboo issue in our society ...

... because we do not allow ourselves to see things we don't want to see.

Life: pointless, shapeless, lost.....

Burnout is not something that happens over night – **burnout** is a gradual depletion of our resources that occurs in different phases, and the sequence in which it happens does not follow any given rules. Once a fully blown burnout has occurred, we are faced with complete mental and physical breakdown. The macroeconomic costs of burnout syndrome already run into billions and that figure is on the increase:

- Since 1990, the time spent off work owing to mental illnesses has almost trebled. This means that **almost every tenth doctor's certificate** confirming incapacity for work is issued because of emotional problems.
(Source: *Fokus magazine January 2007 / DAK health insurance fund*)

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- It is believed that almost **15 – 20%** of the population will develop a **burnout syndrome** in the near future.
- Already almost every second German teacher retires on a disability pension for mental reasons before reaching retirement age – and **burnout** accounts for **more than 20 %** of these cases.

Burnout can affect anyone – whether office clerk or top manager. But how do we explain why not everyone who lives and works under the same conditions experiences burnout syndrome?

That fact alone is reason enough to make us sit up and take notice and also proves that any examination of a personal **risk of burnout** means analyzing the person and his environment **on a holistic, integrative** level, including his mental, physical and spiritual characteristics.

It is a tragic fact that **burnout** always affects the **best**, people who were once highly motivated, and “fired” by their duties and relationships in both their professional and private environment, but whose individual dispositions have repeatedly driven them to unhealthy mechanisms, a vicious circle which is hard to break out of, a treadmill that moves on relentlessly, faster and faster, making it more and more difficult to get off as the pace increases. However, it is in fact possible to “escape” – and what’s more, to do so in any phase of the **burnout development**.

The way “back” may be stony and call for immense strength and perseverance on the part of the victim, as it also involves “revising” the sufferer’s own **couple relationship** as the mainstay of his own personal **social support system**:

Changing tides – you are the sun, I am the moon

*Love never dies a natural death.
It dies because we do not know
how to replenish its source.
Anaïs Nin*

An attempt at an explanation

The opposing magnetism of two heavenly bodies which circle each other causes a cyclical pattern that leads to the tides – **they move** something and also themselves – and so they **change** the picture **by dint of their own momentum** ... they create a wonderful metamorphosis that is evident in the rising and retreating tides.

There are dangerous storm tides when external influences – in this case, the wind – gain too much power and there are excessively peaceful tides when sun and moon are at right angles to each other, i.e. when they still affect each other, but only to a lesser extent. However, if they are on the same side or opposite one another, this results in a spring tide – powerful and spectacular.

The decisive factor that causes something to happen, to get things moving, is therefore the **power of attraction** – and in that respect, people are like the heavenly bodies described above. However, in the case of heavenly bodies, they have no choice but to attract each other. People, on the other hand, usually feel this irresistible pull only during the first phase of a love affair.

During that time, they release **energies** which are literally electrifying. In hydroelectric power stations, it is the power of the water current that is used to produce electricity; people who love and are loved in return are in tune with their mental and physical needs and that serves as the source of their **energy for life**.

But how can couples succeed in ensuring that the bubble of their romantic beginning does not burst and leave the two protagonists high and dry, desperately trying to shore up the holes in their relationship, wasting energy on that instead of finding **fulfilment** as a couple, each member of which complements the life mosaic of the other to create a harmonious whole in the interests of their entire **environment**, a couple which spends and plans its life so that it is **imbued with meaning** for itself and others? A couple to whom the risk

of a **dryout of love** is just as alien as a **burnout**, a couple that relishes fulfilling their duties both at **work, society** and **family** simply because it makes the most of the “pleasurable changing of time and tides”, recognizing that as the **source** of their energy and therefore constantly feeding it:

«The spiritually and sensually stimulating relationship to one another in which mutual attraction is constantly **renewed**, that is evident in **virtual, vibrant eroticism** and **spiritual exchange**, in which **feelings** can be practised and enjoyed **intuitively, freely** and **uninhibitedly** in accordance with the spirit of the moment and the couple’s age.»

