

Your Great Comeback

You are not your past, your mistake or your struggle.

Everything happens for a reason.

Your setback has set you up for a comeback.

You are the leader of your life and can choose where you go from here.

Discover the 3-Step formula that turns unhappy midlife professionals into fulfilled employees/entrepreneurs.

This is for you if...

- ✓ You know you are meant for more.
- ✓ You feel frustrated, stressed and burnout.
- ✓ You want to do work you enjoy, earn good money and make a difference in people's lives.
- ✓ You are an action taker.

The 3-Step formula for making your greatest contribution and highest income:



Step 1: Career Clarity



The first step is discovering who you are, what you have to offer and your purpose.

Your passion is your fuel.

Your personality is your vehicle.

Your purpose is your path which sets your direction.

Step 2: Self-Confidence



To move forward you need to remove any self-doubt and develop your competence/confidence.

Role models, mind control and energy are the keys to self-confidence.

Step 3: Transition Strategy



For successful career change you need an offer, branding and a network.

The above 9 components all play a key role in your great comeback.

What Others Say About Me:



Siobhán McNulty 

Irish, with over 30 years in the Wellness Industry/ Ireland/ London/ Australia / Spa Operations Manager/ Leadership/ Anti-Aging/ Business Owner/ Empowering and Nurturing Spa Staff Cultures / Retail Solutions.
January 4, 2025, Siobhán was Martin's client

Working with Martin's coaching has been a great experience. I was feeling stuck in my career, unsure of where I was going or what I was supposed to be doing.

Juggling multiple responsibilities at work left me without the time to step back and figure things out. I'm all about moving forward and being in what I felt like a stuck mode was extremely difficult. It was sink or swim and I came to the realisation that I needed guidance, I needed a coach. I'm so happy I chose Martin.

I'd done some research online, and with so many coaching options out there, it felt overwhelming. I'd been following Martin for a while and I made the decision that his style of coaching was exactly what I needed.

The course helped uncover many blind spots in my work. The modules really helped clarify where I was at, where I needed to go, and what I needed to do. It's taken a lot of pressure off and given me the confidence to have open conversations with my boss. It also put me in touch with others in the industry and introduced me to networking opportunities I didn't even know existed, that was an eye-opener.

Having a coach allowed me to gain a better understanding of work team dynamics and a clearer sense of direction in what was missing.

I've found a new passion and purpose in my work. Before, I saw it as just a job or a career, but now, with a deeper understanding, I realise it's really about finding purpose in what we do. Martin is incredibly knowledgeable, and I've learned so much from him. I'm excited to take another course with him soon.

Thanks, Martin



Francesca Rose Picciola · 1st

Social Media Executive
May 16, 2024, Francesca Rose was Martin's client

Martin reached out to me as he could see I was struggling in my job search. He gave me some very helpful advice in improving my profile and helped me understand where my true passion lies.

I would highly recommend speaking to Martin for any struggles you are facing in work or even your personal life.




Paul L. Lagattuta · 1st

Optimizing Operations & Performance Through Critical Thinking and Project Management Strategies |
Certified Lean Six Sigma | Certified Project Management Professional
August 19, 2022, Paul L. was Martin's client

It's been fantastic working together with Martin Formato. Strong, experienced and responsible professional certified life, workplace and career coach. Martin Formato is extremely enthusiastic about his work which is infectious. He had vision to see the benefits and the passion to turn that into a competitive advantage for those in career transition. Besides being a joy to work with, Martin Formato is a take-charge person who is able to present creative solutions to complex problems and communicate the benefits to his clients. He is a truly phenomenal individual.



Jaye Frizza (MAHRI)  · 1st

Just your outgoing neighbourhood HR/IR guy | Enjoying the adventure, one day at a time

Martin has been instrumental to my professional & personal development. As I was facing some challenges, Martin was attentive, and thorough with our sessions, always following up and checking in. He has never failed to give excellent guidance & advice on development strategies & techniques, aimed at improving my own understanding of myself, and striving to be better.

