

CLIENT STORY

Entrepreneur Transitions Back to Corporate World



SITUATION

After five years of running her own interior design business, Lisa was ready for change. After a decade in corporate finance, the excitement and freedom she felt being an entrepreneur had lost its allure and as the recession hit clients became scarce. She missed team support, a regular paycheck and career development opportunities. Lisa set her sights on a corporate sales position but was having trouble grabbing attention amongst a large group of candidates without recent quota-carrying experience. This was the perfect time to call once again on the expertise of Joan, who had been so helpful in other critical times in her career.

ASSESSMENT

Strengths: Lisa was high energy, bright, focused and motivated. She knew what she wanted and she had an impressive track record of both corporate work and entrepreneurial success.

Weaknesses: Lisa's corporate experience was stale and she lacked direct quota carrying experience. And she was competing in a tough market with many, many qualified candidates!

COACHING HIGHLIGHTS

Step 1—Joan worked with Lisa to translate her entrepreneurial skills into value-add business development and relationship management skills. They developed a strong sales 'brand' for Lisa, highlighting her business acumen and Lisa prepared anecdotes to showcase her sales capabilities

Step 2—Joan coached Lisa with role playing on ways to showcase her sales development and territory expansion strategies. They worked together on ways to rally Lisa's personal network to find contacts and connections in corporate sales.

Step 3—Lisa found several good opportunities via the networking process, nurtured two and worked to hone her negotiation skills toward a job offer. Joan taught her to 'beat out' the competition by developing 'first 90-day plans' to show her extraordinary willingness to work hard and smart to get the job.

RESULTS

Lisa received a generous job offer from the company she was most interested in. She accomplished that goal within 3 months of working with Great in 8 Coaching.

IN HER OWN WORDS

"Joan is meant for this work. She's a natural coach and clearly an expert in her field. Plus, she really cares. Working with Joan is the best career investment I've ever made."

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.