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**SLAYING THE DRAGON...  
Winnipeg Coach Helps Men Clear Path to Achieve Goals**

Winnipeg, Canada — After lying on his death bed and living to tell his story, a Winnipeg man has combined his personal and professional experiences to coach people toward a balanced, enjoyable life.

Four years since receiving a double lung transplant, Jim Ladd, a 61 year-old organizational development specialist, veteran football coach and co-founder of the Winnipeg Rifles Junior Football Club has been changing men's lives through his work: *James Ladd – Life and Business Coaching*. “The majority of my clients are men, 35 to 55 years of age,” says Ladd, “They typically lack balance in one aspect of their lives, be it business or personal. We find what's missing and help remove the barriers that hold them back through a process that leads to goal setting. We create balance through partnership.”

While strategic coaches commonly focus on business improvement, Ladd combines two disciplines and a near death experience to link between both business and life. As an organizational development specialist, Ladd took clients through a strategic process that discovered creative new ways to carry their business forward. As a life and business coach today, Ladd utilizes many of the techniques based upon the work of renowned Swiss Psychologist Carl Jung. Ladd draws on his techniques which are designed to help people realize their depth of character and level of emotional intelligence, getting them focused on what it is they really need to achieve their truest goals, why they need it, and how they can get it.

And yet it is Ladd's unique personal brush with death that sets his service apart from other coaching approaches. Ladd sees his survival as a dragon slaying of sorts. “When they told me that a donor was available, I had already accepted my life was over. I had been ill for over two years and I realized that working through recovery was going to be very tough on me emotionally, spiritually, and physically. I've always seen dragons as a mythical representation of the obstacles that stand before us and our goals. This barrier was no different. I saw myself as a dragon slayer and I overcame it.”

“My recovery is a powerful experience I share with people. I've learned that most everything in life can be overcome. When things look as bleak as bleak can be, there is still a will inside us to triumph. We just have to be prepared to hunt down the dragon, and then slay it because it stands in the way of our goals.”

Ladd sees his near death experience as one people can apply to living better. “When you're dying, it's like your fading away, withdrawing from the world. My vision literally started to close in on me. I see this happening to people quite often, in particular men. Men in our society tend to feel they can't talk to people about what bothers them. At times, they're convinced by their circle of guy friends and acquaintances that asking for help is a sign of weakness. In reality, every man around the table is searching for something they can't seem to find by themselves. The dragon is really man himself.”

*James Ladd – Life and Business Coaching  
is a strategic advisory company that clears pathways for goal achievement.*

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**For more information and interviews, please contact John Pineau, MCP@ OZZ media corp at 204.837.2491**

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[www.ozzmediacorp.com](http://www.ozzmediacorp.com)

**Winnipeg, MB**  
743-776 Corydon Avenue | R3M 0Y1 | CANADA  
Phone: (204) 837.2491 | Fax: (204) 837.2491

**Dartmouth, NS**  
9 Pleasant Street | B2Y 3P1 | CANADA  
Phone: (902) 440.0622 | Fax: (902) 463.4982