

Career Coaching—More Than Just a Job Search

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If you ask people what career coaching is, many will say it involves helping someone find a job. While this is true in many cases, career coaching is significantly more far-reaching. Career coaching is an ever-expanding field as more people look to coaches to help them create and achieve short- and long-term career objectives.

Some of the areas where a career coach can support you include:

Assessments—a number of professional assessments can shed light on your strengths and weaknesses as a manager and leader. Myers-Briggs, Print, and DISC are examples of assessments that can help you sharpen your skills and identify blind spots. When taken as part of a coaching program, he or she can help you address and integrate elements of your assessment into your daily routine.

Finding a balance between your personal and professional lives—a coach helps you prioritize your life around your values and responsibilities. Making conscious decisions about how to spend your time and being accountable to these decisions can be a very valuable coaching endeavor.

Providing a confidential sounding board—managers and leaders can benefit from having a confidential sounding board to help them test and refine key strategic or operational initiatives prior to launching a new program or concept.

Creating and refining long-term career objectives—a career coach can help you better understand how what you are doing today (or what you are not doing) might affect your long-term career vision and goals.

Innovation and creativity—career coaching can help provide innovative ways to look at routine tasks and situations. Coaching can help pump renewed energy and life into a “stale” organization or bring about realignment with an organization’s mission.

Providing an executive perk—providing valued employees with career coaching is a way to show appreciation for their contribution to the organization. It’s also a great way to assess not only an employee’s present “worth” to the organization, but his or her potential contribution as well.

Planning for retirement—retirement coaching is booming! Retirement offers many people the financial flexibility to try something new. Just like most other things in life, however, a solid plan is essential. A coach can help you sort out the possibilities for your retirement including launching a second career.

Coaching is all about increasing your self awareness and opening possibilities. Working with a career coach ensures that your career path is intentional rather than coincidental.

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