



Relationship Problems?

Psychologist Helps Individuals Over the Phone

A Who Detroit interview with Dr. Sandra Schiff, *Relationship Coach*

Dr. Sandra M. Schiff has been a practicing clinician for over 30 years and now specializes in coaching individuals, couples and groups over the phone. She is an adjunct professor at University of Michigan-Ann Arbor and Marygrove College in Detroit.

Who: Dr. Schiff, is it true that you specialize in therapy over the telephone?

Dr.Schiff: I've taken my medical practice and turned it into a coaching practice. The biggest difference and why it works over the telephone is that I'm not talking about past problems. I am talking about issues with people who are stuck in some area in their life and need to move on. Coaching works because it's solution-based, not problem-based.

Who: Wow, that's a real paradigm shift in therapy.

Dr.Schiff: Coaching has been extremely satisfying for my clients. Many have done traditional clinical therapy and then continue with phone based coaching. It's extremely empowering. Empowerment is really the hallmark of coaching.

Who: This is like personal training for the soul.

Dr.Schiff: Exactly! Having a relationship coach ensures living your life with intention and increasing your happiness and success. People always say, they're going to keep their bodies fit, but it's time that we give people the opportunity to keep their relationships fit. I'm the person to see for that!

Who: Who comes to see you?

Dr.Schiff: Men and women. I talk to individuals, groups, couples, business executives - anyone who wants to make changes in their lives and discover their potential. Success in life is determined greatly by the success of our relationships.

Who: And it seems like every relationship has some kind of challenge!

Dr.Schiff: Absolutely. I have studied the topic

extensively and specialize in mother/daughter relationships. Every challenge you may have, I can address in telephone coaching.

Who: How does it work over the telephone?

Dr.Schiff: First, each client answers written questions giving us our platform from which to start. It's about what's going on, what they want to accomplish, what they want to get out of each call. It's structured so there is a focus to our conversation.

In between appointments, they can fax, email or call with an emergency or a crisis, but it really is incumbent upon them to work on their goal.

Who: What kind of response do you

get to telephone coaching?

Dr.Schiff: The response is excellent. Telephone coaching gets results and it's flexible. Most people find it extremely convenient and practical to their lifestyle. They can do it while driving to work, in between meetings, in the privacy of their own home.

Who: But I imagine this still takes commitment.

Dr.Schiff: Tremendous commitment. People need to live their lives with intention and so many people don't live this way - which is why they're so unhappy. This is a very big part of coaching. The coach is the person that keeps them accountable, keeps them focused, has them look at all the possibilities. Coaching is really about the possibilities, the "what if's". And making those "what if's" come true.

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