

Love, romance and friendship

Sharon Kell, of Coco Moon, looks at the allure of love.

With Valentine's Day fast approaching, we are encouraged to join the commercial celebration and take time out to show our affection for those we care about or for those we admire from afar and would like to get to know more.

Whether you personally buy into the Valentine celebrations or prefer to pass on this one is down to personal preference; however, our desire for romance in our lives is appealing more now than ever before.

Romance and its very being holds an extremely potent cocktail for us all. Our pursuit for romance is fuelled by the desire to fall in love, the euphoric feeling of seeing the world as a much better place, the magic of feeling young, feeling energised and more alive, all feelings synonymous with falling in love.

In actual fact, our need to have romantic relationships is only one part of our overall relationship desires and needs. Maybe we feel nothing can substitute that special someone in our lives; however if we think again we may find this isn't necessarily the case.

Finding platonic relationships both in and out of work can be equally as tricky at times as finding the right romantic partner.

Building strong relationships with people who become our good friends is formulated on our individual approach and the focus and priorities we have for ourselves in our own lives. so we connect with others based on the qualities and prioritise we have, including how we show affection, compassion, trust or respect. When we meet friends and acquaintances, it is these qualities we use to build deep and meaningful bonds which support us to connect.

It is also this approach that we use to cut across all types of relationships, selecting friends, acquaintances and loved ones, connecting with others so we can have fulfilling and rewarding relationships in a way that is special to us.

However you spend your time this month, I hope you find unlimited opportunities to connect with others and enjoy the great feeling associated with giving and receiving love.

Sharon Kell is managing director of Coco Moon Ltd, an upmarket exclusive introduction agency offering relationship coaching and matchmaking services for successful, busy professionals. Telephone 08000 856 956 or visit www.cocomoon.co.uk for full details.



Sharon Kell.