Erotic intelligence

*The flame is the most subtle part of fire,
moving upward and raising itself above in the shape of a pyramid.
The original primordial fire of eroticism is sexuality;
it raises the red flame of eroticism,
which in turn raises and feeds another flame,
tremulous and blue – that of love.*

**Eroticism and love:
the double flame of life.**

Octavio Paz

Let’s talk about: to put it differently to the ingenious Octavio Paz:

It is the internalized **automatic responses** in our relationship as a couple that we have to switch off, the monotonous behaviour patterns; we have to break free of the eternally repeated **predictable**, deathly boring handling routines.

Intimacy, familiarity, closeness, habit – all well and good, but **not always**, not to be retained as a permanent state no matter what the cost, as that is the death of **erotic attraction**, and consequently of the **original fire of sexuality** and – **of love**:

the baggy tracksuit bottoms together with worn-out old trainers – no matter whether the wearer is male or female – if that is the case day in, day out, it is an insult to our feelings, because they are the immediate death of desire – as they indicate a “familiarity” which is however anything but, it is simply a sign of a lack of respect. Or would you have gone out on your first date looking like **that**?

So let’s switch over to **manual control**, to **erotic intelligence** – fed by its little sister, **emotional intelligence**: erotic attraction wants to be fed with curiosity, latitude, mystery – creating seduction that is played out in a **sophisticated setting**, a **breakout** from traditional clichés, a willingness to **tread new ground**.

Discovery

*And the day came when the risk
to remain tight in a bud was more painful
than the risk it took to blossom.*

Anaïs Nin

Here is our interpretation of the above:

Maybe the ejection from paradise was not as bad as it seemed – perhaps it was really a demand that we should finally grow up, along the lines of “Well, you are both certainly curious enough ...” **to blossom, to design our lives** as the director of **our own script**, to decide **our own actions, on our own responsibility** and **intuitively** instead of remaining a guest in paradise for all time, fearful and avoiding all things new, safe and sound in cosy domesticity.

Children always behave intuitively, they follow their instincts – whereas adults have often forgotten how to do so. If that were not the case, this article might never have been written, nor would there be the endless number of self-help books on erotic matters.

This is our attempt to raise the importance of the role of **partner and sexual coaching** in **burnout and workaholism prevention & intervention**:

Eroticism in a partnership is the **source** that enables a lasting, mature, spiritual love and sexuality, the bond between the partners in a lifelong satisfied relationship and thus also has a decisive influence on how a person behaves outside his own private sphere, how he copes with stress, with himself and the people around him, how he sees and plays out his own role – whether that of boss or underling.

We consequently have every reason to be grateful to **Adam & Eve**, but this also means – and this is the **price of maturity** – that we have the lifelong task of **assuming responsibility** for ourselves and our own wellbeing, it is up to us to ensure that we – and therefore those around us – do well. And that is something that can be fun

«..... in a life full of inspiration,
..... remain bold in your partnership and curious – about your partner and about yourself!»

Your “Partner Corporate Identity“

A. Our concept

Corporate identity in a private relationship describes your **identity as a couple**, the things that make you different from “others”, something that belongs exclusively to the two of you and makes you unique: **your own unmistakable couple personality**.

Your **identity as a couple** is the message that the two of you communicate and live every single day – **internally** as a couple that cares for each other – **externally** as the shared vision of yourselves as a couple, that presents itself to the rest of the world through its identity as a couple, and is perceived, recognized and respected by others as such.

Your private “corporate identity” clearly expresses the cornerstones of your **vision** and **mission** as a couple:

1. **Who** are you and **how** do you wish to be seen as a partner (internally) **and** as a couple (externally)
2. **What** do you do in life – **in your career and privately?**
3. **What** effects does this have – on both of you as a couple **and** on your environment?
4. **Where** do you wish to go? What are your goals over the short, medium and long term?
5. **How** can you achieve the targets you have set yourselves – together and above all, by dint of your own efforts and confidence in your **joint resources?**

In the same way as a corporate identity which has been internalized by a company's entire workforce, the corporate identity of couples also acts as a **multiplier** and therefore raises the power of its effect as a result – both internally and externally:

Partner winner corporate identity: Win x Win = Win4

• **Win x Win = Win4 the spiritual space**

(Multiple win for the spiritual space of the present and future created by the couple)

Bernhard Juchniewicz

What we mean by this:

The product of the **amalgamation** of the two individuals to form a **whole** and the multiplication of all those things that make up the individual is a **spiritual space** which is immeasurably larger than either member of the couple could possibly possess as an individual, a space in which past, present and future nourish each

other, are available to **both** partners as **essential experience** and are expressed in their **emotional behaviour to one another**:

«Intuition is based on the sum of all experience.»