I look forward to many more sessions, and hopefully taking on more challenges, with Martin helping along the way.

Thanks, Martin!



Shannon Flynn · 1st

Seeker of Part Time Remote Mental Health/Special Education Research Position/ Developer of The Artful Path at The Artful Path

May 28, 2021, Shannon was Martin's client

I hired Martin as a short-term career coach, as he came extremely highly recommended. He did not disappoint; from the beginning, Martin impressed me with his patience, wisdom and creative strategies to help me market my fledgling coaching practice. I'm ready and eager to put the brilliant ideas he promoted for my autistic adults-focused coaching practice, into implementation. I'm also very willing to hire Martin again if I ever need to brush up on my marketing skills in the future. In short, I give him my highest recommendation.



Susanne ~ Sam Gray · 1st

Today is a good day to have a good day!

December 8, 2020, Susanne ~ Sam was Martin's client

I asked Martin to assist with my career path. Martin was very thorough and detailed on the questions he asked to fully understand my situation. After listening to my background he suggested some additional career opportunities that I hadn't considered. It was a breath of fresh air and has me looking at my path differently. I recommend Martin to anyone that may be stuck or that needs a new perspective on existing situations.



Jim Choinoski  · 1st

Senior Data Engineer at New American Funding

June 7, 2020, Jim was Martin's client

Martin is an excellent career coach and I would highly recommend him. I reached out to him earlier this year when I was unemployed during the pandemic/recession and job opportunities were scarce. Martin gave me great advice and helped me re-establish my motivation, confidence, drive, and ambition during difficult times. Following his advice, I was able to substantially improve my interviewing ability and land multiple lucrative job offers. I am now working for a great company doing work that I enjoy, and I am much better off. Thanks, Martin!



Anoop Trivedi · 1st

MBA from Brunel University, London | Client Management | Operations | Business Development | CRM |

Sales

June 22, 2019, Anoop was Martin's client

Martin is very thorough in his approach to solve people's problems. He deep dives into probing questions to get to the bottom of problems and to find their possible solutions. He's a genuine problem solver and I wish him all the best in his endeavours.



Erik Slotness · 1st

Finally, a career with a growing company that is a benefit to society!
May 28, 2019, Erik was Martin's client

Martin helped me by listening to my situation and giving me quite sound advice and input. He allowed me to talk through what was going on personally as well as professionally and gave me several options to take it to the next level. I would recommend Martin to anyone who needs help in either area!



Ramil Marcelino · 1st

Senior Technical Project Manager
August 15, 2018, Ramil was Martin's client

I hired Martin as a coach to give me some clarity on my career goals. And it was an absolute pleasure to work with him because he really is very knowledgeable in what he's doing. I can really feel his authentic desire to help me get to the next level. He really gives his all to ensure that every coaching session meets or surpasses my expectations. Such a wonderful human being!



Zoe Horner · 1st

Helping Your Child Thrive
August 7, 2018, Zoe was Martin's client

Martin has been great to work with as he helped me to gain clarity in my vision and helped me to be able to express that more clearly to others. He also has an ability to help people identify not just a new career path but helps others to pursue their true calling which is a powerful place to work from. Thank you very much Martin! I recommend his services!!



Casey Condran · 1st

Power BI Development/Business Intelligence
July 3, 2018, Casey was Martin's client

I had the pleasure of dealing with Martin at a time when I was at the cross roads of my career and I was looking for some motivation and direction to stimulate my enthusiasm in getting my career moving in the right direction. Martin is a genuine individual and has great passion in what he does. I would recommend him to anyone who is looking to progress further in the career. Thanks again Martin.

Two questions to ask yourself:

1. How is it impacting me to stay stuck right now?
2. If I don't make a change where will that leave me?

Let's talk to find out what's possible for you!

Email: martin@martinformato.com

Book your FREE breakthrough call now:

<https://bit.ly/2YaHadK>

Looking forward to speaking with you soon.