



THE CALL

ELISABETTA
FRANZOSO

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Dynamic Life, Wellness, Confidence & Relationship
Coach | Holistic Counsellor | Leadership Trainer |
Speaker | Former Hoffman Process Facilitator & Coach
| Author | Activist



Over the past 20 years, I have garnered an extensive wealth of knowledge in my fields of Psychology and Self-Development.

My studies and training include:

- MA in Psychological Counselling, University of Adelaide (Australia)
- Wellness & Integrative Coaching, USA
- Family Systems Therapy, Germany / Singapore / Italy
- NLP & Motivation, USA
- Gestalt Therapy & Movement, Spain
- Gabriel Roth's 5 Rhythms, USA
- Tony Robbins Life Mastery, USA
- Personal Fitness Training, Singapore
- Yoga, Ayurvedic Medicine & Philosophy, India
- Body Movement Methodologies , Chile - Argentina
- Emotional Intelligence, UK
- Berth Hellinger Family Constellations
- Primal Therapy & Anger Management, Australia
- Neuroscience & Epigenetics , Italy / USA
- Transpersonal Psychology, USA
- Roberto Assaggioli Psychosynthesis, Italy
- Personality Profiles including Human Design, Enneagram, Temperaments, Wellness Wheel Inventory, USA
- The Hoffman Process Train the Trainer, Italy & Australia
- Path of Love Residential Retreat, UK
- Art Gym Academy Creative Facilitation, UK

"I believe that when we fully understand the deeper meaning and function of Love and Empowerment, we are provided with an elemental truth that can unify us across cultures and religions as well as offer us the ability to become whole, confident human beings. This understanding allows us to enjoy a personal freedom that will naturally permeate in our communities, with loved ones and even in professional relationships."

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Through my own personal applications, life experiences and studies in a breadth of areas within the mental health and self-development sectors, I have acquired the wisdom to be able to offer clients a bespoke and motivational experience.

With this well-rounded and diverse training, I guide clients to achieve their goals and dreams, discover and connect to their life purpose and build authentic confidence within themselves and in relationships. In my work, I am to nurture my clients' wellbeing inside & out.

In my years as an international corporate trainer, I developed a methodology of work known as [Get Into Your Groove - Transformational Leadership Inside & Out](#).

As a coach & counsellor with 30 years of experience, I gave life to an intensive journey: [Get Into Your Groove - Integrative Life Coaching Programme](#).

There are 4 specific areas in which I coach, counsel and train:

1. Confidence Wellness & Lifestyle
2. Wellness (Physical and Mental Health)
3. Relationships & Communication
4. Life Purpose

My passion is to guide people in getting to know themselves and achieving a deep level of what I've come to call, 'transformational leadership inside-out'.

As well as being an expert speaker at wellness and women empowerment events, I am also an accomplished writer. I have been a consistent contributor for Thrive Global, one of the leading online enterprises supporting individuals and raising awareness in the field of self-development, for the past 5 years. I published my first book [Stella's Mum Gets Her Groove Back - A True Story](#) in 2008 and am currently at work with a second book, due to be published by Austin Macauley in 2023, titled, '[Get Into Your Groove - Steps for Men & Women on the Road of Personal Freedom](#)'.

I take part in philanthropic work, coaching and counselling people in need. During the height of the Covid pandemic, I guided and supported several men and women across age groups, cultures and backgrounds who'd lost their jobs or were facing other intense life challenges, through my coaching and counselling services online.

LET'S GET INTO THE GROOVE: THE CALL

A DREAM

I believe in dreams! And I believe it's important to nurture them. Today, my dream is to give life to a new venture, [Get Into Your Groove ~ The Call](#), offering webinar online, workshops, talks and group coaching sessions on the topic of [Love, Empowerment & Personal Freedom](#) to state, private, international schools, institutions and businesses.

Why? I believe that the basic values of [Love, Empowerment & Personal Freedom](#) are indispensable values in promoting a solid and lasting approach to mental health and ultimately nurturing a healthy society enriched by impactful, authentic leaders and human beings.

Where? Wherever I am invited. Starting small and growing [The Call](#) and its outreach step by step, organically in the years to come.

THE STORY

Twenty years ago, when I was 35, I took my first step on my journey of self-exploration. That path led me to dig deep, look inside, become aware, take responsibility and action. I began a long search for the pieces of myself that I'd lost in childhood and eventually, after years of deep inner work, I got my groove back!

I had to choose to take the 'road less travelled' to become who I am today. It was deeply challenging and it pushed me not to conform to the cycles and behaviours of the world but instead be transformed by my renewed awareness, within my body mind and spirit.

