



Solutions for business prosperity and successful life balance

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Professionals tap energy for health and success

STRONGSVILLE, Ohio - You walk into a roomful of people tapping on their foreheads, chins and other areas of their bodies. Your first impression is that something seriously weird is going on.

But these tappers are serious health care professionals - vice presidents and directors of Akron General Medical Center.

Led by Betsy Muller, Certified Energy Coach and president of The Indigo Connection, these professionals are learning a new method to reduce stress and improve their emotional and physical health by harnessing their energy. Emotional Freedom Techniques (EFT) is part of a process that addresses unresolved emotional issues that can cause physical disease, psychological dysfunction and limitations on personal performance. Based on the ancient principles of acupuncture, EFT is a technique that realigns the body's energy system - but without the use of needles.

"EFT is the fastest and most effective self-help tool you'll ever find," Muller said. "But it is so whacky that you'll entertain yourself too."

Christopher McGowan, who organizes a think tank involving high-level officials at Akron General, admits that he was a little apprehensive when he invited Muller to make her presentation to the group of 25 men and women. As director of psychiatric services and partial hospitalization for Akron General, he has a reputation to protect.

"I was skeptical about the whole idea because I didn't know how it would be received," McGowan said, "But the group was captivated. Betsy does a great job of normalizing the technique. She acknowledges that it's unusual, then explains why it works. It's really very practical."

Some of the directors have asked about an encore performance, McGowan said.

Energy therapy is a new and developing science that Muller was introduced to while on a trip to Switzerland. She now is a member of the Association for Comprehensive Energy Psychology and may be the only certified energy coach in the Greater Cleveland area.

Physical and emotional problems result when the energy meridians that run through one's body are disrupted by negative emotional experiences, she said. EFT, which focuses on a variety of "tapping points," mainly on the torso, face and hands, works to realign the energy meridians, removing the causes of physical or emotional discomfort.

EFT has been used to treat a variety of physical problems, like migraines and fatigue. Muller also uses it as a tool to achieve desired goals, like reducing food cravings and losing weight.

"EFT is perfect for athletes," Muller said. "It's motivational and it helps you to deal with pressure."

EFT is just part of the spiritual business consulting and coaching Muller offers through The Indigo Connection. Muller, whose clients are primarily professional women, focuses on helping her clients examine what they really want in life. She then works with them to develop specific, detailed plans to achieve the desired results.

Energy therapy, she said, is not restricted to women.

Muller is an MBA who has spent time in the corporate world as a research chemist at PPG Industries and in marketing at BP America. For five years she was general manager of Osteomed II, a Middleburg Heights-based clinic that integrates holistic and traditional medical services.

She is now a holistic business coach and spiritual advisor who concentrates on harnessing personal energy to make work - and life - less stressful. She also is an ordained, non-denominational minister.

"When people are unhappy it's because they are off their path," Muller said. "People get off their paths by focusing on negative thoughts and limiting beliefs. As a business coach, I help them to figure out where they want to go and provide support, resources and self-help tools like EFT to get them there."

Muller is a frequent speaker at corporate training and other events, and also addresses small groups. She offers seminars on a variety of issues, such as:

- The Power Of Knowing What You Really Want
- Learn EFT For Positive Daily Living
- Create A Compassionate Workplace
- Build Energy As You Age
- Balance Is A Success Strategy
- Living Your Purpose

For more information about energy coaching or about The Indigo Connection, visit www.theindigoconnection.com. The site contains full details about upcoming events and seminars.

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NOTE: Members of the press are welcome to attend one of Betsy Muller's seminars at no cost. Call Betsy, at 440.238.4731, to make arrangements.