Bernhard Juchniewicz

My soul calls your name.....

Partner corporate identity is the basis and forms the roof under which a couple finds fulfilment and a meaningful life in genuine love, under which it **jointly** determines its mental, emotional, spiritual and material levels in an environment of trust and respect, in which it also finds its physical level in the form of its sexual energy for life, thus enabling it to enjoy a successful future and reach a **level of consciousness** which promotes both its internal and external development and self-fulfilment as a couple **and** as an individual, targeted at exceptionally high standards and values:

I. Striving for the four highest levels

- § Higher origins / divine awareness
- § Higher love / love of humanity
- § Higher order / universe
- § Higher wisdom & spirit / the way

In the course of **partner & sexuality coaching** it is fascinating to design the roles of the partners in relation to each other in such a way that instead of an isolated individual development, we initiate a joint, balanced and inspiring development, especially in terms of the management **requirements** and **skills** demanded and irrespective of whether the demanded **development of skills** refers to the male, the female or both partners.

In that respect, we place the four highest levels of consciousness
– Higher origins – Higher love – Higher order – Higher wisdom & spirit / the way –
 in relation to the four levels of **management core skills**:

II. The four levels of professional management core skills

Polarizing diagram The four levels of professional management core skills

1.	Core competence: Self-Management	Higher Origins Faith
a.	Integrity – mission – awareness	
b.	Self-love / mental hygiene	
c.	Autocracy	
2.	Core competence: Relationship Management	Higher Love Humanity
a.	Partner corporate identity	
b.	Psychosocial skills	
c.	Empathy	
3.	Core competence: Time & Goal Management	Higher Order Universe
a.	Professionalism	
b.	Contents / values	
c.	Definitions	
4.	Core competence: Vision Management	Higher Wisdom Spirit
a.	Vision transformation	
b.	Creativity	
c.	Perspectivity	

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At this point, we have to **diverge** briefly:

The four highest levels of consciousness

– **Higher origins – Higher love – Higher order – Higher wisdom & spirit / the way** – can equally be placed in relation to the four levels of **core skills** of an **ECA business & management coach**, or of an **ECA specialist partner & sexuality coach**.

In that connection, please refer to the 47th **ECA Newsletter “Trust – Integrity – Eye Level in Management Coaching”**, which deals with personality development, core skills and the concept of humanity of ECA coaches in their relationship to the client.

To return to **partner corporate identity**:

The development of a partner corporate identity would therefore ideally take place as part of the development of **professional management core skills** and in this case as part of **partner & sexuality coaching**, would let the partner take part in the development, instead of excluding them, and thus prevent the risk of alienation which is particularly given when the demands of their work, and therefore different horizons mean that partners grow increasingly apart **emotionally** and forget that it is not only their partner, but also their **environment** that notices this absence of love and which in turn responds by withdrawing love and affection – in other words, the cause begins to show effects.

«When a person loves, he shows the face that everybody loves» *Angelica Ulkan*

Here again, the cause shows effects – in converse form.

III. The seven pillars of a partnership based on equality

«Man is “condemned” to love.» *Bernhard Juchniewicz*

1. Mutual trust → anxiety-free co-existence
2. Sincere friendship → authentic, open behaviour / communication / emotion
3. Fair behaviour towards each other → a partnership at eye level, mature personality that matches the person's age
4. Mutual love → fulfilled meaning of life internally as a couple
5. Shared life vision & mission → fulfilled meaning of life externally towards others
6. Personal integrity → honesty in the partnership, presence
7. Life qualifications, psycho-social skills / education / professionalism → success in life

«Man learns to speak himself into existence.

A person who loves lives in a permanent, understanding and intimate relationship which is desired by both partners. He loves his love and the vision of that love in gratitude and humility, respect and deepest trust in his partner, behaves devotedly and with human integrity and thus satisfies **the purpose and justification for his existence**.

