

Published by CARMEL PASCOE – UNDER YOUR HAT LIFE COACHING & MENTORING

## *“UNDER YOUR HAT – Where REAL CHANGE Happens”*

Over the last couple decades, a significant development 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 resume books, and a myriad of self-help articles on social media.

Are you taking advantage of this coaching service availability?

Do you know what a career coach is? How coaching is different from career advice or career guidance?

Could you benefit from the expertise of a career coach?

By definition, a career coach is a trained professional (usually in the counselling and/or job search industry) 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, answering “YES” or “NO” to each question.

### **Career Assessment & Focus**

- Do you know “who” you are – professionally/occupationally?
- Do you have a clear understanding of your most significant skill and qualifications?
- Are you clear about your career objectives?
- Do your skills and qualifications match your objectives?
- Do you know what types of activities you do NOT want to engage in?
- 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 preference, likes and dislikes, immediate objectives and long-term goals, your strengths and weaknesses, and your true values. Your coach will help you evaluate your worth in the employment market and your value within specific industries.

### **Career Change & Transition**

- Are you considering changing career paths, professions or industries?
- Can you find an equivalent position if you make such a change?
- Will you command the same level of compensation?
- Do you have skills that are transferable between jobs and /or industries?
- 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 in 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 coach will guide you in identifying and evaluating all of your possibilities and help you gain critical market intelligence to formulate your job search action plan.

## Personal & Family Issues

- Do you have personal or family issues that are directly impacting your job search?
- Is relocation out of the question?
- Is your age impacting your campaign results?
- Are you tied to your current community because of out-of-work activities that you are involved in?
- Are you feeling depressed/frustrated because your job search has not progressed at the pace you anticipated?
- Do you need an advisor, a confidante or a job search partner?

Your coach can be your sounding board, helping you determine how to evaluate and prioritize these issues in relation to your search, how to best overcome obstacles and how to best position those issues to your advantage.

## Career Marketing & Job Search Management

- Do you understand that the job search process is like the sales process?
- Do you understand that YOU are the product you are selling and that you must effectively merchandise and promote the “product” (yourself)?
- Do you understand all 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?
- Do you know which marketing channels are the RIGHT channels for your search?
- Do you know how to best optimise your networking contacts and results?
- Do you know which advertisement 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/Wage Negotiations

- Are you confident of your performance in the interview situation?
- Are you able to “sell” your accomplishments, without sounding like you are bragging?
- Are you articulate and appropriately well-presented?
- Are you comfortable in a “stressful” interviewing situation with more than one interviewer?
- Can you quickly and easily assimilate to a new environment?
- Are you an accomplished negotiator, confident of your ability to negotiate the “best” compensation package possible?
- Do you fully understand the potential of various bonus structures and schedules?
- Do you understand the value of equity participation and other non-traditional compensation models?

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 that may very well exceed your expectations.

## References

- Will your referees speak positively about your skills, qualifications, experience and track record/potential?
- Will your referees say anything that could be potentially damaging to you?
- Are your references the RIGHT references for you to use?
- Do you know how to improve the performance of your references when they're talking about you?
- Can you make the reference-checking process easier for your referees?
- Do you know how best to overcome situations where your referees may divulge information that could be construed as negative?

If you answered **"YES"** to most of the questions and are confident in your ability to manage your job search, then you are reasonable 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.

**Our coach at Under Your Hat Life Coaching and Mentoring** is a trained profession and can make a huge difference in the speed and success of your job search.

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

## Supplementary Coaching

If you decide to use the services of **"Under Your Hat"** you stand to access an even broader and deeper coaching experience because our coach is also a professional life coach, and therefore, at no additional cost, you get the benefit of a career coach who can also help your personal and professional development over and beyond your job search. You WILL stand out in the candidate list!