

CLIENT STORY

Leveraging an MBA Degree



SITUATION

John, in his late 20s, completed his MBA in international business from a top 10 school. Yet, six months after graduation, while half of his graduating class had secured jobs, he was still unemployed. John had taken out sizable loans for his MBA program and was concerned with his inability to begin to pay them back. Disappointed and frustrated, he was referred to Joan for assistance.

ASSESSMENT

Strengths: John was ambitious, educated and knowledgeable. He had graduated in the top 10% of his class, played leadership roles and completed two international projects during his MBA program. He was a quick-study, open to constructive feedback and coaching. John was resourceful in finding open positions and in securing first interviews.

Weaknesses: John was never making it past the first interview. He assumed employers would be impressed with his skills as an aggressive 'closer' and kept referring to the deals he had made during his three years in sales. He dressed casually, thinking he should appear ready to 'roll up his sleeves' and make quick sales.

COACHING HIGHLIGHTS

Big Picture Understanding: Joan worked with John to explain the world of consulting firms; he needed to understand the requirement for a professional, polished

and thoughtful style. For MBA recruits, companies preferred self aware candidates, grounded in a deep understanding of the complexity of business.

Value-Add Positioning: Joan had John develop and practice articulating his capabilities and thoughtfully conveying his experiences and understandings. He practiced responding in a more measured way, weaving in illustrative anecdotes and insights.

Deeper Level Communication during Interview: John learned to define and articulate his responses and show how his approach meshed with the corporations'. Joan had John practice interviewing and coached him on appropriate dress and manners to better fit into the culture of corporate consulting.

RESULTS

Shortly after the coaching, John had his first interview 'win'. A large consulting firm invited him to fly out to the NYC headquarters for a full day of second round interviews. John is well on his way to achieving his goal of becoming an international business consultant; confident he will be able to pay back his student loans!

IN HIS OWN WORDS

"Joan quickly saw what was blocking my success and honed in on teaching me the exact skills I needed. Her help was invaluable. Joan is a top notch career coach. I know I'll return to her again and again as my career develops. She's a lucky find!"

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.