

Description

Helping exhausted and overwhelmed midwives reclaim their sparkle

Radha Wilson Jeffries – midwife and emotional health coach

Hey midwives, imagine…..

- jumping out of bed in a morning with a spring in your step and a bounce in your heel again
- having the confidence to stand up and pitch your amazing ideas, instigate, and lead change
- being an inspiration and a role model for your peers, student midwives, people you care for and your family and friends
- replenishing your motivation and resilience to overcome whatever your day brings every day



Hi, my name is Radha and I'm a midwife and emotional health coach. I help exhausted and overwhelmed midwives reclaim their sparkle in 60 days or less.

I had been a midwife for 3 years when I found out I was pregnant in 2016, so I felt fully prepared for birth and motherhood (or so I thought). Unfortunately, my birth experience resulted in crippling postnatal anxiety and PTDS. This impacted me massively on a personal level and made my return to work when my son was 10 months old incredibly challenging.

Outwardly I was talking the talk and walking the walk (my background in performing arts served me well here!) but inwardly I was anxious, triggered on an almost daily basis and could not get away from the things which were triggering me the most – pregnancy and giving birth! I felt like a fraud.

> You see I have been on both sides – the new mother and the midwife trying to keep it all together despite overwhelming emotional health issues.

Building resilience and self-confidence

The reason I share this with you is because it highlights just how hard it can be to do our job, dealing with emotionally charged situations every day when there are personal things that you are still dealing with or underlying emotional health factors. There are no modules in the midwifery syllabus about building resilience and self -confidence or about coping with anxiety or feeling inadequate and judged on annual updates. You are expected to figure this stuff out for yourself or just push it down inside of you and carry on with a smile. It took me 18 months to realise that my feelings were not going away and to start to look at ways to help myself. My family and the people I cared for deserved better and I deserved better. It was quite a journey, but I am proof that there is a way to rediscover your passion and inner resilience to thrive, not just survive.

You don't need me to tell you that our job is constantly changing, our workload increasing in volume and complexity. We are trying our very best but often never feeling like it's good enough. The mounting pressure over the worry of missing something or making a mistake. The fear of what our colleagues will think of us when it all gets too much and we burnout, leaving them to struggle with our share of the workload.

It seems like never before has our profession put us under this amount of pressure. Midwives are leaving at an unprecedented rate but the babies still keep coming. We keep showing up the best we can and giving so much of ourselves, even though we are struggling with our own emotions and life experiences which we cannot always simply leave at the door when we go to work. There is so little support available to help us understand how our own personal life experiences, personality types and thinking styles can shape our practice. If left neglected, these can lead to a poor work-life balance, burnout, long term sickness, early retirement and even leaving the profession all together.

> Think of the sense of relief and the lightness you would feel if you weren't just showing up at work because you had to pay your bills, but because you truly believe that being a midwife still lights you up.

That you **KNEW** that whatever the day brought, you had the skills and mindset to bounce back time and time again.



Just take a moment to imagine what the midwifery workforce would look like if every midwife had this mindset. Think of the way we could transform our services and the lives of those we care about.

The Midwife Sparkle Method

The Midwife Sparkle Method (MSM) is an 8-week positive mindset coaching programme designed especially for midwives. Crafted from the best methods from CBT, Hypnotherapy and Applied Psychology, I work with you 1:1 to help you reclaim your sparkle and passion for life as a midwife and beyond.

I explain techniques and self-awareness strategies that will not only transform you professionally but positively impact every other area of your life. The results which will remain long after the sessions have finished and will leave you with a blueprint to help your family and colleagues too!

I also run a private Facebook group 'Burnt out to Brilliant: helping midwives reganin their sparkle' where I regularly hold mini masterclasses on a range of emotional health topics including resilience, overcoming anxiety, promoting confidence and raising self-esteem. Do come and join us!

If you'd like to find out more about working with me please follow me on social media at Radha Wilson Jeffries or **@reigniteyoursparkle** or contact me at: ra**********@***il.com

You can also listen to me chatting to Sheena Byrom via this podcast!

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