

# RUQYA KHAN, PCC



Ruqya Khan is the founder of SMILETASTIC, she is an internationally honoured change maker. Leading from chaos to clarity, she sees herself more as a S.M.I.L.E. Strategist than a motivational speaker or life coach. She is a wordsmith – she works with words; delivering stories in print and on stage.

In 2016 Ruqya presented a TEDx talk on "The Art of Possibility", for which she coined her patented S.M.I.L.E. strategy. She is a Master Practitioner of NLP (Neuro Linguistic Programming), Hypnosis and Time Line Therapy® and a certified Life Coach with the International Coaching Federation.

Earlier this year she presented her S.M.I.L.E. strategy at the Gross Global Happiness Summit 2021, an Executive Education event hosted annually through the University for Peace, established by the General Assembly of the United Nations. She has spoken and twice been felicitated for her contribution at the Women Economic Forum. She has delivered talks during the Happiness Carnival conducted in Dubai by the Prime Minister's Office.

She coached students and educationalists at the International Youth Leadership and Innovation Forum in Singapore. And she is also closely associated with NAMA Women Advancement Establishment, Badiri Social Entrepreneurship Program and Sharjah Business Women Council.

RK's journey is fascinating not due to the many places and people with whom she has shared her message but because of the intention that drives her. As a life coach who has been working with words since more than 20 years now, she understands the importance of communication and what we say to ourselves. Her mission is to enable stress free relationships, effective communication skills and improved outlook on life.

Using her S.M.I.L.E. strategy Ruqya catalyses shifts and breakthroughs. With 1:1 clients and in groups she addresses subconscious limiting beliefs and disrupted pursuits of happiness. Her S.M.I.L.E. strategy is both an art and science best mastered through techniques and practice. It breaks down the tedious process of getting from stuck to unstuck (in any area of life - health, academics, in relationships and even at work) into 5 simple but effective steps. She has presented mindset training workshops for students, parents, educators and corporate teams in UK, Singapore, Egypt, Kuwait, UAE and India.

Passion to express, trust in self, humility and gratitude are her strengths. She is driven by the awareness that message is simple and it has the potential to change lives with a S.M.I.L.E. Fuelled with the passion to create breakthroughs, she lives each day as an example to her children and the many who see her as she is. Inner dialogue and pattern clearing are essential so that we can step into our greatness. A mindset of growth governs not just the roles we play at work but also in life at large. Connect with RK to know more – her legacy is her S.M.I.L.E.



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