

Career workshop “The roads we choose”



www.lifestylist.com.ua



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Life and Career Coach

The road took me 5 years

Happy I did it

Will be even happier if this workshop helps you to progress in you career :)

Why LifeStylist?

What does a career coach do?

I help you to be **successful** in your professional life = to find and do what you love doing.

I work with people who look for their first job, relocate to a new country, change occupation, launch their own business etc.

Success to me means doing things in your life that have a lot of **meaning** and **value** for you. And as a result - it makes you a **happier** person.



How to Find A Job You Love

Our plan for today:

1. Career — a coaching perspective

1.1. Definition

1.2. A formula of professional success — is there one?

1.3. Key career motivators

1.4. Issues a career coach works with

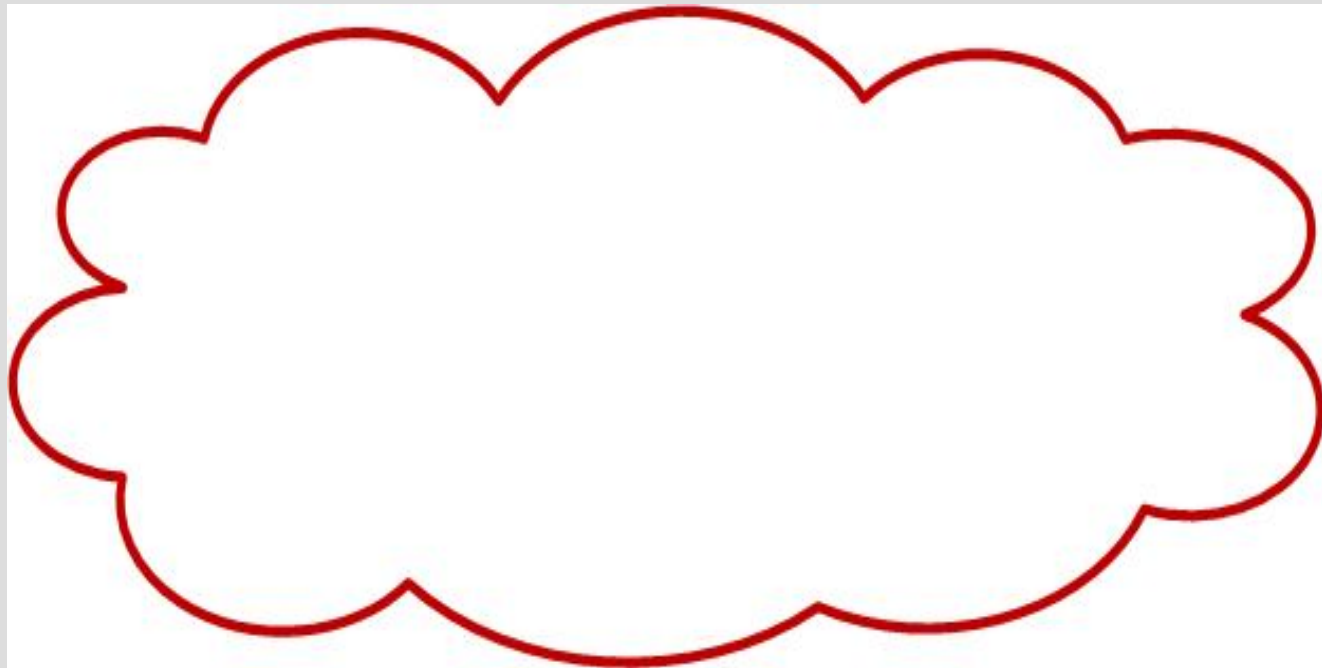
1.5. Cases - professional and personal, 2-in-1

2. Promoting yourself on the job market

3. Q&A

P.S. Your expectations?

1.1. The cloud of tags - key terms related to the word “career”



1.1. Career definition

Career (ital. *Carriera* - **action**, a person's **course** or progress through life):

- 1) fast and successful **advancement** in public, professional, scientific or other activity, achievement of popularity, profit etc;
- 2) way towards professional **success**, climbing up the career ladder towards prestigious social status in the society;
- 3) a certain type of **professional activity**.



1.1. Career definition

The definition of the term «**career**» is quite broad.

It's the «way up the career ladder».

It's your professional development as an expert in a certain field.

And it's also how you move along your chosen way towards your place in life - your profession, your position within a certain company or your own business.