Successful partner & sexuality coaching is only possible if both partners are deliberately willing to undergo a process of change – that is the basis for the creation of a partner corporate identity – in other words a **“couple identity”** – which makes both partners capable of consciously dealing with love. Both partners deliberately opt for the **venture** of getting to know and understand each other better and, when considering the other partner, to find out more about themselves.

The decision to **turn to** the partner and to reveal authentic emotions to him **on a basis of absolute trust** is the greatest gift of love to the beloved person. When this is teamed with the awareness that such a gift is something that does not go without saying, but the basis for setting off together to seek a life that is full of meaning, that is the victory of love and the essential prerequisite for a life of contentment, self-fulfilment, mutual respect and satisfaction.

Man learns to speak himself, his vision and mission into existence.»

Bernhard Juchniewicz

IV. Contents and sequences in the development of your partner corporate identity as part of integrated partner- & sexuality coaching

- § Creation of a shared, fulfilling life biography / vision and goal management, self-management
- § Equal rights in the fields of differing personal skills of the partners
- § Emotions, moods, sexuality, feelings, reason
- § Coming to terms with emotional deficits such as infidelity, rejection etc.
- § Wishes, targets & visions in the partnership
- § Each can grow from the other: reciprocal potential
- § Resource-oriented harmony in the life, love and work environment, work-life balance
- § Stress management
- § Strategies for ongoing development as a couple
- § Dealing with different perceptions / how I see myself – how others see me
- § Action and behavioural options
- § Capacity for constructive self-criticism
- § Conflict-resolving skills, crisis transformation, psycho-social skills
- § Tolerance / sense of humour
- § Nutrition, exercise, regeneration
- § Positive thinking, deep relaxation, sleep

The subjects dealt with in integrated **partner & sexuality coaching** do not follow any fixed specified pattern and are extended or adjusted to suit the individual requirements.

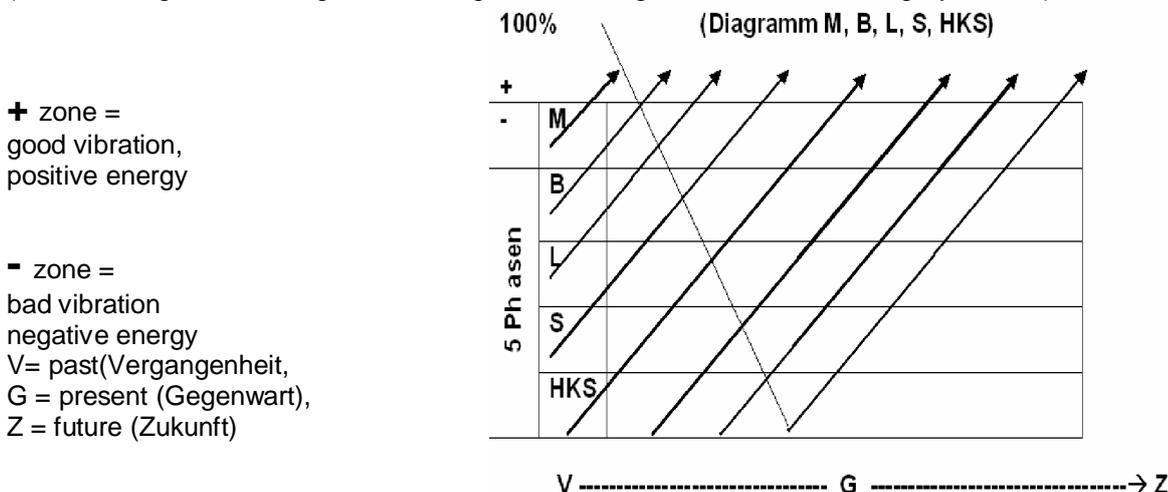
B. Specific reasons for partner & sexuality coaching

- Crisis in the partnership, marriage or life such as disappointments, separation/divorce, problems with children/family, age, questions about the meaning of life;
- Career-related challenges and crises such as exhaustion and stress (risk of burnout), career promotion and slumps, redundancy, change of job, back to work after a childrearing break, change management following mergers and takeovers
- Strokes of fate such as loss, illness, death.

