

# CAN COACHING SERVICES BENEFIT MY CAREER?

✉ [julie.l.s@optusnet.com.au](mailto:julie.l.s@optusnet.com.au) ☎ 3342 0176

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

- *Do you know what a career coach is?*
- *Could you benefit from the expertise of one?*

By definition, a career coach is a trained professional who will guide you through the complexities of skills assessment, job search planning, career marketing and planning. To determine the value a career coach would bring to you, please use 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 in identifying and assessing your qualifications, job preferences, likes and dislikes, immediate objectives, short and long-term goals.

## 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 expect the same level of salary/compensation?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know what skills you have which are transferable between jobs and/or industries?                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you feel as though you are going to be stuck in your current profession for the rest of your career? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have the “right” skills to transition into these high-growth industries?                         |

Your coach will guide you in identifying and evaluating all of your possibilities and provide you with critical market intelligence to formulate your job search action plan.

### Personal & Family Issues

- | Yes                      | No                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have personal or family issues that are directly affecting your job search?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Is relocation out of the question?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Is your age influencing your campaign results?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a physical disability that might be negatively impacting your search, but has not previously affected work performance? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you worried that your job search has not progressed at the pace you anticipated?  |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you need an advisor, a confidante or a job search partner?   |

Your coach can be a sounding board, helping you determine how to evaluate and prioritise these issues, how to best overcome obstacles standing in your way and how to best position those issues to your advantage.

### Career Marketing

- | 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 know which marketing channels are the RIGHT marketing channels for your search? This can include Linked In.            |
| <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 a job search strategy, the value, risk/reward ratio and how to best integrate each program into your marketing 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?                                |

Your career coach will help you develop and refine powerful interviewing skills, pushing you to perform at your best, communicate your value and earn a compensation package well beyond your original expectations.

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- If you can 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, do not hesitate for one minute.
- If you answered **“NO”** to at least 5 questions above, I would strongly urge you to consider the value a career coach could bring to your job search, career performance and career goals.

With over 15 years of professional human resource management experience and international accreditation as a coach and résumé writer, Julie can assist you to land that ideal position. Don't feel stuck, confused or unmotivated... with a career coach by your side, you can move forward confidently and successfully while gaining clarity and motivation!