



# Best Personal Development Coaching Specialist 2022: Claudia Koehoorn

**Stress, self-doubt, and burnout have become commonplace in today's society – but it doesn't have to be this way. Based in the Netherlands, Jouvtransformatie is on a mission to help people improve their mindset for good, utilising collaboration, in depth studies, and innovation to provide unique yet effective therapy and coaching services.**

Founded in 2016 by Claudia Koehoorn, Jouvtransformatie is a Dutch company that provides bespoke personal development coaching. Claudia is a Transformologist®, which, when broken down, means transformational expert and psychologist. However, she's not your average therapist, councillor, or coach – she doesn't 'work on' people – Claudia works with them through a collaborative process. This approach has been designed to achieve a deep, long-lasting transformation, liberating the client from the thoughts and feelings that oppress and harm them.

'What I mainly do is help my clients to align their head, heart, and gut feelings. Because when that is in alignment, then you make the choices you want to make, in the way that suits you. Without worrying about what others think, without guilt or frustration, from self-confidence and acceptance,' Claudia explains.

Over the past six years, Claudia has helped hundreds of men and women to change their lives for the better, and it is this that Claudia cites as being her greatest achievement. As a direct result of her work, she has gained great respect and recognition. For example, Claudia has been named the leading coach in her hometown Alkmaar for two years in a row and has been recognised as the top global Transformologist in 2022, as she has helped the most clients with Creatrix®, the therapy specifically designed for women's brains.

'My specialisation is in the difference between the male and female brain,' she adds. 'Being able to teach in this way means

that this difference can influence you, your relationships, your private life, your work, the way you think, feel, act, and communicate. Working with an individual program, especially for women, can help them free themselves of all negative emotions and beliefs that hold them back from living their lives.'

Claudia's approach to her work has further been shaped by her own personal hurdles. She has been through a lot in her life, and, in turn, she uses these experiences to inspire people – particularly her clients – to prioritise and love themselves. Moreover, her wheelchair and her assistance dog, Katya, play an enormous role in her story.

'You can be happy, no matter what is going on in your life. It is your choice, not someone else's, your choice,' Claudia asserts, 'my personal motto: you don't have to walk to leave your footprints on the world.'

Through introducing hundreds of people to effective coaching, Claudia has certainly left her footprint on the world. In recent years, many people have found themselves struggling in one way or another, especially in the wake of the Covid-19 pandemic. Burnout and stress levels have increased dramatically, and Claudia believes that this is the catalyst behind people turning away from the materialistic in search of happiness. Consequently, Claudia has seen an increase in demand for her services.

'I think that the interest of people in understanding more about the brain-heart-gut connection will increase even more in the years to come.'



Henceforth, Claudia hopes to continue working one-on-one with her clients and provide help through her online training programs throughout the end of 2022 and beyond. In order to reach an even larger audience, she is working on several projects, including sitting as a guest on a number of highly informative podcasts. Her recent masterclass on self-doubt has been released in English, and she's planning on adding more offerings to her repertoire.

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