Partner & sexuality coaching rounds off our **prevention** portfolio and is one module in the development of professional management skills as part of **business & management coaching**; it has a strong supportive effect in cases where there is a risk of **burnout, workaholism, mobbing, bossing, lobbing, sobbing, human killing syndrome**.

The individual phases of a mobbing process which, in a worst-case scenario, can end in a human killing syndrome:

(M = Mobbing, B = Bossing, L = Lobbing, S = Sobbing, HKS = Human Killing Syndrome)



The consequences of a faulty **work-life balance** and the resulting dependencies: the sooner intervention takes place, e.g. in the form of resource-oriented coaching, the faster the person can leave the “bad vibration” zone again.

Polarizing diagram

Example: balance between working and private life

<p>+ Business</p> <p>Successful entrepreneur Visionary Goal-getting manager etc. Confident – good vibrations High commitment</p>	<p>Private +</p> <p>Meaningful life: love Mutual trust / love Intact partnership Life vision / mission / action Satisfaction / success in life Good vibrations Sense-specific presence</p>
<p>– Business</p> <p>Dissatisfaction Mismatching – bad vibrations Work relationship problems Mobbing, bossing Lobbing, sobbing Human killing syndrome</p>	<p>Private –</p> <p>Dissatisfaction Mismatching – bad vibrations Private relationship problems Pointlessness Disputes Separation</p>

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«Life energy doesn't care what you use it for.» **Bernhard Juchniewicz**

C. Invitation to self-reflection ...

You can work it out for yourself...

- Every day has **1,440** minutes
- Every week has **10,080** minutes
- Every month has **43,200 – 44,640** minutes
- Every year has... ?

...we don't want to annoy you any further

... but work out for yourself how much time you and your partner have **jointly** invested in your love

... recently?

And now compare that figure with the time you invest in your work

and with the time you invest in housework,

and with the time you invest in watching TV,

and with the time you invest in ... and so on and so forth.

Now add up all the minutes, hours, days, months years in which you have decided that the time had come to make changes in your life ...

And now add up all the wasted life energy and illusion because in the end nothing changed ...!?

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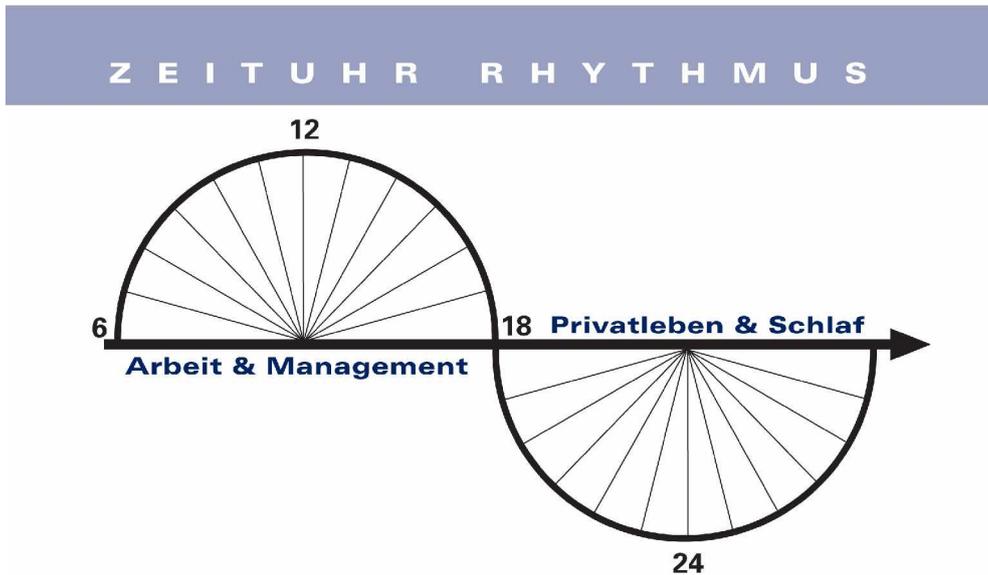
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Does it look like a declaration of bankruptcy as far as love is concerned? Maybe not yet, but it is definitely time to renew the “safety certificate” for your **love time management**.

