



REDESIGN YOUR CAREER WITH AUTHENTICITY

Live Aligned. Feel Alive. Become Whole.

WELCOME

If you're reading this, you may be in a career transition, perhaps by choice, perhaps not. Either way, it can stir uncertainty, self-doubt, or even resentment.

If you left a role, the frustrations that pushed you out, lack of growth, poor leadership, misaligned culture, can easily show up again if you don't change. If you were let go, it may have left a sting of rejection, a loss of confidence, or the sense of being expendable.

The risk is this: unless those challenges are resolved, they follow you into the next role. What looks like a fresh start can quickly feel like the same cycle all over again.

This guide shares five practical shifts you can use to break that cycle, to stop carrying old struggles into new environments, rebuild confidence after setbacks, and step forward with clarity into a career that feels aligned and authentic.

Because real success isn't just about finding another job, it's about creating a future where you feel energised, fulfilled, and free.





Hidden Career Trap

A career transition often feels like a fresh start.

But unless the challenges behind the change are resolved, they resurface, even in a new role or environment.

This is the hidden trap: the outside changes, but the inside stays the same. Until you interrupt the cycle, the struggles repeat.

The good news?

There are practical ways to break that cycle. On the next pages, you'll discover five shifts that will help you release what no longer serves you, rebuild confidence, and step into your next chapter with clarity and authenticity.


Five Shifts for Your Career Transition

These shifts draw on principles of NLP (Neuro-Linguistic Programming), a field that explores how language, focus, and state shape the results we create. Even a single shift, practised consistently, can transform how you experience your career transition.



1. FROM REACTING TO CHOOSING

Sometimes it feels like life is happening to you with restructures, poor leadership, misaligned culture or values. But there's power in noticing the part you play. You can't change what happens to you, but you can change what you create.


 Ask yourself: "How did I create this?" Take responsibility, not to blame yourself, but to create new choices.

This shift is about moving from reacting to actively shaping your next step.



2. SHIFTING YOUR STATE

Your body and mind are deeply connected. When your posture collapses, your confidence drops. When you stand tall, your energy rises. When you change your state, your behaviour changes and so do your results.


 Roll your shoulders back, breathe deeply, even jump or run on the spot. Feel your energy rise instantly.

Changing your physiology changes your state, and that changes the way you show up.



3. CHANGING YOUR VIEW

Stress makes your focus narrow, like tunnel vision. The more your vision closes in, the more pressure you feel. Often, it's the way you picture things in your mind that fuels the stress.


 Bring up an image of what worries you. Now shrink it down until it becomes a small dark dot in the bottom left corner. Notice how you feel differently now.

This simple shift calms your system, restores balance, and helps you see possibilities you would otherwise miss.



4. VALUES AS YOUR COMPASS

Work feels empty when what matters most to you isn't honoured. That's when you find yourself acting instead of being fully you. Your values act as an inner compass in your career transition.


 Ask yourself: "What is important to me in my career?" Write down your top five values and check if they align with the opportunities you're considering.

When your values are honoured, you feel engaged and alive. When they aren't, fulfilment slips away.



5. GOALS YOU CAN ACTUALLY USE

Goals aren't tasks or vague wishes. They're what you want to have in your career and life. When you act on them, you either create the results you want or discover what to adjust so you can achieve them.

 Write your goals using the SMART approach: Specific, Measurable, Achievable, Relevant, Time-bound. Then ask, "Will these goals also support my health, relationships, and wider life?"

Aligned goals keep you moving in the right direction, not just in one area of your life, but across your life as a whole.

