



Positive: Life-Changing Coaching and Professional Success with Assaf

*"I have been coached by Assaf for the last 4 months, and I can honestly say that **he has shown me the path to succeed in life.** He has given me the ropes and tools to implement the many changes needed, and the **results were immediate and mind-blowing.**"*

*His level of understanding and his calm demeanour put you on the right track after the first meeting. He has helped me **change my professional life in ways I could only have dreamed about.** I have and will continue to recommend him to my family and friends."*

~ Asher Klein

Positive: Attentive

*"Assaf is amazing. He has a very good approach to people, and thanks to this, **he is very attentive to my needs, understands my weaknesses and strengths, and knows where to direct me.** Highly recommend it!"*

~ Dor Pazuelo

Positive: Communication, Professionalism, Quality

*"First-class mentor and coach. Kind, professional, and always available. In addition to being a coach, he is **knowledgeable in a wide variety of fields that helped me a lot.** Thank you, Assaf."*

~ Itay Balinz

Positive: Transformative Mentorship

*"Working with Assaf has been a **game-changer.** His guidance has not only propelled my business but also **transformed** my personal life. He excels in holding me **accountable**, provides **invaluable insights**, and radiates **positivity** every time we meet."*

*Assaf's coaching has significantly contributed to my **growth, both professionally and personally**. Highly recommended for anyone seeking an ***all-encompassing mentorship experience!**"*

~ Catherine G

Positive: Artistic Growth

*"Assaf is a great coach with a lot of **practical wisdom in many different areas**, and he helped me take my game as a performer to the next level. I needed to make some difficult changes in my career as a professional performer, and I took a few sessions with Assaf. **What he showed me was very useful and worked out perfectly**. I can highly recommend him to anybody who seriously wants to put in the work to make some changes."*

~ Peter Traunmueller

Positive: Communication, Professionalism, Quality

In every meeting, Assaf **takes me out of my comfort zone** and makes me work hard on my future; in music and in life. Me and Assaf talk about music, finances, and life, all in a **great environment and good vibes**. **Do yourself a favor and book a meeting with him!**

~ Moshe Elmakias

Positive: Mindset Shift

*"Assaf is a great coach. He helped me build a better work plan, and focused me on the target. **He changed my mindset! Couldn't ask for a better coach.**"*

~ Ron Levi

Positive: Business Transformation

*"I have worked with Assaf to promote and develop my CrossFit business and **got some amazing results**. Assaf gave me new ways to brand and promote my business, attract new clients, and even helped dress me up in order to present myself better in business meetings. Assaf has a unique approach to developing a business; **he is smart, experienced, creative, very personal, and pleasant to work with**. He is highly recommended!"*

~ Eitan Katan

Positive: Transformative Coaching and Productivity with Assaf

*“Before my meeting with Assaf, I was very confused. The year before was a disaster, and I aimed to make this one much better. The coaching sessions and ongoing communication kept me accountable. Moreover, the need to write and review my goals and tasks every day made me more productive, as **I learned to work on the right things.**”*

*Assaf shared with me different points of view and perspectives to solve challenges that I faced, which I hadn't thought of before. **I feel that I'm finally creating the amazing year I wanted.**”*

~ Anna Pitner

Positive: Empowering Coaching

*“Assaf is an amazing coach! He helped me set my mind straight on many things, and **I felt the changes in my life happening very soon in the process.**”*

~ Kim Shapira

Positive: Professionalism

*“I started coaching with Assaf a year ago. I was very confused; I wanted to open a business that would allow me to do what I love and have an impact on the world, but I didn't know how. In our sessions, Assaf shared tips and ideas from his own business experience. Also, **he mirrored my limiting thoughts and behaviors that prevented me from moving forward.**”*

***Assaf helped me focus on what truly matters** in the business stage I was at, which allowed me to work on the right things at the right time. It's hard and lonely to be a business owner, but luckily, Assaf was a place I could feel comfortable, share difficulties, and struggles. **All of this helped me within a year to move from a messy business dream to actually making a living** (and growing!) from my business.*

*This growth allowed me to upgrade my lifestyle: move out from my parents, get an amazing apartment in Tel Aviv, and a co-working space. I'm so thankful; **there's no chance all of these amazing things would have happened without the help of Assaf!**”*

