

Beyond the Push empowers men to live on their terms and gives women the answers they've been looking for

U.S. Army veteran Don O'Neal introduces a results-focused coaching brand offering men's coaching, women's relationship clarity sessions, and life alignment programs



Houston, Texas Aug 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - In today's world, many men feel pressure to keep pushing forward without questioning if their path truly reflects their values. At the same time, women are often left guessing about what men are thinking or feeling, which can create frustration and confusion in relationships.

Beyond the Push, founded by U.S. Army veteran and life coach Don O’Neal, is a Texas-based coaching brand designed to change that. The brand helps men break free from survival mode, gain clarity, and lead with purpose. It also offers women a unique perspective through direct insight into the male mindset, which is something few coaching services provide.

Programs like The Checkpoint, C&A Session, Reset Initiative, and Sovereign Pursuit focus on confidence coaching, emotional intelligence, and life alignment. Each program is designed to help men clear away distractions, make better decisions, and live with calm authority.

Through C&A for Her and C&A for Her+ sessions, women receive straightforward, actionable answers about male behavior. Whether the challenge is understanding communication patterns, setting boundaries, or interpreting a specific situation, these sessions provide clarity and confidence without guesswork.

“I built Beyond the Push for the man who’s ready to stop living on autopilot and for the woman who’s ready to stop guessing,” says O’Neal. “This isn’t about hype or vague advice. It’s about clear, practical steps that work in the real world.”

Beyond the Push is a Texas-based coaching brand dedicated to helping men live with clarity, purpose, and confidence, while giving women trusted insight into the male mindset. Founded by U.S. Army veteran Don O’Neal, the brand blends honest conversation with proven coaching frameworks to create lasting change. Beyond the Push works with clients across Texas and worldwide through virtual coaching.



Beyond The Push

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