



COACHING LIGHT

Expanding Your World

BUSINESS BROCHURE

Unlocking What's *Possible*

Madoka Muramatsu

Global Communications Partner • Executive Coach

Challenges we *address*.

Coaching Light helps leaders, professionals and organizations strengthen how they lead, communicate and create meaningful change.

Does any of this sound familiar?

- One-on-ones happen, but they have become a formality or drift into small talk.
- You want to draw out greater initiative and ownership in your team, but are unsure how.
- Communication within the team or organization is not working as well as it could.
- The quality of management and communication varies widely from manager to manager.
- Managers are consumed by daily work and responsibilities, leaving little time or space for what truly matters: their people, themselves, and the longer-term issues that shape the future.
- You want to build greater psychological safety and create more meaningful dialogue.
- You want managers to engage and develop younger team members more effectively.
- You want to develop people and teams capable of operating globally.
- Your leaders need stronger presentation and speaking skills in English or Japanese.

From Challenge to Transformation

The starting point is not a predetermined answer. It is understanding what is really happening, what matters most, and what may need to change.

Coaching Light creates space for leaders and teams to step back from the immediate demands of day-to-day work, see their situation more clearly, explore new perspectives and possibilities, and turn insight into deliberate action.

OUR APPROACH

From insight to *action*.

Meaningful change rarely begins with being given the answer, nor does it come through trying hard to find the “right” answer. It begins with seeing the situation more clearly, discovering and defining what matters, and recognizing possibilities that may not have been visible before.

Coaching Light combines coaching, dialogue, and proven methods and frameworks to help turn those discoveries into deliberate choices and practical action.

01 · DEFINE WHAT MATTERS

Every engagement begins by defining the needs, challenges and objectives of the organization and the people involved. Rather than applying an off-the-shelf package, we shape the approach around what matters most in that particular context.

02 · CREATE INSIGHT THROUGH QUESTIONS & DIALOGUE

Through selected questions and dialogue, we help people step outside habitual ways of thinking, examine assumptions, connect the dots and see their situation from new perspectives.

The aim is not to lead people toward a predetermined answer, but to create the conditions in which they can discover what matters, identify possibilities and make more conscious choices for themselves.

Lasting change is difficult to impose. When people see for themselves why change matters and choose their own way forward, motivation shifts from external expectation to internal commitment. The action becomes theirs.

03 · TURN INSIGHT INTO ACTION

Insight becomes even more valuable when it evolves into new ways of acting.

We help participants translate what they discover into practical choices and changes in how they lead, communicate and work.

Depending on the engagement, this may include identifying a next step, experimenting with a new behavior or approach, practicing a skill, or building in reflection and follow-through so that learning continues beyond the session itself.

What do we mean by “the right questions”?

Questions that open up thinking rather than narrow it down.

Depending on the situation, that might mean asking:

What really matters here?

What assumptions might be shaping the way you see this?

What options have you not yet considered?

What would meaningful progress look like?

What is one step you can take from here?

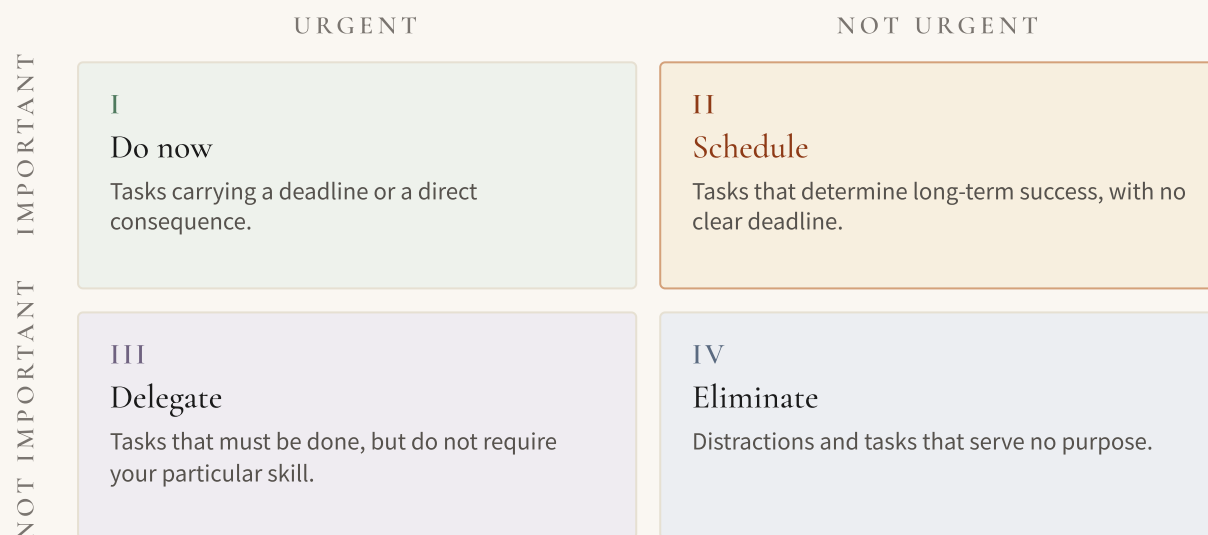
Time of real quality builds a team's *future*.

