



COACHING LIGHT

Expanding Your World

BUSINESS BROCHURE

Unlocking What's *Possible*

Madoka Muramatsu

Global Communications Partner • Executive Coach

INTRODUCTION

Capability begins to unfold with the right *question*.

At Coaching Light, we believe coaching is, at its heart, about supporting people and organizations to express the capability and potential they already have.

Asking the right questions can open the way to deeper self-awareness.

As we come to understand ourselves more fully, including parts we may never have noticed, we can begin to see, more objectively, the habits of thought, beliefs, and unspoken assumptions we have long taken for granted — and how they may have kept us thinking and acting on autopilot.

When we examine and reframe those beliefs and assumptions, our perspective shifts. More choices come into view, and we can choose our actions deliberately.

As these insights accumulate, capability and potential that were there all along begin to emerge more fully — almost as by-products of the process.

And as our awareness of ourselves and our organizations deepens, insight, choice, and action begin to pull in the same direction. Energy that was scattered can be focused on what we truly want to achieve, so that people and organizations reach more of the outcomes they want with less effort — and be at their best.

Coaching creates the space for this to happen through questions, dialogue, and proven methods and frameworks. We walk alongside people and organizations throughout the journey.

OUR APPROACH

How Coaching Light *works*.

Designed for your needs

Every program is designed individually. We listen carefully to the organization's challenges and objectives, then propose the approach and format that fit. There is no off-the-shelf package: the aim is to create learning and tangible outcomes that matter most to each organization at its own stage of development.

Thinking and growing through dialogue

We go beyond the one-way delivery of knowledge. We facilitate the process of arriving at meaningful insights and translating them into action through powerful questions and candid dialogue. The aim is for participants to build a habit of framing their own questions, noticing the beliefs and unspoken assumptions that may be holding them back, and making proactive choices at work and in life beyond it. We would rather hand over the fishing rod than the fish. Not a one-off lecture, but a foundation for growth that continues to challenge and shape their thinking between sessions and long afterward.

Practical learning that translates into results

Content is built around the realities of the workplace, so that what people learn in training and group coaching carries into everyday work and management. The emphasis is practical: not acquiring knowledge for its own sake, but becoming more aware and acting deliberately in real situations. The goal is to move from reacting to responding — intentionally, meaningfully, and with the longer-term growth of the team and the organization in view.

Powerful questions over prescribed answers

In a time of deep and rapid change for organizations and the people in them, what matters is not being given the “right” answer. The capacity to frame your own questions and put the answers you reach into practice helps you navigate uncertainty — something that is inevitable, especially during periods of growth.

Flexible formats for every setting

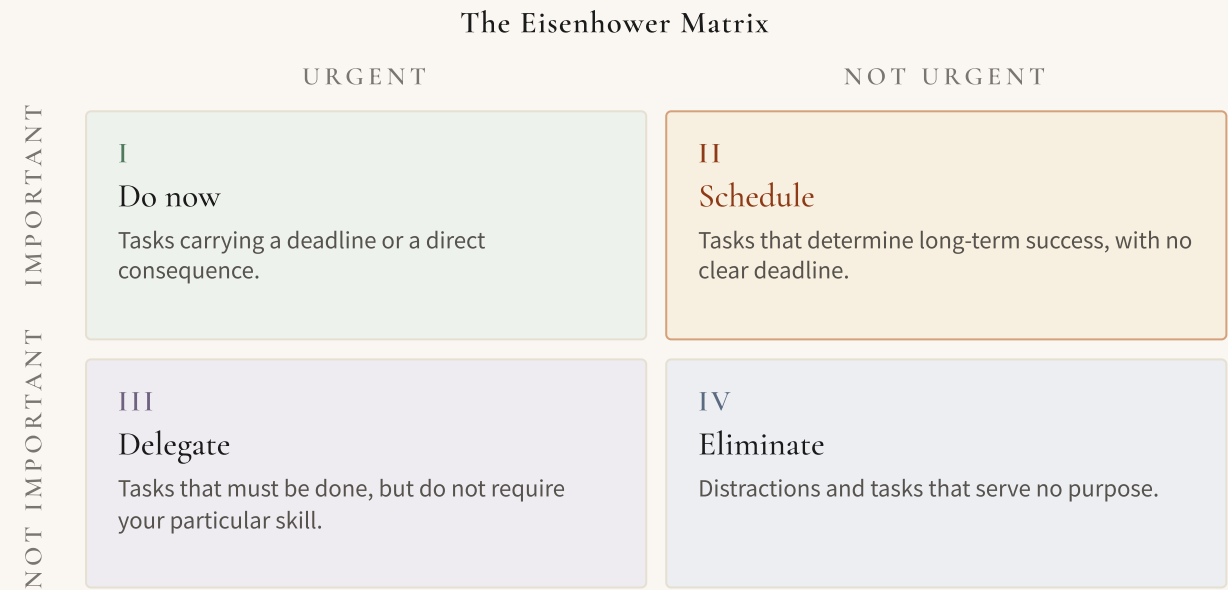
Talks, training programs, group coaching, and workshops — designed and delivered to fit your requirements and your audience.