Rhythm clock

work & management

private life & sleep



Invitation to be happy – all we ask of you is:

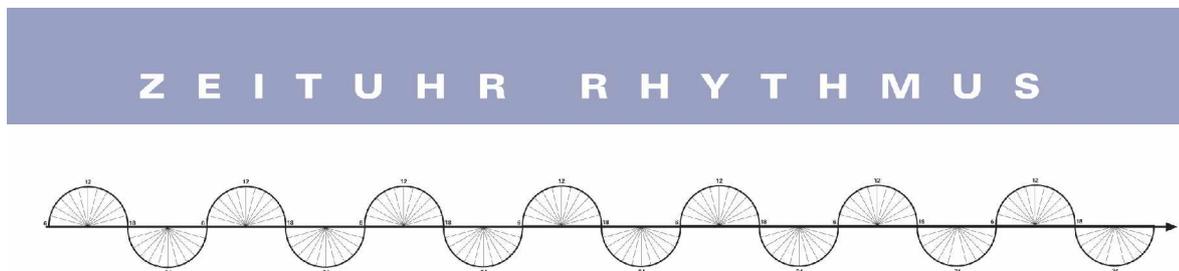
Put some time aside – **solely and exclusively for love!**

- § 1% = 14.4 minutes a day
- § 2% = 28.8 minutes a day
- § 3% = 43.2 minutes a day
- § 4% = 57.6 minutes a day

Try it out for yourself – invest just **4% of your “daily” time for one week** and you will discover that your love is regenerated in no time at all – and that this leads to a regeneration of your zest for life, your life energy and that you find your way (back) to a well-balanced life rhythm.

Rhythm clock

Monday Tuesday Wednesday Thursday Friday Saturday Sunday



Every day, just 4 % of your time for love!

ECA European Coaching Association e.V., Steinstrasse 23, D-40210 Düsseldorf
Executive President Bernhard Juchniewicz +49 (0)171-4061033

www.european-coaching-association.com www.eca-sozietaet.de www.eca-academy.de www.eca-coach-finder.de

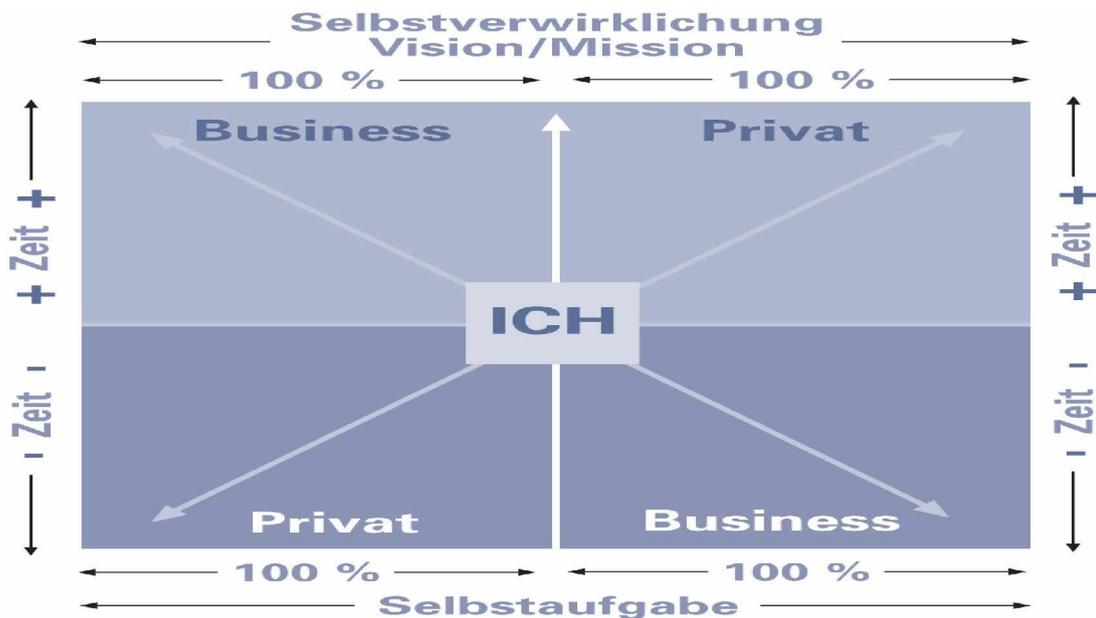
*The future covers always two sides of luck and pitch
and they constantly are in change.
Ning Huang*

Your investment:

- authentic presence
- precise sensual perception
- love – trust – integrity – future
- empathy, realization, creativity

Test the status quo:

In the diagram, please enter the status which you believe you have currently reached in your working / private life; please distinguish between positive and negative.



