

CAREER JOURNEY

EMPOWERED

Career Coaching Guide

Introduction

Your career is a journey that will take you to places you have never imagined and create an impact greater than you planned. The Career Journey Empowered coaching program is designed specifically for educators, non-profit professionals, and others in the social sector that are looking to make career changes (and maybe even venture into self-employment and entrepreneurship).

Program Outcome: Increase your social impact and your financial income through a career that matches your passion and your skills.

Action Steps:

1. Four coaching sessions are focused on (in order):
 - a. Clarifying Your Career Goals
 - b. Presenting Your Authentic Self
 - c. Building Your Community
 - d. Preparing for Interviews and Negotiations
2. Complete each section of this guide before scheduling the corresponding coaching session.
 - a. You will be asked to share your responses during our coaching session
 - b. Answer each question honestly - there are no wrong answers
3. Coaching sessions are scheduled through Calendly by participants
 - a. 45-60 minute one-on-one coaching sessions via Zoom
 - b. Recommended at least 1 week apart
4. Additional coaching sessions as needed

Clarifying Your Career Goals

Coaching Session #1 Prep Work

The following questions will help refine your basic short term career goals. Answer them honestly.

1. What is your target salary?
2. Work Setting
 - a. Do you have a preference for fully in-person, fully remote, or hybrid?
 - b. What geographic areas are you open to working (in person or remote)?
3. Industry
 - a. What industries are you considering?
 - b. What specific companies, organizations, schools are you interested in?
 - i. What do you like about them?
 - ii. Do you know people who work at these companies?
 - c. Are there specific leaders or people you want to work with/for? Who?
 - i. What do you like about them?
 - ii. Do you know them or have mutual connections?

The Mental Shifts of Career Change

The following questions will help you think and prepare for the mental shifts that happen in a career change. This is the area that you have the most control over, yet it also is where many people are unprepared and unsupported. Be honest!

4. How do you envision your life changing for the good with a career change?
5. What will be true in a year if everything works out well?
6. What keeps you up at night when you think about making a career change?
7. What is the “worst ending” to the story if things don’t work out well?

Who Are You, Really?

As you make a career change, you shift what you are doing but you should not shift who you are. In fact, you should make a career change into a role that lets you be more of who you are. This next set of questions are designed to clarify your values.

I invite you to use the list of values from Brene Brown to help with the right words.

<https://brenebrown.com/resources/dare-to-lead-list-of-values/>

8. What are 10 adjectives that your co-workers, supervisors, direct reports, or customers/clients would use to describe your values?
9. Go back to that list and put a single line through the ones that you know do not fully align to who you are.
10. For your next steps in your career, list 10 adjectives you want co-workers, supervisors, direct reports, or customers/clients to use to describe your values.

List of Values (<https://brenebrown.com/resources/dare-to-lead-list-of-values/>)

Accountability	Fun	Personal fulfillment
Achievement	Future generations	Power
Adaptability	Generosity	Pride
Adventure	Giving back	Recognition
Altruism	Grace	Reliability
Ambition	Gratitude	Resourcefulness
Authenticity	Growth	Respect
Balance	Harmony	Responsibility
Beauty	Health	Risk-taking
Being the best	Home	Safety
Belonging	Honesty	Security
Career	Hope	Self-discipline
Caring	Humility	Self-expression
Collaboration	Humor	Self-respect
Commitment	Inclusion	Serenity
Community	Independence	Service
Compassion	Initiative	Simplicity
Competence	Integrity	Spirituality
Confidence	Intuition	Sportsmanship
Connection	Job security	Stewardship
Contentment	Joy	Success
Contribution	Justice	Teamwork
Cooperation	Kindness	Thrift
Courage	Knowledge	Time
Creativity	Leadership	Tradition
Curiosity	Learning	Travel
Dignity	Legacy	Trust
Diversity	Leisure	Truth
Environment	Love	Understanding
Efficiency	Loyalty	Uniqueness
Equality	Making a difference	Usefulness
Ethics	Nature	Vision
Excellence	Openness	Vulnerability
Fairness	Optimism	Wealth
Faith	Order	Well-being
Family	Parenting	Wholeheartedness
Financial stability	Patience	Wisdom
Forgiveness	Patriotism	
Freedom	Peace	Write your own:
Friendship	Perseverance	

Good Ancestor

We all have heroes that we look up to that inspire us to carry on their legacy. For some, it might be a parent, grandparent, or another relative. It could be a teacher or coach we had as a youngster. As we look up to those people, we need to realize there are people who we inspire.

When we pass on from this world, the only thing that truly remains is your legacy – how people remember you for how you made them feel. Your legacy is not defined by the job titles you had throughout your life – it is about how you helped people in those roles. Do you want to be a good ancestor?

Fill this next section with words and phrases that you want people to speak about you when you are no longer around.

Once you have completed this section, schedule your first career coaching call.

Presenting Your Authentic Self

Coaching Session #2 Prep Work

This coaching session will focus on how to present your most authentic self towards your career opportunities. Before our coaching session, you will need to email me the following:

1. Your resume via word or google doc
2. Your LinkedIn address (and connect with me!)
3. Links to 3 jobs that you would consider pursuing
 - a. We will be focusing on Job Descriptions
 - b. It can be from any geographic area, salary, etc. The focus is finding a job description that matches what you are interested in pursuing.

Once you have sent these to me, schedule your second coaching call.