TIME WELL INVESTED

Time of real quality builds a team’s *future*.

For managers and professionals under the pressure of deadlines and decisions, what does time of real quality look like? At Coaching Light, we define it as time given deliberately to what is important but does not feel urgent.

When the day is ruled by immediate demands, whatever is in front of you comes first, and it is hard to protect time for what genuinely matters: long-term vision, developing people, building the team and the organization, and your own growth. The classic framework for thinking this through is the Eisenhower Matrix.



The matrix sorts tasks along two axes, importance and urgency, and makes priorities visible. On days consumed by whatever is urgent, spending time deliberately on what is important but not urgent is especially critical for those who lead people and organizations. The themes in that quadrant rarely feel urgent, yet they are essential to long-term vision and to achieving results that serve a purpose you and your team believe in and truly value. Without that sense of direction, chasing whatever is in front of us becomes a draining cycle that works against the long-term growth of people and organizations alike.

FINDING YOUR NORTH STAR

At Coaching Light, we see time spent deliberately in that quadrant as an essential investment for any team or organization seeking meaningful, sustainable growth and a real impact on society. Through group coaching, training, workshops, and talks, we help you create and protect that time of real quality. The insight and perspective gained there then flow into decisions, management, and the way the organization is run — contributing to meaningful results over the longer term.

CHALLENGES WE ADDRESS

Does any of this sound *familiar*?

- Managers are consumed by daily work and responsibilities, leaving little time and space for what truly matters — their people, themselves, and the longer-term issues that shape the future
- You want to draw out initiative in your team, but are unsure how to go about it
- You want to improve communication within the team and organization
- You want to know how to work with younger and junior team members so that their engagement and motivation last
- You want to develop a team capable of operating globally
- One-on-ones happen, but they have become a formality, or drift into small talk
- The quality of management and communication varies widely from manager to manager
- You want to build a team with a high level of psychological safety
- You want your leaders to develop the capacity to hold real dialogue with their colleagues
- You want your leaders to strengthen their presentation and speaking skills in English (or Japanese)

What Coaching Light offers

For challenges like these, Coaching Light designs bespoke programs around the needs and circumstances of each organization and individual.

Principal programs

- ◆ Leadership & Management
- ◆ One-on-Ones & Dialogue Skills
- ◆ People Development & Career Growth
- ◆ Psychological Safety
- ◆ Global Communication
- ◆ English Speech, Presentation & Pronunciation
- ◆ Executive Coaching
- ◆ Wellbeing
- ◆ Team Building
- ◆ Organizational Communication
- ◆ Facilitation & Moderation

These are examples. Every program is designed around what you want to address and the challenges your organization faces.

PROFILE

About the *coach*.



Madoka Muramatsu

Founder, Coaching Light

ABOUT

A former news journalist with Jiji Press, she went on to work at the Embassy of the Republic of South Africa and the Australian Embassy in Tokyo, in public relations, interpreting, and speechwriting for the ambassador — a career devoted throughout, in Japan and abroad, to communicating and to building bridges between languages, cultures, and people.

Today, as founder of Coaching Light, she helps individuals and organizations realize their full potential in line with their purpose — through executive and group coaching, pronunciation and accent coaching, talks and training, and global communications support.

SELECTED CAREER

- BA in English, Faculty of Foreign Studies, Sophia University
- Exchange program in Sociology, University of California, Berkeley
- Jiji Press — reporter and English-language journalist; Tokyo Head Office (Metropolitan News), Naha Bureau, and Tokyo Head Office (English News)
- Embassy of the Republic of South Africa, Tokyo — interpreter and public relations
- Australian Embassy, Tokyo — public relations and speechwriter to the Ambassador
- Founded Coaching Light

QUALIFICATIONS

- Certified Life Coach, Mindvalley (USA) — an ICF-accredited coaching program — and certified instructor of the 6 Phase Meditation
- ORSC (Organization and Relationship Systems Coaching) Fundamentals course completed
- TOEIC 990 (perfect score)
- RYT 200, Yoga Alliance

EXPERIENCE

Where this work has *taken place*.

Talks & Training

Registered Speaker, Naigai Josei Chosakai (National and International Affairs Association)

Talks and training for local governments, companies, and organizations

Executive Coaching

Company leaders

Managers

Physicians

Lawyers

Other professionals

Global Communications Support

English presentation, speech, pronunciation and accent coaching

Interpreting for international conferences, business, and legal settings

Japanese-English writing, editing, and translation support

CONTACT & INQUIRIES

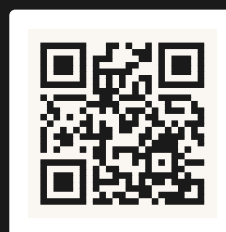
COACHING LIGHT

Website coaching-light.com

Email info@coaching-light.com

Instagram [@thecoachmadoka](https://www.instagram.com/thecoachmadoka)

YouTube [Coaching Light by Madoka](https://www.youtube.com/CoachingLightbyMadoka)



COACHING-LIGHT.COM