*Career coaching is about finding **your own place in life***

1.1. Career coaching

Focuses on:

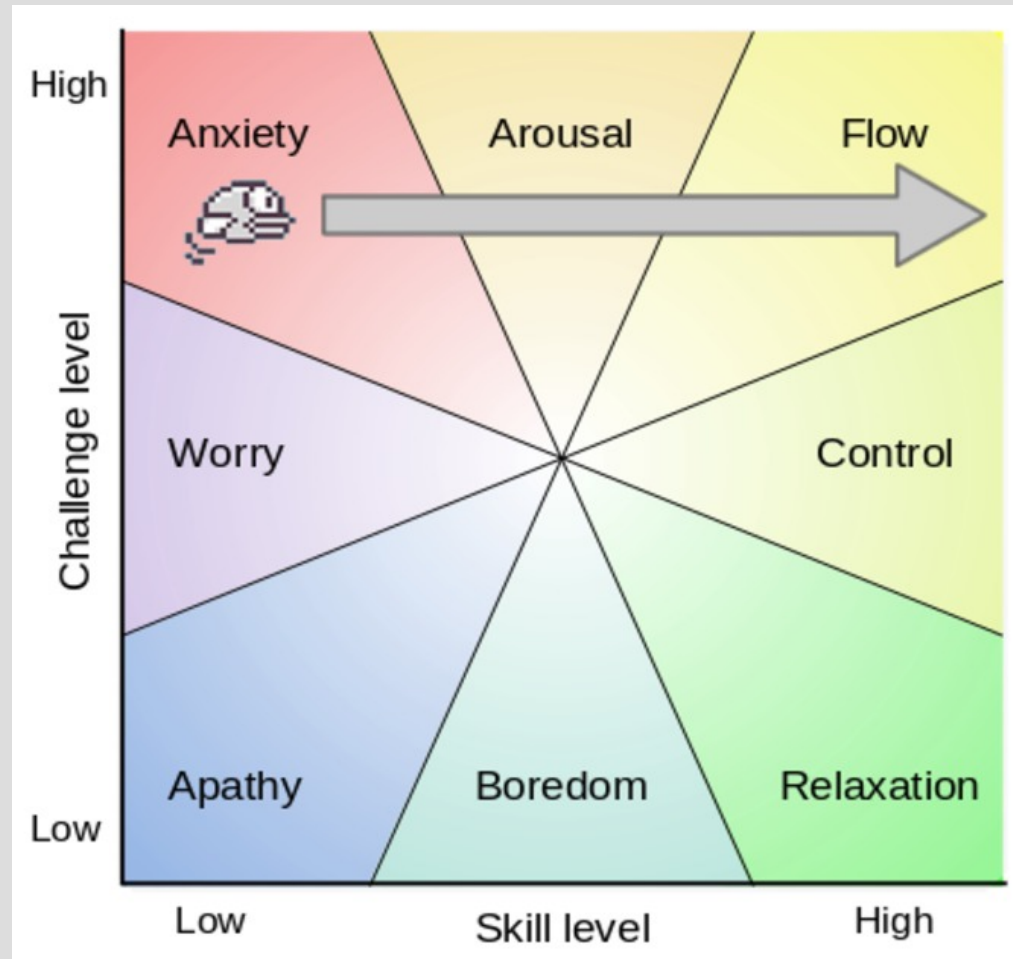
1. Professional self-determination,
2. Finding your **strengthes**,
3. Defining your own vector for career **development** which would best reflect your **goals** and **values**



Two graphs about career success



Mastery and joy — where are you on your career path now?



1.2. Formula of professional success*

1) Self-fulfillment

2) Passion

3) Meaning

4) Achievements

* *Anna Yeremenko. How to find happiness in your profession, interesno.co*



1.2. Formula of professional success*

- 5) People who surround you
- 6) Efficiency
- 7) Development
- 8) Balance



1) Self-fulfillment

- ◆ Talents
- ◆ Skills
- ◆ Potential

Talent is about:

- ✓ joy,
- ✓ energy,
- ✓ efficiency



Talents and skills

1. What can you do and like doing like noone else?
2. What types of activities fill you up with energy?
3. What do you do easily, as if you go with the flow, and what takes lots of efforts?

(strengthes vs weaknesses)



Talents and skills

Using your strengthes at least 50% of your time is the recipe of happiness:)

Top of the top — if you do it 80-90% of your time:)



2) Passion

What inspires you?

- Sources of inspiration, interests, hobbies

Don't analyse yourself too much.
Jazz do it. And trust yourself like noone else.
Your experience is precious!



Kateryna Bilokur



3) Meaning

- Why do you work? What for?
- What is the value of your work for other people?



4) Achievements — how do you measure your professional success?

8 career motivators (Edgar Schein)

1. Professionalism*
2. Managerial competence**
3. Autonomy/independence
4. Security/Stability
5. Sense of service
6. Pure challenge
7. Lifestyle (freedom to organize themselves around their private lives)
8. Entrepreneurial creativity

* technical / functional competence

** being a competent leader (managing others)



1.4. What issues a career coach works with

Working with the coach is what you need, if you:

- ✓ are looking for a job or considering to change occupation / place of work,
 - ✓ need to take a further step in your career,
 - ✓ want to find what you love doing,
 - ✓ know which field you want to work in, yet you are unsure about the first steps,
 - ✓ would like to study or work abroad and need a plan how to make it happen,
 - ✓ want to launch your own project, but something stops you from doing that,
 - ✓ are happy at work, but need more work & life balance etc.
- N.B. Coaching vs consulting; PR manager*

1.5. Cases - professional and personal, 2-in-1

- ✓ I am sick and tired of my work, will change jobs (claims, expectations)
- ✓ Could you also help me to find a husband?:)
- ✓ Do you work with allergy? Oh, and I also need to quit smoking



1.5. Mor cases

Strawberry from the field or relations that don't exist



1.5. More cases

ME AND THE JOB MARKET

- If you had a twin brother, how much do you think he would charge for what he does?
- At least twice as much as I do.



