

COACHING LIFE

Life coach **Minx Boren** wants to show you how to live a fulfilled life.

BY SANDRA BENAVIDES

PHOTOGRAPHY BY JASON NUTTLE

Every night before Minx Boren goes to sleep, she writes in her journal. She documents her day's most inspiring, blissful and accomplished moments. In the mornings she welcomes the sunrise by capturing her creative thoughts on paper and "discovers herself on page." She grows her own greens, she meditates, takes spin class, does yoga, and on Tuesday mornings for the past 18 years, she walks on the beach with a close friend. Boren is committed to living a fulfilling life, to keeping hope alive, and to honoring her mind, body and soul. As a professional life coach, it's comforting to know she practices what she preaches.

"I'm very big on walking my talk," says Boren, whose training – to name a few – specializes in personal, business and group coaching, emotional intelligence and authentic happiness. "Without taking extraordinary self-care it would be impossible to function at the level we want to and do it well for the long run," Boren, 67, says.

Boren is a master coach and is certified by the International Coach Federation, a federation that is viewed to coaches the same way the American Psychological Association is to psychologists, therapists and counselors.

According to Boren, the difference between psychotherapy and life coaching is determined by what a person is seeking. Those seeking therapy are in a difficult, challenging and perhaps really emotional space. While those seeking coaching are the "worried-well" people who are functioning but have concerns. It's also for people who want to do more with their lives or feel they are meant to be doing more and can't figure it out by themselves. So the coach functions as a committed listener, a resource, an advocate to work with them in order to figure out their "next best steps."

"I always say, 'You have your next best answer, and I have some really great questions to help you access them,'" says Boren, who believes coaching is a process of inquiry.

Boren, whose subtle yet distinguishable accent is a dead giveaway, is originally from New York. Before moving to South Florida 23 years ago when her son, Reid, was 17 years old, she practiced as a nutritionist and taught healthy cooking – a career she delved into due to Reid's severe asthma and her determined efforts to keep him off medications. But prior to those days, Boren was a chameleon of trades.

"I think that we reinvent ourselves a lot," says Boren, who studied French, lived in Switzerland, worked at Union Carbide



Corporation in international marketing research, and worked for a fashion magazine in New York. Indeed, life has pulled Boren in different directions, but coaching has always been the underlining theme even before she began her certification in 1999.

Having been involved in women's groups in New York and in Florida, such as the Executive Women of the Palm Beaches, Boren along with dear friend Cynthia Gracey, founder of Executive Women, has led women circles. And through "essential conversations" she's helped women uncover meaning, self-purpose and value.

Boren's passion for honoring women's issues is as deep as the crystal-blue hue in her eyes. As the Executive Women's president-elect, she will approach her new role in June the same way she does coaching: by asking a lot of questions and becoming very involved with its members. Among other charities, Boren is also heavily involved in Women's Foundation and Arthur R. Marshall Foundation.

As a grandmother, wife to husband Mel (whom she met when she was 19 years old), a motivational speaker, life coach, community leader and author of four books of poetry, Boren has a full plate. But she never lets her happiness fall by the wayside. After all, her tagline on her website asks, "When was the last time you gave yourself your undivided attention?" ■