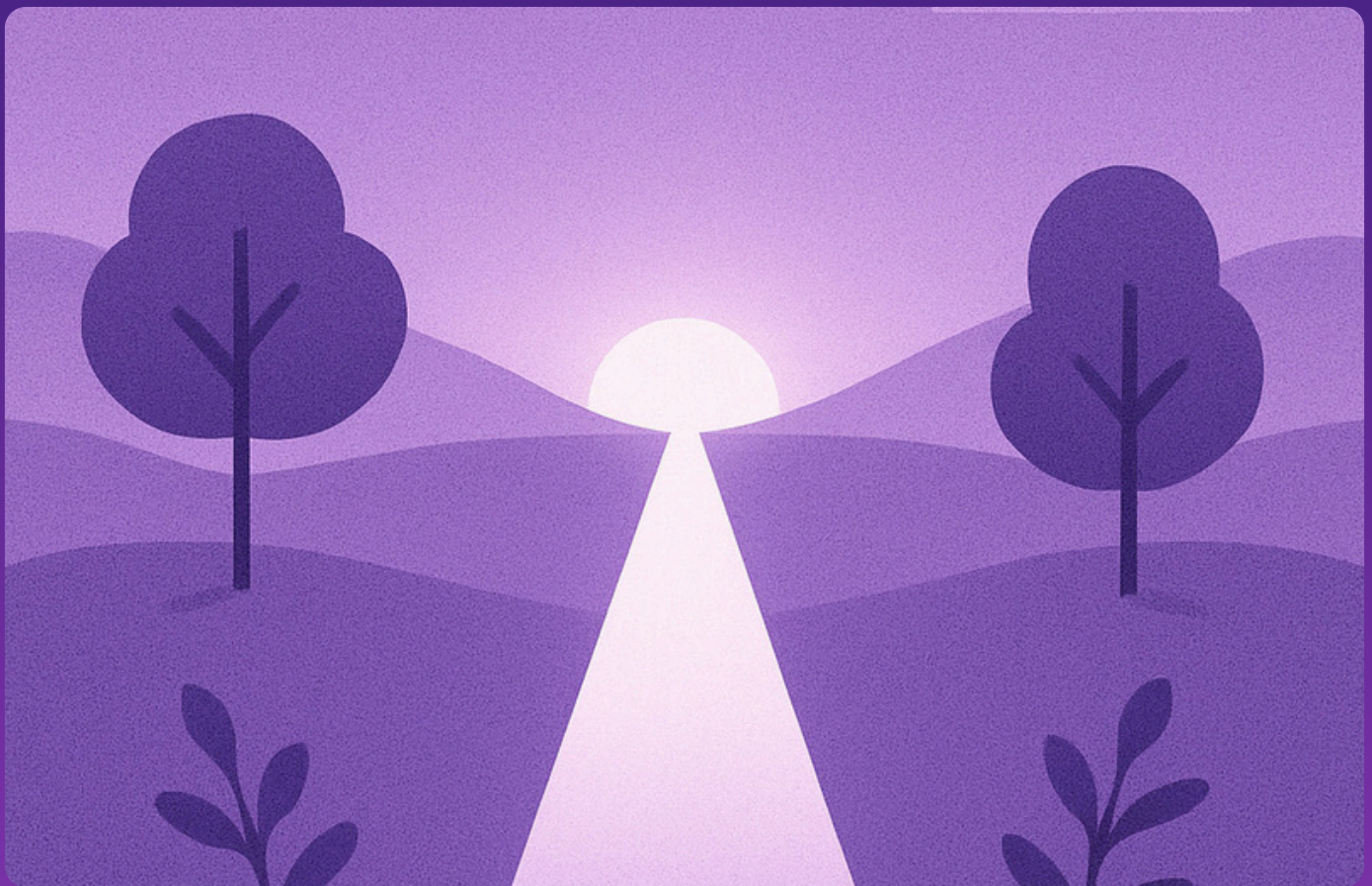
ALIGN BEFORE YOU STEP FORWARD

A career transition often feels like a clean slate. But unless you resolve the challenges that led to your last role ending, the same frustrations tend to return, sometimes disguised in new forms.

Unresolved struggles quietly drain energy and confidence, pulling you back into old patterns, even when everything around you looks new.