In 2008, whilst still living in Singapore, I wrote and published my first book, '[Stella's Mum Gets Her Groove Back - A True Story](#)'. I wanted to take responsibility for my life by unmasking myself, sharing the truth about my own compulsive abusiveness and neglect towards my daughter, husband and self, whilst inspiring men and women to look within and learn to live a fuller life.

In 2009, the Singapore National Library hosted an event to celebrate my first book's anniversary. At this event, I'd announced my deep desire to devote part of my work hours to raise awareness on the topics of [Love, Empowerment & Personal Freedom](#), and the negative consequences that a shortage of these elements in our lives can have on our physical, intellectual, emotional and spiritual wellbeing.

The reality is that parents with little to no education or awareness on how damaging the absence of positive and authentic Love & Empowerment can be, pass on this legacy blindly.

LET'S GET INTO THE GROOVE: THE CALL

THE STORY, CONTINUED

More often than not, they also repeat toxic behaviours they themselves learnt in family, such as physical, mental and emotional abuse, neglect and/or manipulation, over-protection and control.

Often overlooked, these are very real ways in which we deny our children and adolescents their free will, often going onto impact their mental health as adults. As one of the most cited authors on these topics, Alice Miller, affirms, "any child has the chance to become an abusive, manipulative, indifferent, even depressive young or mature adult, able to repeat the same abuse, neglect and humiliation they had to undergo to the next generations".

Today, extensive research has presented evidence that both mental and physical abuse or neglect can lead to negatively impacted mental health. When a child is abused or neglected, they can develop mental health issues that might require life-long support and management. Depending on the extent and length of the abuse endured, and the individual's existing mental health, the symptoms of a mental disorder can vary greatly. However, an individual who has endured abuse and/or neglect and recurring trauma, can develop profound symptoms that could require years of treatment. The extent to which an individual is impacted by mental, emotional and physical abuse and/or neglect is being studied globally and is a topic that has been garnering a lot of attention in recent years.

WHY DO I WANT TO CONTRIBUTE?

Modern research confirms one of my deepest beliefs: that mental and sexual abuse, as well as emotional neglect, in childhood and adolescence can lead to mental health issues in adulthood.

Self-empowerment and personal development are hot topics today, widely spoken about on social media. The importance of having a coach or counsellor is recognised like never before in history and more and more personal enrichment retreats are emerging and selling out.

I became passionate about raising awareness around topics of domestic violence and sexual abuse when these were still very much taboo. Only 20 years ago, revealing mistreatment or neglect from parents or other figures was considered risky and distasteful. It was an era when blaming the victim was still an incredibly normalised practice. Luckily things are changing.

Back when I released my first book, '[Stella's Mum Gets Her Groove Back - A True Story](#)', in 2008, our society was still closed off to the conversation of childhood abuse and neglect, as well as its impact on mental health in adulthood and its prevalence amongst many world leaders.

LET'S GET INTO THE GROOVE: THE CALL

WHY DO I WANT TO CONTRIBUTE? CONTINUED

I believe that developing self-confidence, enhancing emotional intelligence and understanding the true meaning of 'self' and leadership is crucial to nurturing a responsible society who acknowledges and cares about mental health. Everyone should have access to this type of education and knowledge and the opportunity to develop self-awareness.

Unfortunately, the services on offer for 'mental health diagnosis' and issues are rarely accessible to children and adolescents born into disadvantaged households. Self-development and empowerment is often not an option for lower earning families or parents, deemed as more of a luxury than a necessity.

In state schools, where there's little financial support and budget for psychological and emotional awareness programmes amongst students, it's difficult to stop the cycle in its tracks.

What's most concerning is that this lack of access to what I believe are fundamental programmes and courses, isn't exclusive to young people. There's even less concern or funding available for older, retired individuals, often overlooked by society, which robs them of their opportunity to find meaning during a period of their lives where it's more crucial than we might think.

This is what I know and feel [The Call](#) to be.

My accountant once said to me, "Elisabetta you have creativity, vitality and passion. You have a calling and you are alone with no financial support. Do you know that there are many people with financial freedom that long to contribute to the world. They just may lack the vitality, knowledge, creativity and passion that are abundant in you. Your responsibility is now to go out there and find your match!"

Could you, reading these pages, be the match my kind book-keeper had been talking about?

They say we don't choose our calling, it's our calling that chooses us.

I experienced this first hand, which is why I'm here today writing to you about it.

THE CALL IN MORE DETAIL

WHERE DID IT ALL START?

This all began from my own lived experience as an abusive and emotionally distant mother and wife, who decided to take a look within one day and find her voice in order to build a different legacy.

I remember reading a book by Leo Buscaglia called, 'Living, Loving & Learning', when I was only 23. I was so inspired by the story of this Italian man, who'd been raised in America since toddlerhood, and at 50 decided to pack up his flat, quit his well paid position at UCLA and take a sabbatical year in Asia. When he returned from his year long travels abroad, he began to teach class at the university on the topic of Love. He was the first professor in the United States to develop and deliver courses on Love as a unifying element between different cultures and religions. For several years, his classes were packed and eventually a foundation was set up out of his passion for spreading awareness on what the real meaning of Love is. This foundation still exists today, even after his passing.

