

Career Management Coaching

With Learning Guide Dr Ann Villiers, *Mental Nutritionist*®

- ✓ Are you wanting this year to be a better year career-wise?
- ✓ Are you unclear about what you have to offer and how to 'sell' this to a selection panel?
- ✓ Do you want to become a 'career activist' (<http://www.selectioncriteria.com.au/a-careeractivist.html>) with a more systematic approach to managing your career?

If you answered YES to any of these questions, you recognise that it's your job to manage your career, and you're willing to take disciplined action. In this case Career Management Coaching may be a wise choice.

Career Management Coaching is based on my experience of leading programs in applying for public sector jobs, work/life wellbeing, and confident communicating. What I've discovered is that people can limit themselves by how they think about themselves, the work they do, the application process, and workplace behaviour. Because they don't know what they have to offer, or undervalue what they do, they undersell themselves both informally at work and formally during job application processes and performance reviews.

These days people need to take responsibility for managing their career. This means:

- Giving some thought to what you are doing now and where you are heading.
- Knowing what you have to offer and being able to sell that to others.
- Engaging in some self-assessment and reflecting on your goals.
- Building career success skills, such as networking and self-promotion.
- Taking professional development seriously and actively engaging in continuous learning.

This knowledge comes easily to some people, less easily for others. One way to make the process of acquiring this knowledge easier is to seek someone's help. Sometimes we can't see the wood for the trees and need an impartial observer to draw out our best.

This is where Career Management Coaching comes in. It's an intensive, strengths-based program where we systematically unfold the layers of what you do and discover its value, unearth more of your potential and provide the skills and strategies to set you up with clear outcomes that support your career, your professional development and your job search.

Career and career development

What do I mean by 'career'?

The National Steering Committee for Career Development Guidelines and Standards 2004b defined career as:

“A lifestyle concept that involves the sequence of work, learning and leisure activities in which one engages throughout a lifetime. Careers are unique to each person and are dynamic: unfolding throughout life. Careers include how persons balance their paid and unpaid work and personal life roles.”

They define 'career development' as:

“The lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving future.”

What is Career Management Coaching?

Career Management Coaching is a partnership-based service that involves working with you to take you through a series of exercises that supports you in gaining clarity and managing your career. Dr Ann Villiers, *Mental Nutritionist*®, is your personal learning guide who coaches you by phone and email to take you through identified steps over an agreed time period. Admission to this program is limited, but you have unlimited access to your learning guide once you join.

The partnership is:

Dedicated: to you and your needs.

Focussed: on you reaching your goals and what is important to you.

Committed: to meeting the timing and action goals of this program.

Exclusive: places are limited so that you gain maximum attention.

Responsive: when you need support it is available.

The program is completed in six - eight months via exercises, 2 x 30 minute coaching phone calls per month and unlimited email access.

Who is Career Management Coaching for?

Career Management Coaching is ideal for time-stretched people who:

- are serious about achieving goals in a structured way, and
- are willing to learn more about themselves in order to succeed, and
- have the stamina to devote time to making changes and
- will commit to the program with agreed commitments.

What's in it for you?

The purpose of Career Management Coaching is to give you the thinking, writing and speaking techniques and tools that feed your success.

I help you strategically (e.g. how to position yourself, how to identify the value of what you do, how to be more engaged at work) and tactically (e.g. how to talk about your strengths at interview).

We start by reaching a mutual decision as to whether the program is right for you. If it is we begin by establishing your goals based on the program menu. We work out a detailed plan with specific completion dates and we'll schedule 30 minute phone call times to discuss progress and accomplishments. You will be accountable for specific completion activities on certain dates.

Here's some of what you can expect to gain from this program:

- Identified outcomes met.
- Clarity about how you define yourself, your core values and priorities.
- An in-depth analysis of what you have to offer employers and its value.
- Identified critical incidents to use to demonstrate your capabilities.
- Improved writing techniques for selection criteria.
- Insight into your communication and leadership style.
- Identification of your 'signature strengths' – those that give you the most satisfaction in what you do.
- Increased self-confidence and capacity to sell yourself, including impression management strategies.
- Strategies for using professional development opportunities effectively.
- Strategies for building resilience and fostering your wellbeing.
- Tips on building career success skills such as networking, presentation skills, self-promotion, language and voice skills.

Tangible outcomes include:

- An action plan for managing your career.
- A complete and up-to-date resume.
- Reviewed and revised statements to selection criteria.
- Databases of skills, subject knowledge, qualities, strengths, achievements.
- Improved career success skills.
- Enhanced employability.
- Sabotaging beliefs reframed into supportive beliefs.

What this program is not

This program is not about matching you to a particular job nor is it a training or counseling program, although you will acquire some skills along the way.

Program menu

These are typical steps in this program:

Outcome Planning (This step is complimentary. Then you commit.)

We will devote the first session to establishing exactly what outcome you want from Career Management Coaching, what you would like to be different in the future from what is the case now, and how you can get there.

Gaining clarity

To gain clarity about who you are and your priorities you'll complete a range of clarity-building exercises, including tools that deal with your values and self-defining labels.

Portfolio identification

You will identify all your skills, knowledge, qualities, achievements and results so you have a complete record of what you have to offer an employer. No stone will remain unturned! You will discover talents you'd forgotten about or had ignored as unimportant.

