

Netherlands

PERSONAL DEVELOPMENT SPECIALIST OF THE YEAR

Claudia Koehoorn (JouwTransformatie)

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Based in Alkmaar, Claudia Koehoorn is a Transformologist® and Founder of JouwTransformatie – a specialist in personal and professional development. The psychology and experiential expert has long had a fascination with the brain and its hidden potential, and having been diagnosed with a life threatening illness at the age of 30, Claudia immersed herself in finding the brain's secrets and her own personal development. This inspired her to help others, as she created a series of innovative programmes for women and men that are tailored to helping them live happy and fulfilling lives.

Two of JouwTransformatie's programmes are crafted specifically for women under the banner of Female BrainZz Creatrix® and Female BrainZz Guts Training. The former is a programme of intensive personal development, whilst the latter is focused on behavioural patterns, enabling clients to recognise them and adjust accordingly. Whilst these are Claudia's specialist programmes, she also offers counselling programmes to men and to couples. The talented counsellor developed her expertise through a Bachelor's Degree in Counselling Psychology, alongside training as a Creatrix® Facilitator and Transformologist® at the Institute of Women International. As a result, Claudia is able to help women reset their brains, enabling them to adapt to life's personal and professional challenges. Alongside her online and in-person courses, the development specialist has made a number of written and broadcast media interviews available through the JouwTransformatie website. Furthermore, Claudia's podcast features insightful interviews with successful women across the professional sphere.



**CLAUDIA HELP'S WOMEN RESET
THEIR BRAINS, ENABLING THEM TO
ADAPT TO LIFE'S PERSONAL AND
PROFESSIONAL CHALLENGES.**



The judging panel was particularly impressed by Claudia Koehoorn's intensive Female BrainZz programmes. Focused on personal development, the Creatrix® course helps clients focus on their own individual trajectory and enables them to free themselves of emotional baggage and overly critical voices that hold them back. With full commitment from clients, the innovative programme guarantees results as Claudia helps them explore the emotions that are associated with their negative memories, removing those links and creating new solutions. Delivered in-person and remotely, this programme consist of 90-minute, tailored counselling sessions that help clients live the lives they truly desire.