That's why realignment matters. It's the chance to release what no longer serves you, regain energy, and reconnect with authenticity, so your next step isn't just different, but truly aligned.

This moment is more than a career transition. It's an opportunity to create a career and life that honour your values, fuel your energy, and allow you to thrive authentically. Without realignment, the same challenges return, leaving you stuck in the same cycle.



CLIENT TESTIMONIAL

The experiences shared below come from clients who have worked with Eri through a Breakthrough Session or Coaching Program.

These stories reflect the depth and impact of her work, from deep inner breakthroughs to clear and confident action.

BREAKTHROUGH SESSION CLIENT TESTIMONIAL

“

Before working with Eri, I didn't believe that the real change was possible with my deep limiting belief. I'd been carrying this for most of my life, and it always felt too big to shift. From the very first session, I felt completely safe, seen, and supported. Eri has this rare mix of strength, empathy, and calm that made it easy to trust and go deep.

Through the session, I released patterns that had been holding me back for years and reconnected with what truly matters to me. My goals no longer feel distant or unachievable. They are now a natural part of who I am. I feel powerful, lighter, stronger, and free.

”

— César C.

COACHING CLIENT TESTIMONIAL

“

Before working with Eri, I felt stuck and uncertain about my transition. In our sessions, I often find myself surprised by the answers that come from within me, insights I didn't know I had until her questions brought them out.

The sessions give me both space and clarity, and she doesn't let me off the hook. This is exactly what I needed. I'm finally moving forward with clarity and confidence. I am earning more.

”

— Grant F.

NEXT STEP

You've just explored five shifts that can change the way you approach your life. The implementation is key to truly turn insights into action and action into transformation, here's the next step.



CONSULTATION SESSION (25 MINUTES FREE)

A focused call where the right questions open fresh perspectives on the presenting problems and possibilities.

[BOOK HERE](#)



AWAKEN SESSION (3 HOURS, CHF 169 UNTIL 15 OCT 25 — REGULAR CHF 295)

A deeper, transformative space designed to restore confidence and create momentum in your transition. Together, we'll:

- ★ Explore the **Four Frames**, Cause and Effect, Perception is Projection, Results vs. Reasons, and Responsibility to Change, to expand your perspective and unlock new ways of transitioning your life.
- ★ Use the **Communication Model** to transform how you think, decide, and connect so that you can influence effectively.
- ★ Dive into **Life Purpose**, to uncover the deeper “why” that makes your career and life truly meaningful, so you can create an aligned life.

[BOOK HERE](#)



Your next step is about more than solving today's challenges. It's about stepping into clarity, strength, and authenticity so you can create a life that truly feels your own.

PROGRAMS OFFERED

Each person's journey is unique. Whether you are seeking a focused breakthrough session or consistent coaching support, these programs are designed to guide your transition from awareness to lasting change.

