

## THE 4<sup>TH</sup> DIMENSION - COACHING

CCI Newsletter: January 2005

In a previous newsletter we offered three reasons why capable people have difficulty in finding and securing employment: (1) searching the wrong job segments, (2) having to get through gatekeepers and (3) sending out inadequate resumes. A fourth reason, just as important as the first, is that many job seekers lack a personal career coach. Its significance is the subject of this paper.

### Why a Coach?

Before we get onto all the 'wonderful' reasons coaching is just what you need let's work from one simple fact.

Although the CCI Coaches are experts in the career search process with enviable records of connecting people to jobs, they all agree, that using the same process, believe it or not, they could not find a job for themselves. What is the missing ingredient?

It is the 4th dimension – the actual coaching itself. Just as knowledgeable lawyers will not defend themselves in court and Tiger Woods will not be his own coach for golfing, CCI Coaches would not coach themselves in personal career searches. They realize that they would need that 4<sup>th</sup> dimension – a personal coach.

### What Coaching adds to the Mix

Personal coaching brings **seven** aspects to the job-hunt mix that employment-seekers, on their own, would tend to lack:

- Objectivity
- Knowledge of the process
- Knowledge of the job market
- Motivation
- Consistency & persistence
- A second set of eyes
- A sounding Board

### Objectivity

Any outsider offers objectivity, the ability to see the forest for the trees, to coolly and unemotionally assess the situation, both good and bad. Often the coach will find that individuals make a rather negative assessment about themselves or the situation they are in when the more logical approach of the coach offers an objective, and hence, more positive view. The reverse is also true. The coach may pull down unbridled optimism of the individual to a realistic level.

### Knowledge of the Process

The coach has studied, learned and applied the job-search system (in the CCI case, a 17-step process). More importantly, experienced coaches bring their substantial success in applying the process in a wide variety of situations. They have helped gain career positions for people, from many walks of life. They know how to make the system work, when the candidate is working the system properly and when the candidate is not. Thus, they can help correct the direction of the candidate towards success.

Of course, the coach will share that process knowledge with the candidate; thus, the person will be able to take it with them if ever they may need it in the future.

### Knowledge of the Job Market

Having a full-time career in helping individuals focus on a job hunt, coaches see what is going on out there in the local job market. While no one is all-knowing, spending 8 hours a day, 5 days a week in the job search milieu, coaches will have an understanding of many potential opportunities. Experienced coaches add their own personal contacts to the candidate's list when appropriate (which is most of the time). Coaches also know how to access the various tools, such as job search engines, and which aids offer the greatest chance of success.

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## Motivation

It is the job of the coach to motivate the candidate to keep on the search, especially when the candidate becomes discouraged. By meeting regularly with the coach, the candidate is motivated to continue the struggle towards victory. The coach knows the leading indicators of success, something a candidate will rarely see, and encourages the candidate about the actual, but sometimes invisible, progress.

## Consistency and Persistence

Consistency of focus, consistency of approach and consistency of resume development are ensured by a knowledgeable coach. Persistence of keeping at the search, of leaving no stone unturned and of rigorously following the multi-step process are encouraged by having an experienced coach in your corner. Many candidates report that the consistency of just having the meeting, itself, is a persistent tool for them as well as a motivator. Meeting week after week is a means to provide an ongoing story to an understanding and invested listener. A person on their own, might share parts of the story with different people and not so easily be able to impart a complete picture of the personal situation, and thus not be able to act on it advantageously.

## A Second Set of Eyes

No matter how often we write or read our own documentation, we still pass out papers with errors of content both in grammar and in ways of presenting ideas to be understood by the reader – often very simple things. A second set of eyes offered by the coach, finds and helps correct these ‘obvious-to-any-reader’ shortcomings before the documents go out to the ‘public’.

## A Sounding Board

“I am sorry to have to vent on you” is common refrain heard by coaches. However the coach is not disturbed by them but pleased to serve the role as a sounding board. Many candidates report that their sessions with the coach, besides other advantages, are therapeutic. Doubts can be expressed by the candidates, ideas that haven’t quite gelled, blue-sky thoughts, as well as any

other form of sounding. They will find a willing listener in a coach.

## Summary

It is doubtful if the above duties of coaching can be carried out effectively by individuals themselves. Yet, each represents a career-search advantage. Tackling the job hunt without them is like attacking a difficult battle without a full arsenal. A coach in your corner arms you advantageously for the conflict ahead, thus, greatly increasing your chance for success.

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No matter how you choose to pursue your own ‘search’, good luck and good hunting.

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