Strategies to presenting your authentic self

We will cover how to implement these strategies during our coaching call

- Present yourself as the person who you are becoming
- Be aware of the self-sabotaging internal soundtracks and replace them with nourishing mantras and affirmations
- Be aware of the self-deprecating or negative words you communicate to other and replace them with words that speak of your strengths and value
- If you are transitioning industries, take an inventory of your skills through the lens of the career you are entering (we will work on this during coaching)
- List the buzzwords in your current career and find the translation of those words in the career you are entering
- Remember that your values shouldn't change much, but how you live out those values will always change based on context. Communicate a healthy balance of your values and your accomplishments.

Building Your Community

Coaching Session #3 Prep Work

Networking is typically seen as a business strategy based on short term transactional connections. In other words, networking is thought of as the primary way to meet people who are looking to hire you for your new career.

In profit-first industries, the bottom line is money and networking is part of reaching that goal. More money for you, the potential employee. More money for the company if they are able to hire someone to make them more money.

However, if you are focused on people-first industries (non-profit, education, or other people-first organizations), then a greater focus must be placed on how to build your community.

Networking	Building Community
Short-Term	Long-Term
Transactional	Relational
Making a sale	Making a connection
Let me tell you about me	I want to learn about you
Hire me!	How can I help you?
I'm looking for a job	I'm looking for an advocate

In this coaching session, we will talk about your experiences with networking and connecting with people. To prepare, complete the following to the best of your ability:

1. Who do you know in the industry you are targeting that knows you?
2. Who do you need to connect with in the industry you are targeting?

On a scale of 1 (low) – 10 (high),

3. How would you rate your networking experience? _____
4. How would you rate your confidence when talking with people? _____
5. How would you rate the size of your network? _____

Once you have completed these questions, schedule your third coaching session.

Strategies for Connecting:

Working the Room

If you are at a conference, networking session, etc, use this FORD to remember how to make small talk:

Family – Are you married? Have kids? Animals?

Occupation – what do you do for work? Volunteering?

Recreation – What do you do for fun? Relaxation? Self-Care?

Dreams – What do you see yourself doing in a year? 5-10 years? What do you want your legacy to be?

Try to **always** exchange contact information – especially if you sense that the person has a similar passion and purpose as you.

Follow-up within two days to set-up a one-on-one call or meeting. The structure of the email or text should include:

- Recap of where and when you met them
- Specific ask to connect including how long the meeting is (30 minutes is good) and when you want to meet (this week or next week).
- State your purpose – that you want to learn more about them and their organization.
- Share your calendar link if you have one.
- Thank them!

It could look like this:

It was great to connect with you at the Table Action Group meeting the other day. Do you have about 30 minutes to connect next week? I would love to learn more about you and your organization. You can use my calendar link to find time to meet. Thank you!

Top Five Questions in an Initial Call or Meeting

1. What has been your journey to get into the role/company you are now?
2. What are you most proud of in the work you have done?
3. What is the one thing that keeps you up a night about your work?
4. How can I help you?
5. Who do you recommend I connect with? Can you connect us?

Preparing For Interviews and Negotiations

Coaching Session #4 Prep Work

This coaching session will help you prepare for your interviews and negotiations. Answer these questions before scheduling your coaching call.

Interviews

1. When was the last time you did a job interview?
2. What is your best interview experience? Why was it the best?
3. What is your worst interview experience? What made it so bad?
4. Do you talk too much or too little in interviews?
5. What feedback have you received about your past interviews?

Negotiations

Negotiating the terms of your employment are important as it sets the baseline for future pay increases, promotions, benefits, etc.

6. What is your experience with negotiations?
7. How confident are you in asking for a higher than median salary?
8. What benefits are important for you to have? Consider time off, insurance premiums, gym reimbursements, mental health support, professional development, leadership development, ownership of material you create, etc.

Once you have completed these questions, schedule your fourth coaching session.

Interview Strategies

Clearly communicate how you add value to the company.

- Approach the interview with a consultant mindset
 - o The company is looking for someone who can make decisions and take action towards solving a problem
 - o Highlight how your strengths would fill that need

Your interviewers typically have a rubric to rate your interview.

- Some interviews will give you the rubric – look for keywords to use during your interview
- The job description may give you an idea of the rubric
- The company's values will likely be part of the rubric

You are in a conversation – not an interrogation

- Research backgrounds of the people who are (or you think will be) on the interview panel
- When they ask you a question, be sure to think about the question behind the question
- Craft your answer toward what is on the rubric, not as a robotic response to their question
- Be personable and connect with the interviewers

STAR Method – “Tell me about a time...”

Situation (20%)	Describe the setting of the situation - Plan the main 2-4 points needed to clearly explain the setting - These points should connect straight through the task, action, and results - Do not include irrelevant details or overexplain – if you confuse you lose
Task (10%)	Describe the goal of the task in the situation. - The task should align with your actions and results. - If the situation had multiple tasks, choose the one that aligns best - The task you choose does not need to be the main task of the situation. In the interview the purpose is to highlight your actions and results. - Be sure it was a task that you led, not a task that you were simply part of
Action (50%)	Describe the actions you took to complete the task and reach the goal. - Talk about the actions that align from the goal to the results - Talk about actions that highlight the desired skills for the job - Do not talk about actions that do not align or diminish the interviewers perception of your skills - You should speak authentically of what actions you took – even if they were not a substantial part of the task. We will talk about this more during your coaching session
Result (20%)	Describe the results of your actions. - Use tangible results (percentages, numbers, etc.) and avoid generalizations (“good results”, “we improved”, etc.) - Being humble here will hurt you. How would some who loves you describe what you did? - Include important lessons you learned that speak towards your growth mindset and teachability.