

## Niamh Gaffney

### *Directionality*



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**Directionality**  
CHANGING CONTROL

After a life-changing battle with breast cancer, Niamh Gaffney realised going back to normal wasn't possible; she needed to find a new normal. Now she's thriving on helping others achieve the same through her business, Directionality, founded in 2016.

Niamh understood that a combination of Medical Coaching and Psychology was a hugely powerful tool for people who had been through monumental life changes, and she works one-on-one with individuals to help them manage those changes.

Through Directionality she develops and delivers bespoke coaching programmes for organisations looking to boost employee mental and emotional wellbeing and to better negotiate corporate changes.

Based in Kells, Co. Meath, Niamh delivers talks to organisations all around the country sharing her tips on how to rediscover choices and regain control in the face of life's many challenges.

She also publishes articles on wellbeing in Coaching World, The Irish Psychologist, and the cancer support and positivity magazine, Happy Magazine.

Niamh has achieved several national awards for her work. She was recognised as the International Coaching Federation's 2016 Irish Rising Star for her work with approved cancer support centres as well as for her TedX talk on mental health. And last year, she won the International Coaching Federation (ICF) President's award in recognition of her "contribution to helping humanity to flourish".

Niamh enjoys helping people regain choice and control and assuring them they are not alone, and meeting other like-minded entrepreneurs running their own businesses through ACORNS has reminded her that she's not alone either. Having found her new normal, she's committed to helping people find theirs.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***