

HOW NIDA LEARDPRASOPSUK HELPED SOMSIRI SILPANONT LAUNCH A CAREER COACHING BUSINESS THAT IS ALIGNED WITH HER PURPOSE AND DEVELOP A ONE-OF-KIND SIGNATURE PROGRAM TO STAND OUT FROM THE CROWD



“Nida is an expert at disrupting the market with something unique. She’s amazing when it comes to creating the ultimate solution and experience for your clients. It would have taken me multiple years — if not decades — to do everything I’ve been able to do with Nida in just a short amount of time. She has been the ultimate shortcut for my business and my success.”

SOMSIRI SILPANONT
somsircareercoaching.com

When Somsiri Silpanont hired Nida Leardprasopsuk as her business consultant, coach, and strategist, **she was confused and frustrated about how to start her own coaching business**, despite joining hundreds of courses and workshops.

Having left a very successful — yet unsatisfying — career in HR where she’d worked for organizations

including the United Nations, Nestle, and Honda, Somsiri had transitioned into career coaching.

She’d worked for companies that offered career coaching services that were focused on helping people get new jobs. Yet despite this new direction, she still felt that she was misaligned with her deeper interests and purpose.

“I wasn’t able to use most of my strengths,” Somsiri said. “Many of my clients at the career coaching companies were very reactive — they would seek out our services when they were already hating their job, or when they had been laid off.”

Somsiri said that most of the services that were provided in the career coaching world were tackling things at the surface level — and she had a deep sense that there should be a better solution to help people with their careers. She felt strongly that choosing and finding a career should not just be about remuneration

packages, a better position, or landing a job in a reputable company, but **it should make a person happy and add to a more meaningful life.**

Somsiri had seriously considered starting her own career coaching business so she could employ this new approach, but with no background in entrepreneurship, **she felt lost and overwhelmed with all of the various aspects of business** she thought she needed to learn.

To combat that, she took hundreds of courses, from Facebook ads to sales mastery to content marketing, **yet consistently struggled to understand how all of these pieces fit together to form one cohesive business.**

This confusion, along with the misalignment she felt with her career coaching job, had really begun to affect her confidence — in herself and her abilities. **“I had no clarity and no hope for the future,”** Somsiri said. “I was questioning what I was going to do for the rest of my life. I’d already left corporate for a long time, and I wasn’t going to go back. I just felt completely lost.”

Somsiri had learned of Nida through a Facebook ad she was running for a coach certification training, and signed up for the training to get certified in a new coaching modality.



There, Somsiri saw Nida's own coaching skills in action, and noticed that **Nida held very high standards for everything she chose to do in her business and in life.** Somsiri said she recognized quickly that Nida — along with her approach to coaching and consulting other coaches — was exactly what she had been searching for to help her own business.

“I liked that she had a coaching and consulting business and was a coach herself,” Somsiri said. “I knew really quickly that Nida was the expert I had been looking for for so long. She was very direct and truthful with her feedback, and I knew she had the strategy that could finally get me on the right path to building my coaching business.”

So, Somsiri signed up for Nida's 1:1 coaching and consulting services and their one-year partnership began.

To start, **Nida helped Somsiri plan the vision of the business** by analyzing Somsiri's strengths and true coaching interests to correct the misalignment Somsiri had felt in her career coaching jobs.

“I really wanted to help executives who wanted to uplevel their careers

and get into the C-Suite or become the next CEO,” Somsiri said. “But I also wanted to incorporate life coaching and proactive career coaching, too, because it's so important that people are building a career that brings them satisfaction and happiness, and is aligned with their values.”

Both Nida and Somsiri realized there was a big gap in the market for this style of “executive career coaching.” **So, Nida's next step was to help Somsiri create a signature coaching system called Six Pillars to C-Suite,** which would not only lead her clients through a unique and transformative framework,

but would provide them with an exceptional customer experience, too.



Somsiri said that creating this framework — and experience — taught her a lot about why certain businesses succeed, while others do not.

“Nida taught me the power of being different and the importance of being a business that is truly customer centric,” Somsiri said. “In today’s highly competitive world where clients have higher expectations than ever had before, it’s vital to make sure you’re creating the ultimate customer experience and delivering the best solution out there.

“Nida would often ask me when we were creating my program whether I would buy my own offer. She said if I wasn’t going to buy it, I shouldn’t try to sell it. That type of mentoring helped me create a program that is the best solution for my clients — and one that I 100% believe is the best.”

Somsiri said one thing she really needed to work on to obtain that belief was her mindset. She used to struggle with whether she was good enough to coach executives, until **Nida brought her back to her strengths and helped her replace that limiting mindset with one that was based in positivity — and reality.**

“Nida reminded me that I’ve worked successfully in so many Fortune 500 companies, and engaged with C-Suite executives on a regular basis,” Somsiri said. “Why should it be any different to interact with them as a coach?”

“I really appreciate that Nida is always able to take me back to the truth when my mind is making up lies and limiting beliefs.”

That mindset shift, along with her complete confidence in her one-of-a-kind program and “category of one” positioning in the career coaching market, has created some great results for Somsiri.

She has finally launched her career coaching business, and is now providing career coaching in a way she truly loves.

“When my clients work with me, they feel that there is someone



taking care of their career,” Somsiri said. “That’s exactly what I wanted. The program Nida helped me put together really embodies that, and I feel really proud to be offering it.”

Somsiri said she also feels so much more confidence in herself as a business owner, as well as a renewed sense of competence in her abilities to add value to people’s lives — **two results that have come from finally feeling aligned with her purpose.**

“I feel courageous and empowered,” Somsiri said. “Like I no longer have to carry the heaviness of being out of alignment with what I really wanted.”

Somsiri said there is nothing better than achieving that alignment, and that she’s seen its transformative effects in both her professional and personal life.

“My coaching with Nida has not only helped my business, but it’s transformed how I show up with

my family and in my life overall.”

Somsiri said that anyone looking for a coach who is willing and able to provide this level of support should work with Nida — as it’s a coaching experience that is truly hard to come by. In fact, **Somsiri has had such a great experience that she’s hired Nida as her coach and consultant for another year.**

“Nida not only mentors me on my coaching and on my business, but she knows about my mindset, my family, and my beliefs,” Somsiri said. “She gives straightforward feedback and advice, in a way that no one else would. Feedback might feel hard to receive at first, but after a few times I’ve learned it’s a really good thing. **It’s given me the awareness to get better.**

“Nida coaches me in a way where I feel such love and support. Her consulting has been a game-changer for me on a personal and professional level. I wish I would’ve found her ten years ago, but I’m happy that she is my coach now, and I see myself working with her for a very long time.”



TO LEARN MORE ABOUT HOW NIDA CAN HELP YOU REINVENT, INNOVATE, AND BECOME A ‘CATEGORY OF ONE’ WHILE MAXIMIZING THE VALUE AND IMPACT OF YOUR BUSINESS, [CLICK HERE.](#)

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