Over the years, whilst shaping myself as a coach, counsellor, trainer, speaker and activist, almost all of his books found a space in my library. I knew one day, I would somehow continue his work.

WHAT DOES THE CALL ENTAIL?

[Get Into Your Groove Project - The Call](#), is about devoting time and energy to designing and delivering talks, webinars, workshops and group coaching sessions on the topic of authentic Love. Following L. Buscaglia's initiative, and adding a little touch of my own as, according to my life experience, Love is very much interlinked with [Empowerment & Personal Freedom](#).

I believe that when we fully understand the deeper meaning and function of [Love](#) and [Empowerment](#), we are provided with an elemental truth that can unify us across cultures and religions as well as the ability to become whole, confident human beings. This understanding allows us to enjoy a [personal freedom](#) that will naturally permeate in our communities, with loved ones and even professional relationships.

With the advance of technology, delivering workshops, podcasts, talks and coaching online gives us access to greater audiences, nationally and globally and the possibility to eventually host virtual master classes and even retreats. This of course, would not exclude the in-person on-site experiences that we can deliver locally in the countries requesting workshops and talks.

THE CALL IN MORE DETAIL

WHY IS THE CALL SO IMPORTANT?

It's become of crucial importance to offer *everyone*, not only the most fortunate, access to education and opportunities to gain awareness on the topics of *Love, Empowerment & Personal Freedom*. The mental health consequences that we expose our children and future generations to by continuing the cyclical patterns of neglect or abuse are undeniable. Everyone should have access to the resources available for getting to know themselves inside and out, starting from the foundation of the basic values promoted by *The Call*.

HOW WOULD THE CALL WORK?

By engaging with state, private and international schools in the continents I have lived, worked and created local networks in, such as Europe and Asia, as well as in the Middle East, Africa and South America. *The Call* can reach any place that invites us to deliver talks and workshops.

State schools and public institutions with little to no budget for these kinds of initiatives would be entitled to free keynote speeches, webinars and training sessions for both staff and parents.

WHO WOULD THE TARGET AUDIENCE BE?

SCHOOLS:

Parents, grandparents, teachers and young adults who will be engaged through schools as well as associations in various territories such as in Europe, Asia, Middle East, Africa, South America.

INSTITUTIONS : MEN AND WOMEN OVER 50

Senior and retired people wishing to involve themselves in a process of self-awareness and self-motivation will be contacted through institutions, public and private associations in various territories such as in Europe, Asia, Middle East, Africa, South America.

"Working with Elisabetta was exactly what our clients needed. Her coaching assisted them in developing next steps in their career whilst addressing some personal challenges. Her professionalism and empathy along with her the tools and knowledge gave our clients a real boost.

We at MindBerry can highly recommend coaching with Elisabetta. Enjoy the magic of working with Elisabetta and shifting perspective."

Sandra Del Monte, Founder & Director of MindBerry

THE CALL IN MORE DETAIL

THE CALL: HOW CAN WE WORK TOGETHER?

Get Into Your Groove Project - The Call is taking shape in 2023, after the Covid-19 pandemic, which deeply affected the world on a psychological level.

It can look like a free talk, a free workshop or a webinar within a state or public school, or an organisation, where there might not be the financial backing for programmes of its kind. The Call will grow organically in the next few years, expanding its reach and its offerings step by step.

If you believe in The Call the same way I do, we can build it together.

HOW?

You can support The Call in whichever way suits you.

You can choose one or more of the following options to help bring The Call to life:

1. Become a sponsor or a partner
2. Offer funding in a way that you find most appropriate for you
3. Introduce or connect us with possible sponsors or partners
4. Provide ideas, materials or support which can enrich and help The Call to hit the ground running

Here are some further creative options from which you can choose your preferred type of contribution:

1. Offer your time to connect us with state, private and/or international schools, institutions and/or organisations in the area you live or areas you know there might be an interest.
2. Host a talk or workshop on-site or online, if you are a school principal or work within educational establishments or other interested institutions / organisations
3. Provide ideas or your time and skills according to your availability and expertise (skills that can help range greatly, including but not limited to videography, photography, graphic design, digital marketing, PR)

Should you be interested in contributing to The Call in the way of any of the above options please get in touch and we can find a time to discuss your contribution in more detail.

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WITH LOVE

I hope to hear from you and be able to continue our conversation.

In the meantime, thank you in advance for giving your energy and time to this document and for any potential ideas or actions, which you might be inspired to offer as contribution.

With Love,

Elisabetta

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Thank you!

