

CLIENT STORY

Translating College Success into Career Success



SITUATION

Phil graduated from a distinguished university with a double major in aeronautical and mechanical engineering. He spent his first post-college year reading technical textbooks, tutoring, and answering the occasional online job posting. He came to career coaching with plenty of motivation, but no clear idea how to get started.

ASSESSMENT

Strengths: Phil is bright, intellectually motivated, ambitious, sensitive, and willing to work hard. He is well organized and focused.

Weaknesses: Phil is shy in social business interactions. He has limited understanding of how to launch a professional career. He is not familiar with the concept or practice of networking and how personal connections lead to career opportunities.

COACHING HIGHLIGHTS

Step 1—Joan had Phil read *Great in 8: Job Seeking Skills* to quickly get acquainted with today's job search process and how the world of work works. She then coached Phil on how to build on his academic network and develop new professional connections.

Step 2—Business communication skills: Using the model-practice-feedback method, Joan trained Phil on using the phone and email to create, nurture, and advance business relationships. Joan guided Phil in preparing an impressive *resume portfolio* highlighting his academic achievements, demonstrating his leadership skills in extra curricular activities and including his professors' recommendations.

Step 3—Building a network: Joan focused on getting Phil involved with relevant professional associations, volunteering, and then finding leaders for him to meet with. Joan coached Phil on how to conduct informational interviews, an especially vital skill in early career development, promotions and throughout the course of one's professional life.

RESULTS

Phil mastered all three areas. After just seven sessions, he had one definite job offer from a target company and an additional offer in the works.

IN HIS OWN WORDS

"Joan, I could never have done this without your fantastic advice, training, and encouragement. My sister will be your client when she graduates next spring. My parents think you're a miracle worker. So do I!"

ABOUT JOAN



Joan Tabb, M.A. is a career coach, public speaker and author of *Great in 8: Job Seeking Skills*. Based in Silicon Valley, she quickly rose through the management ranks of Fortune 500 companies; Memorex, Apple Computer and 3Com, leading training and global marketing initiatives. Then, as a marketing consultant, she spearheaded communications for high tech start-ups, getting them on the map. Joan's focus then turned to developing employment networks and the fascinating area of individual career development. All of her experiences and skills come together in her passion for career coaching. Joan is driven by a desire to help people grow, change and achieve more in their careers.