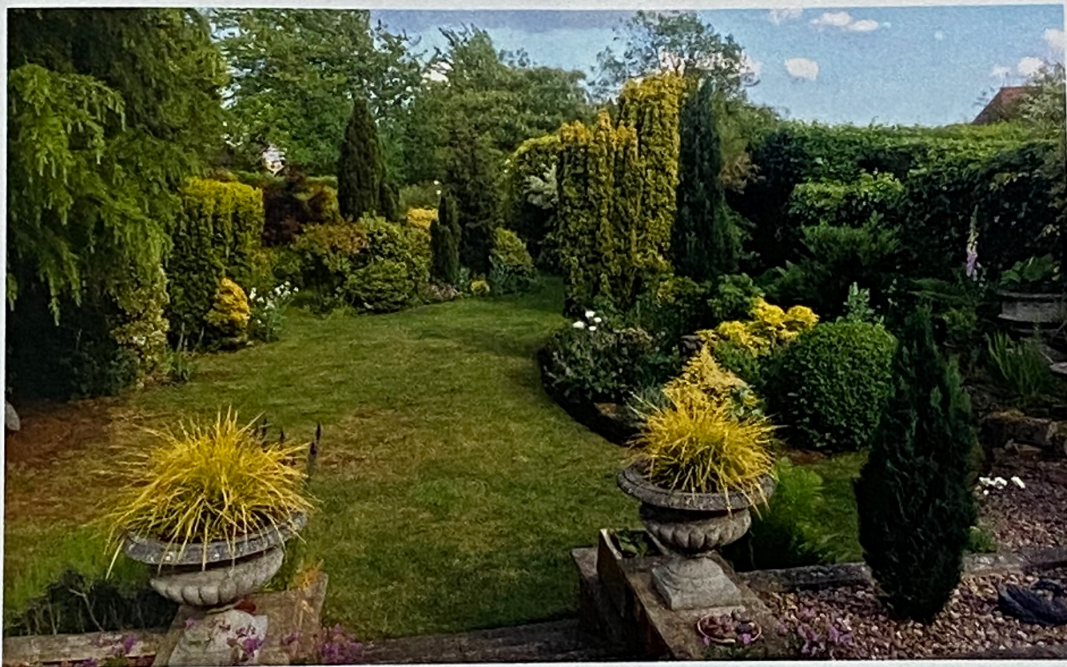




PHOTOS: YVETTE FEDORENKO

MEMBER INFO

Who Yvette Fedorenko
Where Thurcroft, near Rotherham, South Yorkshire
Member since 2018
Local Costco Sheffield
Businesses
 Yew Garden Company (instagram.com/youfirst_project)
 You First (life coaching) (facebook.com/yewgardenscompany)



Learning to grow

On leaving her job in financial services in 2008, Yvette Fedorenko initially decided to retrain as a hairdresser. But only two years later, a chance request to help out with a neighbour's garden sparked two life-changing passions.

"I realised I really enjoyed bringing a garden back to life, but also how much I loved the interaction with people while

doing it. That started me on a journey of self-discovery, which led to getting totally enthralled by life coaching," Fedorenko says. "It's about the relationship we have with ourselves, because that determines how we are in the world to everybody else."

Fedorenko is building her life coaching business, You First, while she works in her garden maintenance business, Yew Garden Company. What's her next goal? "Public speaking. I'm terrified, but that's how we grow!" —Gordon Craigie

Working with clients, Yvette Fedorenko (top right) improved these and other gardens, and is aiming to improve others' lives as well.