



CASE STUDY: CAREER

Case Study – Career

Case Study Construct

All case studies for the askacoach.com site have been compiled from real-life coaching sessions conducted by Master Coach, Noel Posus. That said, all identifiable client information has been removed, and where necessary, some specifics of the coaching process may have been edited to ensure anonymity of the client and/or to condense a lengthy coaching relationship into a smaller, more manageable format to read and study.

In some cases, a composite of various clients has been created to make a case study which covers more potential scenarios in one document.

These case studies are high level only and will not go into extraordinary detail regarding conversations (from either email or phone coaching) between coach and client. The purpose of our case studies here is to be able to identify the presenting objective and/or issues of the client, and how the askacoach.com coach and methodology supported the overall coaching process, and to explore the outcomes.

Client Overview

The client presented with the following career-related life coaching goals via an email coaching session:

- o The client identified stated that they had mostly “fallen into” (client’s words) their current career, they really didn’t want to be in that career industry any longer as they were no longer enjoying it and they were hoping to be able to find some new directions to explore through coaching.
- o The client also shared that they were not confident about changing careers at this stage of life (40) and were unsure they had the life skills, not just the career skills, to make a switch this “late in the game” (client’s words).

The client’s original email coaching request shared some information about their career path to this point and didn’t provide any leads about a new direction other than that the client was hoping for something more inspiring than what they were currently doing.

Methodology

The initial email coaching response first acknowledged the client for sharing the information they had and for the big step to reach out to askacoach.com for support at this time.

As the client had provided a fair amount of information regarding their career path to this point and had also commented about their lack of confidence about life skills related to a career change, the first part of the response was focused on acknowledging the skills (personal and professional) which must have been in place to achieve the professional level the client is at now.

To support the client in identifying these strengths for themselves, the document "Personal and Professional Inventory" was attached to the response.

It's important to note that all askacoach.com coaching sessions, whether email or phone, result in a written response and a selection of relevant documents from our Resource Library attached.

The focus of the email coaching response then moved into helping the client identify various options for future career directions. A number of questions and short exercises were included.

Additionally, two further documents were attached to the response. "Finding a Job You Love By Discovering Your Life Purpose" is designed to assist the individual to identify their values, passions and areas of interest. In a way, it's a "starter" document.

This was followed up with "The Ideal Job Profile" which drills down into some detail about the ideal position the client is looking for.

The client was presented with this information and invited to contact askacoach.com again for further support after these exercises and questions were considered/completed.

The client submitted a second coaching request, and this time for a phone coaching session in order to go into far more detail about options and to create an action plan.

I called the client at the agreed time and throughout the course of an hour's conversation, we covered the following points/strategies:

- o The outcomes from the previously sent documents and exercises
- o Narrowing down the range of career directions based on the client's values and passions

- o Created a draft professional vision statement to keep the client on track with their desired career goal
- o Setting a goal, and developing the plan to achieve getting the client's resume/CV up to date
- o Addressing some relationship issues in the current workplace, which could be appropriately responded to with different communication techniques
- o Discussed strategies to address bullying in the workplace
- o Practised some various scenarios from the workplace and potential interviews, both areas of practice conducted to ensure the client felt more comfortable with the tools discussed

The phone coaching session was followed-up with an email containing the documents "Choosing the Right Employer" and "Communication Patterns" as both were relevant to our conversation.

Outcomes

The client did not contact askacoach.com again for further coaching on this topic, but did for other topics.

The client's response to the Coaching Experience Satisfaction Survey included the comments below (reprinted with permission) sent in about six weeks after the coaching sessions:

"I was really nervous about writing in to a coach via email as I thought that it needed to be done face to face. However I live in a remote area and don't have a lot of money so working with a coach in person just isn't possible for me. I was very pleased to find out that I was getting real help from a real person and that although the email coaching session was still rather foreign to me, to be able to then move up to a phone coaching session with someone I felt already knew me based on the email coaching, was great.

My coach gave me lots of tools, ideas and models to work with. It did feel at times like a lot of 'homework' but when I was doing it and certainly afterward, I was so glad to have had those assignments to do. It provided a lot of clarity and direction.

And my coach was so warm and friendly and both supported and challenged me in our conversation. No one else in my life is brave enough to ask me those tough, and much needed to be asked questions.

Thanks Coach!"

Contacts

If you have any questions regarding the askacoach.com service, please direct them to Noel Posus, Director and Master Coach as per the details below.

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PLEASE NOTE:

This document is written in Oxford English versus American English.