



Select a Career Stage

All Career Stages

OR Enter your Question

Ask

Question

What can a Career Coach do for my career? What does "Career Agent" mean?

Answer

If you have legal issues, you seek a lawyer's advice. When financial planning, you consult your accountant or certified financial planner. So, why not a career coach when planning your career -- the area representing more than 70% your waking life? What does a coach do? A coach acts as your Career Agent, an undeterred champion supporting you through the ups-and-downs of work and life. This includes help to identify your values and assess behavioral style, skills, and experience as a basis for developing a job search strategy or other action plan. In short, a personal career coach helps you make your dream job reality. Today's economic realities are causing many professionals to use coaches to help regain confidence after being downsized or to redirect their career plans after being passed over for a promotion. With aspiring executives, coaches help develop a unique style of leadership. Here are three situations where a coach played an essential role:

- Mike, a mid-career Project Manager, recently lost his job and turned to a coach to jump-start his job search. The coach first helped Mike define the job attributes and work environment characteristics most important to him. The job coach then worked with Mike to find networking contacts and sort through potential job opportunities to determine the right fit. Mike also prepped with his coach before interviews and ultimately, when negotiating the terms of his new position. *The impact of coaching:* Encouragement and structured guidance through a tough job search. Mike's coach helped him focus on what was most important to him in an employer and, when he landed a new job, how to communicate the value he could contribute to his new company.
- Karen recently accepted a new job as an Account Manager, a significant advancement from her previous role as a marketing assistant. However, the promotion posed new challenges in managing client relationships and working with Karen's team. Lacking a mentor within her organization, Karen sought the expertise of a professional career coach to discuss ways to improve her work situation. With her coach, Karen learned about different behavioral types and how to better communicate with her team members and clients. She recognized her own behavioral strengths and identified ways to use her capabilities more effectively. After working with her coach on these issues, Karen approached her manager about modifying her job description to leverage her strengths to the company's advantage. Together they redefined the position to one in which Karen excelled. *The impact of coaching:* A better organizational fit.
- Rob, a young technical professional, felt overburdened by an excessive workload. Personal time was consumed by thoughts of work and relaxing with friends and family became a rare luxury. *The impact of coaching:* Getting back a personal life by setting boundaries and saying No. With support of his coach, Rob legitimized his desire for a life outside of work, better prioritized his existing workload, and learned to say "no" to

