

## Career Coaching

Career development is a top engagement driver, yet often one of the lowest scoring items on most engagement surveys. In many organizations it is the #1 reason people give for leaving, especially in industries where competition for talent is fierce. Most managers understand this, yet struggle with career coaching because of a number of misconceptions around the needs of their team members. BlessingWhite's Career Coaching solutions equip managers to have purposeful career conversations that benefit the organization as much as they benefit the person being coached.

Half of employees will look for interesting or meaningful work in their next job. Not a promotion – or their manager's job. Not large financial rewards, but work that 'works' for them. Although most employees understand that they need to own their career, it's up to your organization to be clear on its business strategy and needs for talent. It's up to your managers to help employees realistically align their aspirations with the organization's goals. **Managers are the critical link in helping each individual understand what he or she does well and adapt it to what the business needs.**

### ORGANIZATIONAL OUTCOMES OF EFFECTIVE CAREER COACHING:

- Employees who have greater clarity on their own strengths and their ability to contribute to the organizations success
- Lower turnover rates
- Greater talent preparedness across the organization
- Higher levels of trust between managers and their direct reports.

### WHAT MANAGERS CAN EXPECT

The core of the learning experience is a half-day workshop or 2-hour web class. To make the most of it, managers complete 15 minutes of prework. During the workshop or

web class they'll use those insights to shape their learning and create career coaching strategies.

### MANAGERS WILL GAIN:

- A new perspective on career development and the manager's role in it
- Three essentials for creating coaching partnerships based on trust, confidence, and potential
- Steps for successfully preparing for and participating in career coaching conversations
- Strategies for supporting the career development of employees who hold a wide variety of aspirations, capabilities, and attitudes

### CAREER MYTHS & FACTS

- What is a career anyway?
- What do employees want?

### THE MANAGER'S ROLE

- Aligning employee & organizational interests
- What does a great coach look like?

### COACHING ESSENTIALS

- Trust, confidence, potential

### KEYS TO EFFECTIVE CAREER CONVERSATIONS

- Decide when to trigger a discussion
- Introduce the subject
- Prepare for and conduct the discussion
- Handle common challenges

## ACTION PLANNING

- Your coaching legacy
- Looking ahead: Short and long term

Managers will leave the core learning experience with a solid understanding of career management principles, a pragmatic framework, and tangible plans for action and conversation. They will access the online resources to:

- Explore concepts in more depth
- Plan as many career discussions as they wish.

## PREWORK AND POST-WORKSHOP RESOURCES

### PREWORK

Career Coaching uses a brief assignment to focus participants' face-to-face experience. It:

- Requires 15 minutes.
- Features very brief context setting on the role of career coaches and situations that might warrant coaching.
- Asks participants to identify one team member who might benefit from career coaching (why, what is known or not about aspirations, interests, strengths, etc.)
- Downloadable format.

### POST-WORKSHOP RESOURCES

The Workbook supplied during the workshop contains worksheets and information participants can use after class (Career Discussion Guide, Tips for Handling Challenges, Information to Share with Your Employee).

*Clients who purchase the career portal have the option of online pre- and post-workshop resources.*

## FEATURED EXERCISES AND TOOLS

- Group visualization of a great career coach
- BlessingWhite's proprietary X model of employee engagement and career fit
- Round-robin on ways to build trust
- Experiential risk-taking activity
- Guidelines managers can give their employees to prepare for a career coaching conversation
- Structured career coaching discussion plan
- Tips and strategies for handling challenges like no obvious career opportunities, employees who don't know what they want, low performers and top performers
- Company-specific references to career development policies and resources
- BlessingWhite research highlights to dispel myths and explain best practices
- Group discussion and peer coaching throughout to generate ideas and hone strategies

## A FINAL NOTE:

**Managers are employees first.** BlessingWhite strongly recommends that managers be encouraged to participate in the employee learning experience. Managers who successfully manage their own career success and engagement on the job are better poised to support the personal and professional success of their teams.

**BLESSINGWHITE**  
A Division of GP Strategies

[blessingwhite.com](http://blessingwhite.com)  
609.528.3535  
[blessingwhite@gpstrategies.com](mailto:blessingwhite@gpstrategies.com)



[gpstrategies.com](http://gpstrategies.com)  
1.888.843.4784  
[info@gpstrategies.com](mailto:info@gpstrategies.com)

© 2015 BlessingWhite, a Division of GP Strategies Corporation. All rights reserved. BlessingWhite and BlessingWhite with logo design are trademarks of GP Strategies Corporation. GP Strategies and GP Strategies with logo design are trademarks of GP Strategies Corporation. All other trademarks are trademarks or registered trademarks of their respective owners.

Ref. Code: CareerCoaching2015\_04.14.2015.indd