Key competence (also true for self-coaching!)

- ✓ To question the absolute nature of mental constructs
 - ✓ Help recognising them - awareness is healing

«gloomy family picture» / «adult life is soo gloomy»

«If I start a family, I will automatically reach zero level as a professional. I will have neither the energy, nor the balance, to say nothing of the inspiration»



Awareness is:

Our readiness to be present in our own life and relations in such a way so that we choose the circumstances, not the other way around*.

- Who am I?
- Where do I go?
- How do I go?
- What for?



* *Yekaterina Inozemtseva, interesno.co*

2. Promoting yourself on the job market



Things that work:

Focus on what interests you, what you already have:

- ✓ Experience,
- ✓ Circle of friends / acquaintances,
- ✓ Field of study / work (previous job etc)



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31 MARCH 2015

Things that work:

Learn more about yourself. Plus do some research on what's there in your field, what other people do.

And then at a certain point — stop looking at them!

Look for your own style, your special product, your way of doing things in life.



Things that work:

- ✓ Think in images and be inspired by them — by your vision of yourself in the future (coaching via technology)



2. Key factors of success on any market

www.dovgordon.net:

Driver # 1: You need a **simple**, compelling, head-turning **message**. If you don't yet have a simple way of talking about you that (1) feels good to you and (2) attracts the interest of your ideal clients then this is your your biggest obstacle.

You can work really hard on all sorts of things, but if you don't have this in place, the rest won't add up.

Driver # 2: A hand raising free **offer that rapidly conveys why you are different**. If your signature talk, lead magnet, lead generation webinar, speech, or whatever doesn't rapidly make clear to your prospects how you are different, then this is your next major bottleneck.

2. Key factors of success on any market (continued)

Driver # 3: A **simple, repeatable** process for getting **in front** of your ideal client. If you wake up in the morning and your don't have clear priorities - set for you by a simple 'funnel' (online OR offline) that works every time you work it, then this is your next major bottleneck.

Driver # 4: **Package** and **present** your expertise in a way that makes it **easier** for your ideal clients to say "Yes!". Otherwise two things will happen:

- (1) You're going to **lose good opportunities** right before the finish line, simply because you presented what you can do in the wrong way.
- (2) You're going to **undercharge**.

N.B. Cover letter; follow recruiters on social media; don't meet HRs

2. Promoting yourself on the job market

3 factor of successful marketing:

- ✓ Know yourself
- ✓ Be yourself
- ✓ Love yourself

*+ be in touch with those people who matter for you,
observe changes in the society, in your surroundings*

2. Promoting yourself on the job market

30% work - **70%** marketing is fine!
(especially in the beginning)

Focus on those aspects of marketing that you can learn from and enjoy!:)

P.S. «My 12 job interviews»



2. Marketing yourself on the job market

Don't encourage yourself to believe that your struggle to grow your business is because of external factors. That's simply not true.

Above all, you need to train your mind to spot – and reject – poor thinking.

Dov Gordon, State of the coaching industry... who cares?



Some food for thought:)*

A) your competence of building relations with people is very important

Empathy, EQ — hear, understand, adapt to the environment, corporate culture, to the way people communicate etc.

My most efficient colleagues were those who apart from their specific knowledge in IT or European studies etc were also qualified in building relations and communicating

** - feedback from successful Ukrainians who studies abroad*

Some food for thought:)

B) You can't find yourself, you can only create yourself



Some food for thought:)

C) Understand when it's you and when the society is telling you (about prestige, special status etc)

What else, apart from the word «prestige» is behind my desire to work for a Big Four company, this particular law company, get an MBA degree etc?

Simple, but important question.

COVER LETTER - YES

- Concise
- Clear and specific
- No lyrics
- Answer the questions:
 - what you can do;
 - how you can be helpful doing the job at the position to which you apply



COVER LETTER - NO

There is nothing worse than the phrase*

«I am sure that my experience and professional skills match your requirements».

OR:

«Good afternoon! I am interested in Project manager position with your organisation. I think that my previous work experience corresponds to your requirements and that my work at this position will be beneficial for your company. I am kindly asking to consider my CV».

NO!

* opinion of an experienced recruiter

Food for thought

D) If you want to find a job, Create it!

E) Analyse the market where you want to find a job, make sure that your experience, resumer and cover letter are OK,
AND above all — train yourself to **see opportunities!**

(“My 12 job interviews”)

3 questions about your career:

1. What am I consuming?
2. Whom do I spend time with?
3. Who are my role models?



Morning coffee with the LifeStylist!



Special offer for online coaching sessions for VSS participants *(until end of 2015)*

Thank you for your attention!

Olga Maksymenko

www.lifestylist.com.ua

