

CAN CAREER COACHING SERVICES BENEFIT MY CAREER?

One of the most recent developments in the job search industry is the evolution of the career coach as an essential component for any top-level job search campaign. We hear about coaches in the media, read about them in resume books, and even see them on Oprah! Five years ago, coaching was a virtually unknown profession. Today, it is evolving at a phenomenal rate.

Are you taking advantage of this new trend?

Do you know what a career coach is?

Could you benefit from the expertise of one?

By definition, a career coach is a trained / board certified professional who will guide you through the complexities of skills assessment, job search planning, campaign development, career marketing and long-term career management. To determine the value a career coach would bring to you, go through the following checklist of information.

Career Assessment & Focus

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know “who” you are – professionally? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a clear understanding of your most significant skills and qualifications? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you clear about your career objectives? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do your skills and qualifications match your objectives? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know the type of position you are seeking? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know what types of activities you do NOT want to engage in? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know the industries in which you are interested and will be focusing your search? |

Your career coach will assist you in identifying and assessing your qualifications, job preferences, likes and dislikes, immediate objectives and long-term goals. Your coach will help you evaluate your worth in the employment market and your value within specific industries.

Career Change & Transition

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Are you considering changing career paths, professions or industries? |
| <input type="checkbox"/> | <input type="checkbox"/> | Can you find an equivalent position if you make such a change? |
| <input type="checkbox"/> | <input type="checkbox"/> | Will you command the same level of compensation: |
| <input type="checkbox"/> | <input type="checkbox"/> | What skills do you have that are transferable between jobs and/or industries? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you feel as though you are going to be niched into your current industry for the rest of your career? |

- Do you feel as though you are going to be niched into your current profession for the rest of your career?
- Do you know today's "hot" industries and professions?
- Do you have the "right" skills to transition into these high-growth industries?

Your career coach can help guide you in identifying and evaluating all of your possibilities and provide you with critical market intelligence to formulate your job search action plan. Your coach can be an objective sounding board, helping you determine how to evaluate and prioritize time in relation to your search, how to best overcome obstacles standing in your way and how to best position those issues to your advantage.

Career Marketing & Job Search Management

- | Yes | No | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Do you understand that the job search process is similar to the sales process? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you understand that YOU are the product you are selling and that you must effectively merchandise and promote the product? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you understand all of the different marketing channels available to you in managing your search – targeted direct mail campaigns, email broadcast campaigns, Internet resume posting services, Internet job posting services, specialty job lead reports and more? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know which marketing channels are the RIGHT marketing channels for your search? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to best optimize your networking contacts and results? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know which advertisements to respond to and which to ignore? |

Your career coach can help you critically evaluate each and every available job search strategy, its value to your search, the risk/reward ratio of each and how to best integrate each program into your campaign.

Interview Skills & Salary Negotiations

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Are you confident of your performance in the interview situation? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you able to "sell" your accomplishments without sounding as though you are bragging? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you articulate and well-presented? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you comfortable in a "stressful" interviewing situation with more than one interviewer? |
| <input type="checkbox"/> | <input type="checkbox"/> | Can you quickly and easily accommodate to a new environment? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you an accomplished negotiator, confident of your ability to negotiate the "best" compensation package possible? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you fully understand the potential of various bonus structures and schedules? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you understand the value of equity participation and other non-traditional compensation models? |

Your career coach will help you develop, practice and refine powerful interviewing skills, pushing you to perform at your best, communicate your value and feel comfortable with negotiating your compensation package.

References

- | Yes | No | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Will your references speak positively about your skills, qualifications, experience and track record? |
| <input type="checkbox"/> | <input type="checkbox"/> | Will your references say anything that could be potentially damaging to you? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are your references the RIGHT references for you to use? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to improve the performance of your references when they're talking about you? |
| <input type="checkbox"/> | <input type="checkbox"/> | Can you make the reference-checking process easier for your references? |

If you know that your references may be divulging information that could be construed as negative, let your career coach teach you how to best overcome these situations.

If you answered "YES" to most of the questions and are confident in your ability to manage your job search, then you are reasonably well-prepared to move forward on your own. However, if you still feel the need for the expertise, insights and support of a career coach, don't hesitate for one minute. A career coach can make a huge difference in the speed and success of your job search.

If you answered "NO" to more than just 3-4 of the questions above, I would strongly urge you to consider the value of a career coach and what they could bring to your job search, career performance and compensation. With years of training and experience, career coaches know what works and what doesn't work, how to optimize your results, and how to help you land your ideal position. With your career coach at your side, you can move forward confidently and successfully.