This set of exercises gives you an in-depth understanding of your portfolio of practical skills, knowledge and qualities, a data base of critical incidents to demonstrate your capabilities, and an understanding of your 'signature' strengths, being those that will give you the greatest sense of engagement and satisfaction. We'll then discuss how you are using these strengths particularly in the workplace, how you can apply them more widely for greater satisfaction, and how you can build them or other strengths to expand your repertoire.

Autobiographical Resume

You'll develop a comprehensive historical resume that can be adapted for any specific job applications.

Selection Criteria Review Service

I will review either one of your past applications and/or a new one and provide suggestions for improving it. This will set you up to write independently.

Communication and leadership style

You'll complete an online tool called *Influence Dimensions* which will give you a report on your communication and leadership style. We will then discuss what this information means for you both in presenting for an interview as well as in the workplace so you can expand your interpersonal skill repertoire.

Self-Promotion tools

You will develop techniques for talking about yourself in ways that are confident but don't sound cocky. Learn how to talk about your strengths and achievements, how to build credibility, use a powerful voice, mix and mingle with poise, introduce yourself memorably.

Interview coaching

You'll identify the sorts of questions you could be asked during a job interview and then coached in responding to them in ways that will convey your skills, knowledge and understanding. Most importantly, you'll learn to talk in terms of your value proposition.

Professional development opportunities

Based on your goals and portfolio we'll identify what professional development (PD) you'll undertake to move you towards your desired outcome. We'll discuss how you'll incorporate this into any performance management process and how you'll gain the maximum value from your PD.

Action Plan

You'll complete this program with a three month action plan designed to move you towards your desired outcome. (See Free Bonus #2)

Other steps are included to meet your specific needs. These may be around speaking up at meetings, presentation skills, influencing skills, interpersonal skills.

Is this right for you?

This program is for people who are serious about managing their career, wish to consolidate their current position and/or move into their next job, particularly if it's in government. So you need to be a person who is willing to:

- devote time and effort to reflecting on, analysing and recording your history;
- reflect and gain insight into yourself;
- learn and change thinking, writing and speaking habits;
- commit to the program and take action.

If:

- You've missed or botched past opportunities.
- You've been to courses and haven't taken action.
- You know you've got much to offer but haven't figured out how to express it.
- You've seen lesser talented beings move ahead of you.
- You're wanting a government job or looking to move to another one.
- You suspect you're not well positioned for opportunities either externally imposed (e.g. by restructures or redundancies) or personally chosen (e.g. your dream job is advertised)

... then this program may be for you.

What do you do next?

Your total investment for Career Management Coaching is \$3800.00 (GST incl.) plus phone calls. You can pay the full amount up front or you can pay in two installments, one up front and the other after one month. You'll find a registration form at the end of this brochure.

In addition to the ten-step program, you receive four free bonuses:

FREE BONUS #1 A complimentary copy of *How to Write and Talk to Selection Criteria* 4th edn. or *Gorgeous Daring Dames, How to grow in confidence, clarity & commitment* (\$27.50)

FREE BONUS #2 Continuing email access for the next three months as you implement your action plan following this program. (at least \$750.00)

FREE BONUS #3 A complimentary copy of *101 Interview Questions* (audio CD) and *Winning Performance at Job Interviews* (ebook) valued at \$60.00)

These add over \$800.00 in value to this program.

4. To be more influential with others

Ann draws on her understanding of and skills in influencing to guide you in expanding your impact with colleagues, clients, the interview panel. You need to have a flexible and wide repertoire of communication tools to sell yourself. Ann specialises in using language effectively to persuade and promote ourselves. She uses her training in the *Influence Dimensions* tool to help you understand your influencing preferences.

5. To increase your employability

Day-to-day habits can undermine your reputation, tarnishing your credibility or simply just not position you to be flexible and adaptable. Coaching helps identify these habits and offers other options.

6. So you can see the wood for the trees.

We're so familiar with what we do we tend to discount its value, undersell ourselves and not recognise the potential that's there. As a disinterested observer Ann is skilled in making links, teasing out your strengths and helping you see the value of what you do.

7. So you don't miss out on grabbing opportunities

If you don't know what you have to offer you'll likely miss out on opportunities. Ann helps you identify your full portfolio and its value so you are better positioned for opportunities.

If you would like to talk through any aspect of this program please call me on 02 6254 5023 or email me via Contact Us on my web site.
(www.selectioncriteria.com.au)

I look forward to working with you.

Ann Villiers
Mental Nutritionist®

P.S. Make this year a memorable year. Remember, we get, on average, about 700,000 hours of life and you've already lived some of this! Time could be running out.

Career Management Coaching Registration

Yes I would like to register for Career Management Coaching and will commit to a structured, systematic process to benefit my career.

Payment options:

Single payment of \$3800.00 []

Two payments of \$1900.00 []

Name:		Position:	
Organisation:			
Postal Address:		Postcode	
Phone:	Fax:	Email:	
Payment type:	Cheque [<input type="checkbox"/>]	Visa [<input type="checkbox"/>]	Mastercard [<input type="checkbox"/>] Direct transfer* [<input type="checkbox"/>]
Card No:	/	/	/ / Expire date: /
Name on card:		Signature:	
Date:			

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Cheques made payable to:
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