



Career Coach – Anna Martyn

WHAT DO CAREER COACHES DO?



Career coaching is an interactive process of exploring work-related issues – leading to effective action – in which the coach acts as both a *catalyst* and *facilitator* of individual and, in turn, organizational development and transformation. Career coaches connect people with their passion, purpose, values and other critical aspects of their ideal work. They help their clients learn to manage their own careers – whether they work for themselves or for an organization. This empowers the client as they face the typical 5-10 career changes in their life, so that they can continue to grow personally and professionally through their work. They also facilitate the client’s process of developing and implementing a job search or business start-up plan to activate the client’s Authentic Vocation.

Career Coaches:

- Connect people with a deeper level of motivation than “just a job;” clients **discover their passion and purpose** to guide their decisions, empowering them to choose work they love, make a good living and still have a balanced life
- Distinguish themselves from career counsellors and consultants by **building capability in the individual client and getting results in real time**, which leads to creating proficiencies, not just the ability to overcome deficiencies
- Probe for openings that lead to **long-term developmental opportunities** rather than providing just a “quick fix”
- Create effective **coaching interactions** by listening, providing feedback, asking powerful questions, and modelling
- **Remove blocks to career progress**, including such developmental needs as communication, interpersonal skills, lack of clarity, limiting beliefs, incomplete awareness of marketable skills, lack of purpose and more
- Improve clients’ **ability to market and sell themselves** in the job market regardless of economic conditions
- Increase individual **potential for career growth and future earning power**
- Assist clients in becoming “**career self-reliant**,” taking control and ownership of their own career development
- **Enhance their clients’ job satisfaction** through the discovery of their Authentic Vocation™
- **What Do Internal Career Coaches Do (Inside Their Organizations)?**
- Increase the client’s awareness of career paths and **enhance fit** to achieve “right person/right job”
- Improve the capability of both individual and organization to **manage constant change and transition**
- Provide and model **communication styles** that enhance internal problem-solving skills, appreciate differences, and lead to long-term progress, rather than creating dependency on the coach
- Promote a **win-win balance of work/life priorities**, using the desired states of both individual and organization as benchmarks
- Guide organizational systems to **evolve their culture** by increasingly valuing their employees, implementing career development as a priority, and retaining human capital
- **Blend training, organizational development, career/ employee development and coaching** at every level in an organization

To get results and to learn more about how to enhance your personal and/or organizational capability, please call for more information.