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Translation:

Selbstverwirklichung = self-fulfilment
Selbstaufgabe = self-abandonment
Ich = me
Zeit = time

	Self-fulfilment vision/mission			
+ time +	Business	ME	Business	+ time +
- time -	Private		Private	- time -
	Self-abandonment			

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Please take your time to evaluate the test and then think about what it tells you. Then consider whether it might be a good idea to seek the professional help of a coach to help you achieve your goals and kick-start your life both workwise **and** privately and achieve the targets you have long since hoped for yourself.

D. What you can expect from us

*«We believe that nowadays nobody can hope to succeed in their work and private life without rational **and** emotional perception, realization and actions.» Angelica Ulkan*

ECA coaches base their work on a **humanist attitude**.

They work independently and professionally with people and entrepreneurs who are responsible for their own lives. They do not belong to any political party, sect or organization which is in conflict with human rights – in particular human dignity – and/or national legislation.

Coaching – including partner & sexuality coaching – is, of course, not a **treatment or cure** in the conventional medical sense and is therefore clearly distinct from psychotherapy and/or psychiatric therapy.

The **partner & sexuality coach** works in the conflicting field of professional and private problems and disharmonies; the coach sensitizes the clients on the basis of a **holistic, integrative approach** to the effects that private crises have on leadership skills, productivity and social behaviour both internally and externally. As a general rule, the coach has a multidisciplinary background with the appropriate core skills, maturity as well as career and life experience.

In addition to counselling on individual partner problems, partner & sexuality coaches also closely observe the overall **relationship & self-management complex** of their clients as well as **action and behavioural patterns which pose a risk to health**; the primary target is the development of a **strong, unique partner corporate identity**.

Finding the inspiration for the capacity of transforming human experience into **knowledge, experience** and **wisdom**, of providing a repertory of **action and behavioural options**, of opening up **emotional worlds** that are the gateway to the abundance of life and integrating these concepts into everyday life is a true art.

We regard it as our job – and also as a highly most attractive challenge – to make that art comprehensible so that it can be applied to the day-to-day life of the individual and/or the couple.

The quality of the day-to-day couple relationship can be improved through partner & sexuality coaching, provided that both partners understand the advisability and have the motivation to collaborate actively, constructively and genuinely in positively shaping their future relationship. Coaching is not therapy! In partner and sexuality coaching – as in every other coaching process – we work exclusively with mentally healthy people to help them achieve their goals.

The seven phases of couple coaching:

1. General consulting and agreement
2. Definition of goals (target status)
3. Analysis (actual status)
4. Intervention & realization phase
5. Ongoing evaluation
6. Success monitoring
7. Conclusion & reorientation

We practise the following **coaching forms**:

- **individual coaching**
- **partner coaching**

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A statement of our credo:

«**Humankind** in its unique evolutionary process, its creativity and its determination under the influence of self-created, highly diverse social, cultural and spiritual philosophies and lifestyles and the resulting living circumstances, adversities and challenges repeatedly proves that man is capable not only of survival, but of creating a great diversity of different forms of existence as a self-determined individual or in the community, to create and to develop new life.

If we were finally able to comprehend the genius of man and thus the genius of life, the world would have a future of absolute diversity, borne on mutual esteem and respect in the fullness of life and love.»

*«The ornithologists», said Goethe, «are probably delighted
if they manage to classify some peculiar
bird or other in a halfway decent manner at all;
Nature, on the other hand, has free rein and
does not concern Herself with the pigeonholes created by man.».*

Johann Peter Eckermann: Conversations with Goethe

Author profiles

Bernhard Juchniewicz

Executive President – European Coaching Association – Professional Association

Founder of **Academy ECA Sozietät** – The multidisciplinary team

Management teaching coach, health coach, partner and sexuality coach

Bernhard Juchniewicz has multi-disciplinary qualifications and has been working with people in particularly high-stress work and life situations since 1976. In his capacity as management teaching coach, health coach and specialist partner & sexuality coach, he advises and coaches entrepreneurs, executives and their teams, particularly in the areas of self- and relationship management, time and goal management, vision management, team leading, corporate identity with integrity, prevention of burnout and workaholism, successful crisis intervention, keeping pace with partners' growth, life and career planning, coping with personal and work-related crises, work/private life balance, regeneration and mental hygiene for executives and their partners.

