

CLIENT STORY

The Discontented Mid-Career Professional



SITUATION

Susan had just resigned from her job at a “dysfunctional start-up,” as she described it. Bored and frustrated, she said she quit because the company was a mess and her manager was incompetent. She felt that her corporate marketing career had reached a dead end and that she needed to look into changing fields entirely.

ASSESSMENT

Strengths: Susan is extremely bright and articulate, and she saw clearly how companies in her industry needed to move from an engineering focus to a customer focus. In her two previous jobs, Susan worked far beneath her abilities in poorly managed organizations, under VPs who knew far less than she did and who never used her full talents.

Weaknesses: As astute as Susan was about maximizing organizational effectiveness, she failed to do thorough research on prospective employers to determine a good fit. She underestimated her own capabilities, leading her to be underutilized and under compensated. Like many professionals, she had self-limiting ideas that were holding her back.

COACHING HIGHLIGHTS

Step 1—Joan prepared an assessment tool for Susan to use to examine how she thought of her work and her contributions. Susan identified her sources of discontent

and realized that she had not done due diligence to find companies that might be a better fit for her strengths.

Step 2—Probing further to find out why Susan never had trouble getting a job, Joan showed Susan that she was consistently overqualified and wasn't aiming high enough.

Step 3—Joan had Susan define her ideal organization and role in it, so that as opportunities came her way she had a clear way of assessing a good fit. As they went through the process Joan saw that Susan was still quite enthusiastic about corporate work and excited at the prospect of increasing her role and her income. Joan coached Susan on negotiations and a world of opportunity opened to Susan.

RESULTS

Susan negotiated for a 25% salary increase, the title of senior manager and 9-month promotion path toward a director title. She was given more strategic responsibilities and her new VP and she saw eye to eye in envisioning the marketing organization's leading role within the company. Susan plans to engage Joan regularly to make sure she stays on track in her new, more challenging role.

IN HER OWN WORDS

"Joan is amazing. I was ready to give up my entire corporate career due to a faulty understanding of myself and my capabilities. Now I see myself clearly as an executive, contributing at a strategic level. I can't recommend Joan highly enough as an intuitive, brilliant coach. She is made for this work."

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.