~ Anne

Positive: Professionalism

*"I took part in a group workshop sessions that Assaf held. He accompanied us through the process of coaching and personal and business development. The processes I went through, the experiences and the things I learned were **far beyond what I expected** when we started the meetings, he featured different speakers and brought in outside participants who helped and taught us, he was attentive to the requests and doubts that arose along the way.*

*The whole process was done with excellent communication, explaining and teaching, **I got a lot from it.** With the help of Assaf's group towards the end of the process, **I achieved the goal of purchasing an apartment for investment."***

~ Shalom

Positive: Personal Growth, Inspiration

*"My experience so far with Assaf Kehati has been a **huge blessing in my life.** Starting with the fact that the second you meet Assaf, you will feel that **calm, soothing, and loving energy from him.***

It is clear that he has immense respect for people and for life, and he has the ability to show it and to share how he does it. I started coaching with Assaf several weeks ago, and I was able to start focusing on what I really want to do in life. Assaf has helped me focus more on what is important and with figuring out actionable steps on how to move on to the next level.

*After every session with Assaf, I feel **progress, better focus, and clarity** on where I want to go and how I am going to do it. Assaf never attempted to tell me what is right or wrong for me, but he did help me figure those things out for myself. It is clear that **Assaf has a lot of wisdom** and advice he could share from his own knowledge and experience in life.*

*He is a very **impressive and inspiring man**, and there is **a lot to learn from him.** I am happy to see Assaf each time, and he makes sure to give me back the same feeling!
I can end this review by simply saying- **Thank you, Assaf, for being you!"***

~ Jacob Brezak

Positive: Empathetic Listening and Supportive Coaching with Assaf

*"What is needed from a life coach? I'd say mostly listening, and **Assaf is a great listener.** During the sessions, he was attentive and caring, and showed a lot of interest in **getting into my world and understanding me.** For other reasons that are not related to him, I had to discontinue the sessions eventually, but I feel like **I gained a lot from the time I spent with him** and hope to be in touch with him in the future again."*

~ Roni Goren Ben-Zvi

Positive: Communication, Professionalism, Quality

*"It's hard to explain the experience we went through in words, so I'll try to describe it as much as possible. **Assaf is an amazing person** who accompanied us all the way, **a caring person** who really wants everyone to reach their goals, beyond the business things that are talked about and most importantly ***apply them!*** We also talk about many things that can help in life in general, for example we had **amazing lectures** from people who have been through a lot in their lives whether it is in a business way or in another way. After such a **crazy, fun and amazing experience**, I feel that I can warmly recommend, from the bottom of my heart."*

~ Snir Ego

Positive: Quality

*"Assaf was **very professional** during the process, and **led me to my targets in a wonderful way.**"*

~ Nissim Agami

Positive: Communication, Professionalism, Quality

*"The amazing Assaf has been with me for almost a year now, and the **achievements keep coming**. With a personal attitude, knowledge on many levels, integrity and caring, **he knows how to set the right gears in motion and push for success**. Recommended for everyone who wants to progress in every aspect of life!!! Thank you Assaf!"*

~ Nigun Quartet

Positive: Professionalism

*"I am a very focused person. He asked the right questions and mostly made me think. **I improved in the process with him, mainly regarding time management and tasks.**"*

~ Yuval Oved

Positive: Communication, Professionalism, Quality

*“Assaf accompanied me for four wonderful months, during which I gained valuable insights into time management, goal setting, business strategies, financial aspects, and **overcoming personal fears**. Today, I credit Assaf for instilling in me the **confidence and tools needed for success**.”*

*His approach is consistently pleasant, caring, and professional, and I sense his unwavering support and genuine desire for my success and personal development. **I wholeheartedly recommend anyone looking to progress and improve their life to schedule an appointment with Assaf.**”*

~ guy gazit

Positive: Quality

*“Highly recommended, an **empowering experience**. Everything is done in a fun atmosphere with friends of the same age and the same level. **Assaf helps us all focus on our goals and ways to achieve them step by step**. In addition, there are enriching guest lectures about people who have done what we are aiming for, whether it is dealing with real estate or achieving financial freedom.*

*Anyone who has a goal and is looking for guidance from someone with **experience in a good atmosphere** must enter the program.”*

~ Bar Harnik

Positive: Guidance

*I met Assaf a few weeks ago, and already he has **helped me see things in a new light**. I look forward to continuing the journey with him. He is especially helpful for jazz musicians, as he is one himself, and **knows the business inside and out!***