Leaders rarely lack things to do. What they often lack is protected time to step outside immediate demands, examine what matters, think beyond the urgent, and make deliberate choices about what happens next.

Deadlines, decisions, customer needs and immediate demands naturally command attention. Yet leadership also requires the space to look beyond what calls for attention now and consider a different order of questions: Where are we ultimately going? And, more importantly, why?

Holding those questions in view gives context to the choices made today: how we lead, where we invest our attention, how we develop people, and what we choose to build for the longer term.

The Eisenhower Matrix



The Eisenhower Matrix offers a simple way to distinguish urgency from importance. For leaders, Quadrant II, important but not urgent, creates room for questions that can easily be crowded out by immediate demands:

- Where are we going?
- Why does that direction matter?
- Are the choices we are making today taking us there?

Finding Your North Star

Making time for what is important but not urgent is not simply about better time management. It is about keeping purpose and direction in view while navigating everything that requires attention today.

Coaching Light helps create and protect this kind of time through coaching, training, workshops and facilitated dialogue: space to clarify direction, examine assumptions, develop people, strengthen communication and make more deliberate choices about what comes next.

What Coaching Light *offers*.

Every engagement is tailored to the needs, objectives and context of the organization or individual. Depending on the challenge, we may combine coaching, training, workshops, talks and facilitated dialogue to create the approach that best serves the desired outcome.

Leadership & People

- Leadership & Management
 - One-on-Ones & Dialogue Skills
 - Team Building
 - Wellbeing
 - Executive Coaching
 - People Development & Career Growth
 - Psychological Safety
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Communication & Global Capability

Supporting professionals and organizations to communicate with clarity and confidence across languages, cultures and professional settings.

- Organizational Communication
- Facilitation & Moderation
- English Pronunciation & Accent
- Global Communication
- Speech & Presentation in English and Japanese

For an example of how this work can take shape in practice, see our [Global Communications Partnership brochure](#).

Possible Formats

Executive & Group Coaching • Training • Workshops • Talks • Facilitated Dialogue

These are examples rather than fixed packages. Every engagement is designed around what you want to address and the outcomes you want to create.

PROFILE

About the *coach*.



Madoka Muramatsu

Founder, Coaching Light

ABOUT

Madoka Muramatsu began her career as a news journalist at Jiji Press, one of Japan's leading news agencies. She later worked at the South African Embassy and the Australian Embassy in Tokyo, where her responsibilities included public relations, interpreting, and speechwriting for the Ambassador.

Across these roles, she built a career around communicating, listening, and building bridges between languages, cultures, and people.

Today, as founder of Coaching Light, she brings these strands together through executive and group coaching, talks and training, pronunciation and accent coaching, and global communications support, helping individuals and organizations expand what is possible in how they lead, communicate and grow.

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

Coaching

Executive Coaching

Business & Organizational Leaders • Managers • Professionals

Group Coaching

Global Communications

Executive and cross-cultural communication support

English presentation, speech, pronunciation and accent coaching

Speechwriting for an Ambassador

Interpreting across international conferences, business and legal settings

Japanese–English writing, editing and translation

CONTACT & INQUIRIES

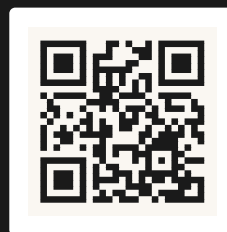
COACHING LIGHT

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