(Further information at <http://www.eca-presse.eu/vita.bernhard.juchniewicz.htm>)

Author profile

Angelica Ulkan

Member of the **ECA Advisory Board**, Master Executive Coach, Consultant *Human Resources & International Markets*, member of the multidisciplinary team of the "Academy ECA Sozietät" in Düsseldorf,

Co-Founder, Coach & General Manager, CCS Consulting & Coaching Synergy GmbH,
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Consultant General Manager, Engcotec GmbH, www.engcotec.de

Angelica Ulkan combines her background training and work experience, gained at international level in business management and linguistics, with psychological expertise. Having had many years of experience herself in **executive management**, she is familiar with the physical and mental demands and expectations faced by entrepreneurs and managers. This expertise is instrumental in her work as a **coach** – she offers a wealth of valuable approaches in both personality and corporate development.

Inspired by a **holistically/integratively oriented mindset**, and with her eye clearly on realistic goals, she advises and coaches her clients in executive-management coaching, in team coaching, and in executive development, drawing on her abundant life experience in her role as an empathetic "sparring partner" and in the reflective therapy she offers. She focuses primarily on the prevention of burnout and workaholism, potential development, finding meaning, partner & sexuality coaching, conflict coaching and crisis intervention.

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Appendix:

Psychology does not concern itself with normal everyday sexuality.

Definition: sexuality = gender status (no consensus as regards the definition)

Definition:

New sexuality is mystified with negative connotations such as abuse, violence and lethal infection.

Whereas the “old” sexuality consisted primarily of sex drive, orgasm and the heterosexual couple, neosexuality consists first and foremost of gender difference, thrills, self-love and prosthetization. From the immense number of interconnected processes that have evolved from neosexuality, we would refer to three in particular: the dissociation of the sexual sphere, the dispersion of sexual fragments and the diversification of sexual relationships. The result of the neosexual revolution could be circumscribed as “self-sex”, which is self-disciplined and self-optimized.

Any attempt to examine sexuality in its highly diverse forms (also as a scientific discipline) is obviously fraught with difficulties. This is already evident from the divergent definitions: Dorsch psychological dictionary, for example, contains a general definition of sexuality:

Sexuality as an ambivalent term which refers both to the pure gender of the male and female being as well the sexual urge with its extremely wide variants and characters and its cultural defining power. The conventional definition of sexuality refers to the total of all signs of life based on gender.

In psychology, sexual behaviour is defined as all behaviour which simultaneously involves physical stimulation of the nerves of the sexual organs and intensive mental involvement (whether a sole act by an individual, encounter between two different genders or between two individuals of the same gender) (Häcker & Stampf, 1998, p.788).

Definition: sexuality = gender status (no consensus as regards the definition)

Bernhard Strauss – published online: 21 December 2006

Abstract: The article first deals with the central components of the theories of sexual development and makes it clear that these are influenced primarily by sociocultural factors. A cultural change of sexuality is also apparent from various phenomena such as the public debate on sexual violence and its consequence, in the dissolution of gender-specific behavioural differences, a move away from monosexuality, radical changes in relationship worlds and a mediatization of sexuality. The public sexualization that results from mediatization is obviously concurrent with private desexualization and increasing lack of desire, which reflects the old familiar problems of human sexuality. In the final analysis, it is confirmed that sexuality has been substantially demystified as a result of sociocultural changes as a result of the sexual liberalization.

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Key words: sexuality – sexual development – cultural change – mediatization – lack of desire

Definition of love:

The German word for love, “Liebe” comes from the Middle High German adjective “liob” = good and refers to the strongest emotion that one person can feel for another, a feeling of intimate and deep bond with that person. Based on the innate biological ability to experience intensive positive feelings for another person, the expression has always also been used in the figurative sense, where it generally stands for the strongest form of affection to other beings or things.
de.wikipedia.org/wiki/Liebe

Psychology does not concern itself with normal everyday sexuality.

ECA

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