Breakthrough Session

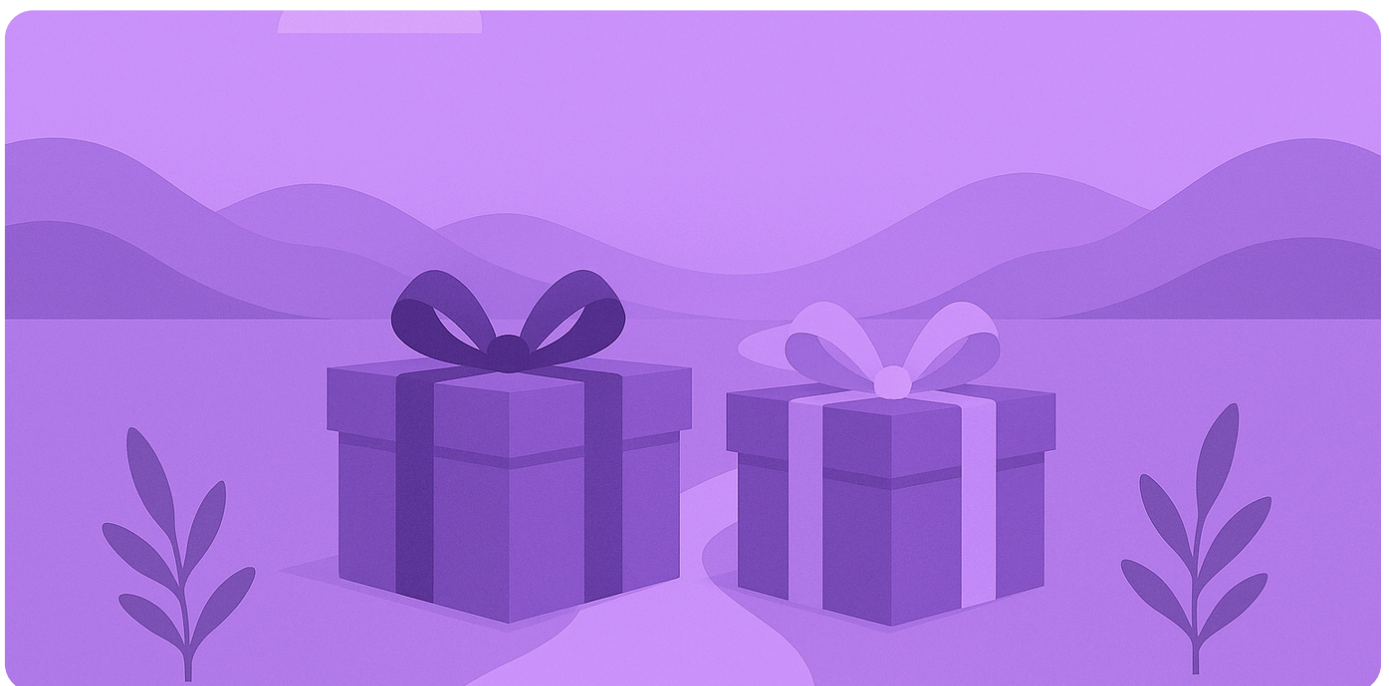
A deep and transformative process designed for lasting inner change. This immersive experience includes three 4-hour online sessions or a full day in-person intensive, followed by three months of integration coaching with ongoing WhatsApp support.

Throughout this journey, you release long-held emotional patterns, reconnect with what truly matters, and regain clarity, confidence, and a sense of calm direction. The Breakthrough Session creates a complete inner reset. It is a shift in identity and perspective that makes meaningful change feel natural, grounded, and sustainable.

Coaching Program

A three-month coaching partnership designed for clarity, focus, and meaningful progress. Each month is structured with two 60-minute sessions that deepen insight and strengthen direction, combined with ongoing WhatsApp support and weekly check-ins to sustain momentum between sessions.

This program turns insight into action. Every session refines your thinking. Every touchpoint reinforces forward movement. You gain clarity, strengthen decision making, and establish the habits, perspectives, and direction needed to navigate your transition with purpose and confidence.



ABOUT ERI ISHIKAWA

In my late 40s, my career took an unexpected turn. Despite years of dedication and hard work, I was let go in a way that left me questioning my identity. For years, I had been suppressing my inner voice while constantly meeting everyone else's expectations.

What hit me was the realisation that a doctor at a seminar was describing my own symptoms while he spoke about patients who had suffered with depression for years. I knew I had to change. That realisation became the turning point leading me to redesign my life in my 50s, not through compromise, but through alignment with who I truly am.

My 50s have become a golden age, where experience and wisdom meet new learning. I immersed myself in NLP, Hypnosis, Time Line Therapy® and Huna, gaining the tools and clarity to create a future that feels authentic, purposeful and free. This builds on over 20 years of global corporate experience in insurance, technology and hospitality, as a Japanese professional who has lived and worked in Japan, the USA, the UK and Switzerland.

Today, I am a Coach and NLP Trainer. I guide people in their 50s to realign their lives with who they truly are, so they can live with authenticity, confidence and freedom.

