



## Advantages of an Executive Coach

(Along with a few disadvantages)

“In any game, a player who wants to make it big looks for a good coach to guide, cajole, counsel, encourage, teach, mentor, and explore the possibilities.” J.E. Walker

“People who use a career coach **find jobs 15% to 46% faster** than those who don't.” [Recent Lee Hecht Harrison Study]

Many of us spend serious money on personal trainers, golf lessons, tennis lessons, ski lessons and more. Why? Simply, **we want to improve**. But none of those activities will help us become more satisfied with our job, earn more money, perform better in our current assignment or land a better job.

In the spirit of balance....first let me explain when you don't need a coach.

## You don't need a career coach when.....

### **Currently Employed**

- You are perfectly comfortable navigating the political mine fields in your current assignment.
- You have someone you totally trust to bounce sensitive ideas off of.
- You are totally satisfied with your career progress.

## Currently In Job Search

- Everyone loves your resume.
- You are totally comfortable networking and ...
- You have a great network.
- You know exactly how to present yourself in interviews.
- Everyone you contact can't wait to talk to you.
- You have too many opportunities to pursue them all.
- Your confidence never wavers.
- You know you can negotiate a great offer.

## Some Reasons You Might Need A Coach

### 1. It is cost effective.

Think about it...**if you were to land a new job only one week sooner**, than you would have without a Coach, chances are you have more than covered your investment. In addition, because of my salary negotiation expertise, in most cases you will be able to improve your initial compensation package, further leveraging your investment.

And, one more time, as noted earlier:

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### 2. A Coach provides immediate expertise.

This is a good news, bad news scenario. The good news is many of my clients have never had to spend much time focusing on a job search because, in the past, their networks always seemed to pay off.

The bad news arrives when past networks stop working or have dried up and they find themselves with almost no real world job-hunting experience to draw upon. So now the *coach* becomes a critical resource for what works and what doesn't, in a highly competitive job market.

### 3. A Coach will improve the self-assessment phase.

One of the most critical steps in the process is the **self-assessment phase**. There are several tools we will be using, including the Seven Stories Exercise and the 15

Year Vision, to get at your passions, strengths, weaknesses and long term career goals.

I act a bit like a typical Venture Capitalist testing the solidity of your strategy, in this case a search strategy, not a business strategy. I work with you to make sure your strategy (and tactics) are strong enough to get you through all the speed bumps of a job search.

#### 4. **You need a candid sounding board.**

You will find this to be one of the most important benefits of a *coach*. While clients bring a wealth of practical business knowledge to the job search process they often struggle with keeping their objectivity when approaching an important networking meeting, interview or compensation discussion.

One of the qualities that separates me from most coaches is I have been on the other side of the desk as an SVP of Human Resources where one of my roles was to coach the CEO and the C-level executives on all hiring decisions including the compensation package.

#### 5. **You need someone who can objectively evaluate the effectiveness of your search.**

I will measure the effectiveness of your search “by the numbers.” Sound familiar? I use The Five O’Clock Club’s three stages methodology. You will here me constantly asking: “How many Stage 1 contacts do you have? How many Stage 2? And how many Stage 3?”

Briefly, the system of using “stages” is getting you to focus on talking to enough of the right people, at the right level and at the right companies in order to have a timely conclusion to your search. It is very similar to managing a sales pipeline.

My role here is to give you practical ideas on how to get the right numbers in each stage. In other words, **having a great pipeline**.

#### 6. **You need someone who will pick you up when you are down.**

Finding a new job is like riding a roller coaster. You will have incredible highs but you will also have those gut wrenching dips.

An experienced *coach* is sensitive to this dynamic and will be there with practical advice. The advice may range from “stop your search!” (temporarily) and go have some fun. Take a long walk, smell the roses, visit a museum, spend time with loved ones.

The *coach* will constantly remind you of your strengths and tell you... “you are twice as good as you are giving yourself credit for.”

A *coach* will also give you “tough love,” when necessary, including the directive, “stop surfing the web and get on the phone!”

Here is what a few of my clients have said about using me as a coach.

“You were the greatest tool for me. You kept me focused, provided a sounding board for strategy and tactics, and I no longer felt isolated.”  
Communications Executive

“You were my ‘working world’s’ therapist and I liked the fact you could warn me of the stumbling blocks and speed bumps I might encounter during my search.” Wall Street Vice President

“I got more value in two hours than weeks at a major outplacement firm.”  
Chief Information Officer

“Invaluable. Wish I had started earlier in my career with a coach to help me with the political aspects of my job as well as my job search.”  
Chief Marketing Officer

“Working with Bill, my resume became clearer, more articulate and in four weeks, landed the executive position that I was seeking.”  
Director of Global Marketing

“You have the capacity to help people think clearly and focus on effective strategies and your upbeat attitude was invaluable.”  
VP Sales

7. **Severance and Salary Negotiation Support.** I have been helping clients in these two critical areas for over 16 years with significant success.
8. **Getting off on the right foot in your new job.** Most job failure is a result of not having done the right things in the first 100 days. I can help you develop an effective game plan and dramatically increase your chances of success.