



How can coaching can help change in career structure?

If we are stuck in a 'dead end' job or one we are generally unsuited to, this can lead to unhappiness and stress.

Changing career in mid-life, being made redundant or losing one's job can be fraught with difficulties.

Frequent changes and 'restructuring' have meant that the notion of career paths as they were once known is no longer relevant. Careers are shorter and more uncertain. There is little or no job security or certainty of tenure. Part-time, casual, contractual, consultative and job-sharing options are dramatically changing the workplace landscape irrevocably. Today, the emphasis in the workplace is on job rotation, multi-skilling and lateral promotion rather than specialization and upward mobility.

Individuals are now, more than ever, responsible for their own career development and need to be ever more self-reliant. To avoid being a victim of 'downsizing' or 'rightsizing' employees must ensure that they have the skills and competencies that will make them invaluable to their employers, both present and future

Career coaching is the ideal vehicle to ensure career success.

A career coach can assist the individual in every aspect of their career – from first job to retirement:

- Starting a career
- Transition and change due to company restructure
- Upward or sideways 'promotion'
- Burnout or dis-satisfaction
- Re-entry into the workforce
- Mid-term career change
- Preparing resumes
- Interviewing & presentation skills
- Re-designing current position
- Creating higher visibility & profile
- Retrenchment or job loss
- Coaching your partner

Career coaching - Margaret Stolmack

A career coach will advise and assist you in the following ways;

- Assessing your situation objectively
- Evaluating your career opportunities
- Acting as a resource – researching jobs and careers
- Assisting you to market yourself
- Overcoming the barriers to you obtaining the job of your dreams
- Helping you understand your personal strengths and weaknesses
- Developing career goals and action plans to achieve them
- Providing ongoing support and encouragement

One of the key roles of the manager as coach is to provide career coaching for employees. The primary purpose of career coaching is to help employees consider alternatives and make decisions regarding their careers.

Career coaching roles for the manager as coach

- Conduct a review of current and future career plans
- Assess and discuss the employee's level of commitment to his or her goals
- Provide ongoing support and encouragement during the implementation of the agreed career strategies
- Work with the employees who show the signs of being stressed, dissatisfied or more than usually unhappy with their job

Many interpersonal influences e.g. conflict, power struggles, poor communication skills may adversely affect performance.

Coaching for improved communication skills, ways to resolve conflict, dealing with stresses will enhance performance and keep the individual focused on the long-term career goal. The executive often needs coaching when he is uncertain over his/her future career, dealing with career change, coping with promotion, redesigning his current position or has trouble balancing life/work issues. There are many career 'derailers' which the executive career coach can identify and eliminate.

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