

Why Hire A Career Coach?

Sure, there's a lot of material on the web that people find helpful in a job search. You can certainly pick up an idea or two here and there. But too often, a plan based on reading articles (which may not be up to date), hearing a good speaker occasionally, and trying out "tips and tricks" from "experts" leads to little else than a longer search.

That's often when people say, "I have to do *something different!*" Just as when you need an attorney or a physician, call someone who's a specialist, a professional with a *program*.

Here are 15 things a career coach can really do for you that you cannot get elsewhere. (We'll use both *he* and *she* throughout.)

1. RESULTS: Show me the money

Your career funds your life. *Your family's life.*

What would you make per week if you were being paid your target salary right now? Meaning, a good job or a *better* salary than



you're making now? If you're out of work and you land even a month sooner than you would by trying to go it alone – you could get that coaching fee BACK in salary and benefits in 1-2 additional pay periods, right? How long have you been doing a job you don't want, or have been out of work? Or maybe you're an underemployed new grad? So aren't you *already* paying for it by not

getting anywhere? Talk to a coach and learn what is possible. The fee is far less costly in the end than a bad salary/no salary, month after month, year after year. Not to mention the misery of a bad fit.

More About Results: Usually a career coach's work results in higher income, shorter searches, decisions of a higher quality, and more happiness. You deserve to succeed!

2. Recruiters and Hiring Managers see the difference

We've had recruiters tell us that *coached* clients are focused, know themselves well *and* can readily relate their success stories to employers' needs. Thus coached candidates have a much better chance of recruiters introducing them to *client companies*.

3. Custom help for YOU

A coach gives you help tailored to YOU. Not off-the-shelf, not cookie-cutter program but instead attention to *just you*, what's genuine for you, what's real for you, what fits YOU. Unless someone spends time with you, like a coach, you just can't find this level of help otherwise.

4. Seeing what you have to offer even more readily than you can

That's what a career coach can do: You are too close to yourself to see things about you, even positive things, that the coach can see -- and discuss with you. She will be more objective than you, able to see your gifts and how they can be applied in the real world.

5. Coaches help you generate new ideas and new strategies you can't readily see

Sure, candidates come up with strategies on their own that can work. But what happens if they *don't* work -- where do you go from there? A coach will help you develop new strategies and methods as you go along in the search. He gets to know you so he can spot potential and opportunity you can't see because you're too close to *you*, the "product". Even your friends and family are too close to you.

A coach gives you perspective on developments in your search, so that you know what you can do something about, and what you can't. A good coach helps *you* even if it's YOU that's getting in your way!

6. Confidence, perspective and a sense of "I can DO this!"

She will help you build on *and* communicate successes, usually reducing the syndrome of "I was perfect for that job but didn't even get an interview...." More interviews = more offers.

7. Staying focused on *you* investing time and effort into your career

Qualified career coaches are more about *careers* than "just finding a job", although they focus on the real-world side of search as well. What you learn during a career coaching project, you will use again and again.

8. Helping you give fitting answers to tough or awkward questions

Do you know how to deal with "We think you're overqualified"? Or how to answer the "weakness" question? Do you have a gap in your work history, unrelated jobs, or a firing? A good coach works with you to generate honest answers, *but* answers that advance your search.

9. Setting goals, staying motivated

A good coach helps you set realistic goals, and helps you stick to them, AND helps you stay motivated despite ups and downs.

10. Working for you, not the employer

Career coaches work for *you*, not a hiring company. Just you.

11. Help with vital decisions

Your coach is your personal "sounding board" and part of your unofficial Board of Directors. She'll help you decide on ways to go – by helping you weigh and measure between and among options.

12. Continuity: Ongoing temperature checks of how it's going

The coach is there after each interview, for example, to debrief with you: how did it go, what does it mean and what's next?

13. Often the career coach will take you "under their wing"

They give you the latest info and best tools with more sense of urgency than they'd give it to others. And they may introduce you to their network, when you're ready, for example.

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14. Career coaches know the latest REAL ways to land a good job

A good career coach knows the latest in many, many job search topics and issues. Good coaches stay current in every way, making sure they know how and why employers and recruiters are hiring. A good coach has had many other clients, has seen what's worked/not worked. She helps you avoid time-consuming mistakes and myths of job search.

15. Way more than just resumes – because it's way more than a resume that lands you a great job today.

Qualified and successful career coaches have the appropriate business, academic, technical *and* work background to help you in the deep fashion necessary today. Usually, a good coach or their associate will work with you to build a resume ("pretty" and ATS versions), LinkedIn (your profile *and* how to use it), strategies, interviews, networking, productivity, offers and acceptance, what to do in the first 21 days on your new job.

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Coach Qualifications

There are different ways coaches come to this field: Advanced degrees in Counseling or similar are among the premier qualifications, because such training gives the practitioner the psychological background and necessary professional standard of ethics. Others have recruiting or talent acquisition experience. Some learn through certifications and experience. But *great clients* teach us the most!

The *best* credentials: *How do the coach's clients succeed?* What do their references or LinkedIn recommendations say about them? To what professional organizations do they belong? How long have they been in business? A good career coach has a track record of success. Professional associations include the Association of Career Professionals International and Career Directors International.

In many states in the US, there is no single, standard certification or licensure necessary to do career coaching, so beware of those who call themselves "career coach" but who do not have the qualifications.

About coaches' fees, appointments

Coaches can charge any of several ways: by the hour, by the project, by the task, or some combination of all three. Some see their clients in person, some are all-phone or all-Skype appointments; many have some mix of phone/Skype and in-person meetings.

So just like you hire an attorney for legal issues, or a physician for a medical issue, hire a professional coach to help you with your career.

The fee you pay any professional exists because that professional continues to work long and hard to stay on the leading edge so that they DO help. And *that* gives *you* a huge return on your investment.

Wishing you only the best,

Joanne Meehl

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Why Hire a Career Coach?

Here Are 15 Reasons



Advance in your career: Hire a job search coach
Whether you're an Executive, Director, Manager,
Individual Contributor, or New Grad

This brochure provided by
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