

March 4th, 2026

I began working with Ariel a few years ago at a time when my life felt completely out of control. A series of things had piled up—life, work, friendships—and everything I looked at felt like a failure. I had gone through a divorce, which I labeled as a failure. Work had been going well until suddenly it wasn't. My kids were struggling, and I convinced myself that meant I wasn't a good enough mom. Everything kept cycling into this overwhelming loop of self-blame.

It was a close friend I deeply respect who finally insisted I talk to Ariel. After listening to me cry through everything that was happening, he told me, "Jen, I need you to talk to Ariel. Just one call." At that point, I was willing to try anything.

I will never forget that first conversation. Ariel guided me through an exercise where she kept asking, "Then what?"—walking me through how bad things could really get. We followed it all the way to what I believed was the absolute bottom. And in that moment, I realized it wasn't actually as bad as I had made it in my head. I wasn't alone. Someone would help me. Things would be okay. That realization alone shifted my perspective in a way I desperately needed.

As we continued working together, our conversations evolved. Sometimes we focused on work, and other times we talked through challenges with my daughter. No matter the topic, I always got off the phone feeling calmer, clearer, and ready to take on what was next. Ariel has a way of reframing situations that makes you think, "Of course—why didn't I think of that?" It sounds simple, but when you're stuck in cycles of stress and reaction, it's incredibly powerful.

Through our work, I learned how to slow down, stop reacting immediately, and think things through before making decisions. I learned how to look at situations from different angles and understand that not everyone approaches things the same way—and that doesn't make them wrong. Not everything is about me, and I don't always need to be in the equation.

One of my biggest struggles was believing I had to be 100% at everything all the time. If I wasn't, I considered myself a failure. Ariel helped me understand that you can give your all and still not get the outcome you want—and that doesn't mean you failed. That shift changed how I approach everything.

The biggest change I've experienced since working with Ariel is that I am calmer. I can pause, process, and respond thoughtfully instead of reacting emotionally. I've learned how to give myself grace. I've learned that it's okay—and powerful—to say no. While I still feel guilt at times, I understand my choices, can stand by them, and can clearly communicate them to others.

Another powerful outcome has been confidence. I used to dismiss it as something I only appeared to have. Through coaching, I've learned that confidence is actually one of my strengths—and that it can coexist with calm and grace. That has been one of the most meaningful takeaways for me. Ariel's coaching style is calm, real, and deeply thoughtful. She meets you exactly where you are,



adapts as your goals change, and never pushes an agenda. Often, what she says fully lands days later, when you suddenly realize how meaningful it was. Her ability to listen, reflect, and gently guide your thinking is truly awe-inspiring.

Anyone struggling to balance being a strong professional, a present parent, and a supportive friend—while trying to be everything to everyone—would benefit from working with Ariel. She helps you find perspective, calm, and compassion for yourself. For me, that made all the difference.

Jennifer Van Valzah