~ Dominique Gagne

Positive: CareerTransformation

*“Assaf helped me **change the course of my career**. I became more **confident and comfortable pursuing my dream job**. His vision helped me grow professionally and ultimately take my career to the next level. Thank you, Assaf!”*

~ Alla Eder

Positive: Transformational Mentorship

*I joined Assaf's youth coaching group after discovering his impactful post on "financial freedom." Intrigued, I explored his profile, finding a vibrant community. Motivated by **Assaf's positive demeanor**, I joined despite uncertainty. The insightful content, guided by Assaf's thought-provoking questions, fostered self-discovery.*

*The engaged group, each member unique and inspiring, actively progressed toward shared goals. Assaf's unwavering support, beyond the group's scope, created **a transformative journey. Grateful for the life-changing process.** Thank you, Assaf!*

~ Ofir Batito

Positive: Transformation

*"I have been working with Assaf in the last few weeks, and I already feel the change! I am starting to invest my time in what's important for me and my career. **He is a great listener and has refreshing ideas.**"*

~ Natalie Czyzyk

Positive: Strategic

*"Assaf is an amazing person, with tons of insights and ideas about business growth. Working with him has helped me sharpen my company strategy focus, which has led to a **significant improvement** in most of our growth metrics. **A true professional.**"*

~ Dror Kartash

Positive: Transformative

*"Assaf accompanied me for a long time and helped me a lot in terms of the correct mindset, time management, and directing clear steps on the way to the goals. We went through **an amazing process** that will leave a mark on me forever. I had **an amazing experience** and learned a lot about myself and the world around me. Thank you very much for your **dedication and care!**"*

~ Keren Solomon

Positive: Communication, Professionalism

*"I started coaching with Assaf four months ago. At first, I was not sure how Assaf could help me because I was convinced I was doing everything by the book. I was surprised to discover I have so much more to learn. **It's good to see someone else's perspective**, and it has helped me a lot!"*

*Thanks to Assaf, **I created a tight schedule** and was able to work, develop, study, and invest without feeling tired at the end of the day. Assaf helped me understand how to be more productive with the same amount of energy spent.*

***Any tip, idea, and solution Assaf offered were wonderful and helpful!** I'm the kind of person who loves to work and do everything by himself. Assaf showed me, through his personal life, how important it is to have connections and how blessed it is to work with other people and to "share" the experience.*

***I'm so thankful for meeting Assaf** and especially for participating in the group.
Thank you, Assaf!"*

~ Ron Tabachnik

Positive: Professionalism

*"Assaf is my coach and accompanies me in my personal development, **both in terms of personal and business goals**. Assaf's level of professionalism, attention to detail, and direction are of a different standard. **It is highly recommended!**"*

~ Barak Yakobovich

Positive: Perseverance

*"Assaf is an **excellent coach**, and what's best about him is that **he doesn't give up** on things that can bring you success. Beyond that, the group itself is the best example that he does everything."*

~ Eden Israeli

Positive: Guiding

*"Assaf, with his very instinctive approach, has helped me find my path in various ways I didn't think of. He has a very soothing energy, and **his expertise speaks volumes**."*

~ Myriam Phiro

Positive: Professional Growth with Assaf: Music, Business, and Beyond

*“Assaf has been coaching me for about a month now, and **he is doing an amazing job**. He helped me with my financial plans, strengthened my communication skills, and suggested ways to build my work network. Since Assaf is one of the greatest guitarists in NY, and I'm a musician too (playing saxophone), he is helping me in several different ways: both in my music career and in general—with other business skills that are needed for any business/self-employed person.*

***I highly recommend Assaf** for people who are having difficulties making a good business plan, struggling to create a clear and effective work/personal schedule, need help preparing for a job interview, or need help improving their writing skills (emails, cover letters, resumes, etc.). Assaf is also a music teacher and teaches people around the world on Skype!”*

~ Zohar Mokadi

Positive: Music Mastery and Business Success with Assaf

*“I have been taking music lessons and music business/coaching lessons with Assaf for multiple years now. The **wealth of knowledge** that Assaf possesses about a variety of topics and his ability to articulate that knowledge in a personal and clear way is **incredibly inspiring**.*

*After each session, I come away feeling refreshed and energized. Most recently, I have been studying music business with Assaf, and his pragmatic and friendly approach is always very insightful. I have made tangible progress in my goals, thanks to Assaf's help! **I feel incredibly lucky to have Assaf as a mentor.**”*

~ Tristan Geary

