

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO



La Dolce Vita in Coaching

Turning Business from Bitter to Sweet

with Karen Cappello, MCC & Rossella Pin, MCC
ICF Converge 2025 – Business Development

La Dolce Vita Defined

- Italian: “the sweet life”
- Presence, zest, and grace
- Why many became coaches

The Common Question

- “How can I just coach and let go of business development?”
- The opportunity: *integrate coaching skills into business growth.*

The Shift: From Bitter to Sweet

- **Bitter →**
 - Marketing pressure
 - Fear of being salesy
 - Overwhelm
- **Sweet →**
 - Business as service
 - Aligned with values
 - One intentional step at a time

The Three Pillars of Supervision

- Restorative: Well-being and resilience
- Formative: Growth and refinement
- Normative: Alignment and priorities

Restorative in Action

- ICF Competencies: Maintains Presence, Listens Actively
- Resourced coaches attract clients with ease
- Listening in business conversations

Formative in Action

- ICF Competencies: Embodies a Coaching Mindset, Cultivates Trust & Safety
- Avoid overwhelm: The Power of One
 - 1 Ideal client
 - 1 urgent challenge
 - 1 desired result
- Clarity attracts clients

Normative in Action

- ICF Competencies: Demonstrates Ethical Practice, Maintains Agreements
- Reflection Questions:
 - What matters most now?
 - How do my practices align with my purpose?

Reflect and Share

- Choose one pillar
- Identify one area to apply it now
- What would make it feel “sweeter”?
- Share insights

Living La Dolce Vita in Coaching

- Supervision shifts bitter to sweet
- The Power of One: clarity and ease
- One intentional step at a time

Karen Cappello, MCC
www.karencappello.com

Rossella Pin, MCC
www.rossellapin.com



International
Coaching
Federation

coachingfederation.org