

## CLIENT STORY

### Mom Goes Back to Work



#### SITUATION

After 12 years of focusing on her two sons, Kathy decided it was time to go back to work. She had been an event marketing professional but when she had a family, she let go of most of her professional network. She now felt disconnected, older and a world away from work. She had trouble remembering when she had been competent and confident.

#### ASSESSMENT

**Strengths:** Kathy is charming and comfortable with people. She maintains a youthful, energetic style. She is committed to going back to work and motivated to resume earning her own money. Kathy is concerned with balancing family and work demands. She spent six years as an accomplished community fundraising leader.

**Weaknesses:** Once the conversation turns to professional work, Kathy's self esteem plummets. She feels her skills are stale and she can't see her way back to career vibrancy. She is concerned about her family's adjustment to her working again. Kathy plays down the value of her community work.

#### COACHING HIGHLIGHTS

**Skill Inventory:** Joan has Kathy analyze the skills she has demonstrated during the last 12 years as a homemaker and community leader. Kathy starts to see that

many of her skills are transferable to the professional world and that she can translate them into value-add corporate capabilities. Joan suggests Kathy consider easing into a work role.

**Rally Her Network:** Kathy has a large and well connected network of friends, relatives and professional contacts. Joan helps Kathy to craft a compelling letter to that community in which she describes her situation, her career goals and an explicit request for assistance. The results are inspiring and Kathy moves on to making new career connections.

**Interview with Pizazz:** Kathy practices interviewing techniques and strategies. She learns to do both informational interviews and prepare for traditional job interviews. Joan provides role play situations where Kathy learns to craft and deliver her 'career story' in a positive and confident way.

#### RESULTS

Kathy ultimately set up a marketing consultancy, starting slow with part time work to keep her work/family balance in tact. Her self image improves as she gets positive feedback and her confidence grows with each successful project. She is well on her way back to work!

#### IN HER OWN WORDS

*"Joan is a superb coach! She helped me transform from a stay-at-home mom to a confident career woman once again! Joan is wise, insightful and so motivating. She combines the best in business expertise, skill building and constructive, positive coaching."*

#### 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.