



ABOUT CAREER COACHING

Let's face it, we are all Free Agents today, with the average tenure for a job being 3-5 years. Gone are the days of having job security or loyalty on the part of the company or employees. "At-will employment is a term used in U.S. labor law for contractual relationships in which an employee can be dismissed by an employer for any reason (that is, without having to establish "just cause" for termination), and without warning, as long as the reason is not illegal" (Wikipedia).

The goal for an employee today is to remain relevant with respect to having the up-to-date skills required by companies. Experience is secondary to this and does not equate to meaning that you have relevant skills. In fact, "strong experience" can be equated to outdated skills. Each time you are conducting a job search, you must prove yourself as compared to your competition. In addition are the many challenges today in a job search, particularly for those in a career transition post 50 years of age.

In addition to these new dynamics of a job search are the methods, tools, systems and automation used. The role of recruiters is under a major transformation today as organizations find more effective ways to compete for top talent. I conducted such a transformation for a global Talent Acquisition organization. I teach Talent Acquisition at UCSD and have researched the current and future trends. Career seekers often make a mistake by equating a job search to a resume and clicking on the Apply button. Google these topics to realize how outdated and ineffective this type of job search is.

My approach to career coaching is to educate and guide my clients on these changes in order to justify the rationale of the recommended job search techniques specific to what their job search strategy is. Mostly, it is the results my clients achieve that support the approach I recommend. Be sure and view the testimonials on my website.

Recommendation:

I offer a 2-session package for resume only, and a 6-session package covering the fundamentals to a job search today and how to apply them. Programs can be customized depending on your unique needs. Typical elements covered include...

- Understanding the new dynamics, tools, methods, systems used associated with today's job search
- Considering alternate job search strategies (e.g. Gig Economy, Portfolio Careers, Part-time, Contractual, Consulting, Fractional, Not-For-Profit, Small to Medium Businesses, Board Opportunities, etc.)
- Understanding your job | career | life strategy
- Creating and branding your job search foundation, Resume & LinkedIn profile
- Personal Branding
- Networking Practices
- Use of External Recruiters and Search Firms

- Interview Preparation
- Salary Discussions & Offer Negotiation

A common sequence of the sessions includes the following:

Step 1. The Foundation. Development of a “branded” resume & LinkedIn profile. The first 2 sessions are devoted to teaching you how to differentiate yourself and accentuate your relevant competencies and results that relate to your desired job.

Step 2. Navigating LinkedIn. Whether you embrace social media or not, session 3 will instruct you how to use LinkedIn for the job search and finding your way into the company vs. just clicking on the Apply button.

Step 3. Making A Connection. Session 4 preps you for the phone screen and in-person interviews. The prior steps got you into the door, now you must Wow them, demonstrating the confidence and ability to provide the value they need.

Step 4. Complimenting Your Search. Session 5 is learning how to work with external recruiters and search firms.

Step 5. Extending Your Search. There are many reasons why we may need to extend our search. Session 6 focuses on what to do when your job search stalls.