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WHAT IS CAREER COACHING

Career Coaching vs. Career Counseling:

Career counselors typically offer aptitude testing, job search services, resume writing and some career management advice; while **career coaches** offer career management advice and coaching specific to career issues. Career coaches help clients gain clarity about what they want in their next career.

Coaches and Clients:

- Have coaching conversations that help the client to evaluate and analyze their next steps and job choices.
- They may help clients design job-search strategies and learn interviewing, networking, and negotiating skills, and how to craft a strong verbal pitch.
- Help clients manage the change and stress of work, ready themselves for promotion, and map out career strategies.

Typical Coaching Areas:

- Coaching for those who are between jobs.
- Those who are still employed who want to advance within their existing company.
- Those who want to leave one job and find a better one.

CAREER COACHING HELPS CLIENTS TO:

- ✓ Become 'career self-reliant' by taking control and ownership of their own career development
- ✓ Speed up a job search by setting priorities and getting highly strategic in their actions
- ✓ Translate experience into job opportunities
- ✓ Improve interviewing, networking, and negotiating styles
- ✓ Use assessment tools to increase understanding and credibility
- ✓ Find 'right work' – a career path that feels valid and best
- ✓ Remove blocks to career progress
- ✓ Learn communication styles
- ✓ Promote a win-win balance of work-life priorities

Motivational Video:

This link may be helpful for both visioning and inspiration: <http://thepowerofideas.com/common-regret-people-end-lives-avoid/>

Source: Grodzki & Allen (2005). *The Business and Practice of Coaching*, W.W. Norton and Company: New York

Organizational and Leadership Coaching

ACADEMIC LIFE COACHING | BUSINESS COACHING | CAREER COACHING | PERSONAL & WORK-LIFE COACHING
EXECUTIVE/LEADERSHIP COACHING & TRAINING | WORKPLACE WELLNESS COACHING