



Orientation to Coaching Series: Part I
The Coaching Process
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National Association of Colleges and Employers

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1. Polling Question: How many years have you been in higher education career services?

0-5 years

5-15 years

15+ years

2. Polling Question: What is your educational background or training?

Counselor

Coaching

Other, on the job experience

Webinar Goals

- Differentiate between coaching and counseling
- Define coach and client roles
- Describe measures to establish the coaching process
- Create an environment that supports mutual respect and trust.



Defining Coaching

“Career Coaching **focuses on solutions, insight, and action.** It is a **positive approach** that focuses on a client’s capabilities, helping him or her to practice and hone skills needed in the job search. Coaching is **active, focused, positive, and outcome-oriented** “

College population
Popular myths

-NACE

Definition of Coaching #1

“an interactive process of exploring work-related issues –leading to effective action –in which the coach acts as both a **catalyst and facilitator** of individual...development and transformation”

-Marcia Bench
Career Coaching: An Insiders Guide

Definition of Coaching #2

“...training or development in which a person called a "coach" supports a learner in **achieving a specific personal or professional goal.**”

-Wikipedia

Coaches are:

“Reliable, knowledgeable, and trustworthy”

Coaching vs. Counseling

- **Coaching**
 - Certifications
 - Practical, strategic, step by step solutions
 - Originated with self-help movement 1960-70's
 - Present to future oriented
 - Authenticity, Empathy
- **Counseling**
 - State licensed
 - Theory-based
 - Originated from psychology/mental health
 - Focus on the past/history to understand behaviors
 - Empathy, Authenticity

The Power Of Language

- Headlines
- Unemployment
- Recession
- Jobs Recovery



Pueblo Mythology

“Thought-Woman, the Spider named things and as she named them they appeared.”



Watch Your Words

*“Watch your thoughts, they become words;
watch your words, they become actions;
watch your actions, they become habits;
watch your habits, they become character;
watch your character,
for it becomes your destiny.”*



The Language of Coaching

- Potent questions
- Active listening
- Effective criticism
- Setting objectives
- Action oriented
- Shifting outlook
- Culpability
- Responsibility
- Awareness
- Motivation
- Mindfulness
- Performance analysis
- Strategic planning
- Commitment
- Proactive
- “Build your castles in the sky...”

Theory Behind Coaching

- Neuro-linguistic programming (NLP)
- “Positive psychology deals with enabling people to lead a life worth living and building up resilience against possible setbacks, not with mindless optimism.”
- Seligman Happiness – Well Being
- Positive to negative comment ratio
- Many others....

Role of the Coach

- Facilitate change
- Focus on outcomes
- Concentrate on what is possible and doable
- Stay in the present with an eye on the future
- Ask purposeful questions
- Help with building the structure for their dreams



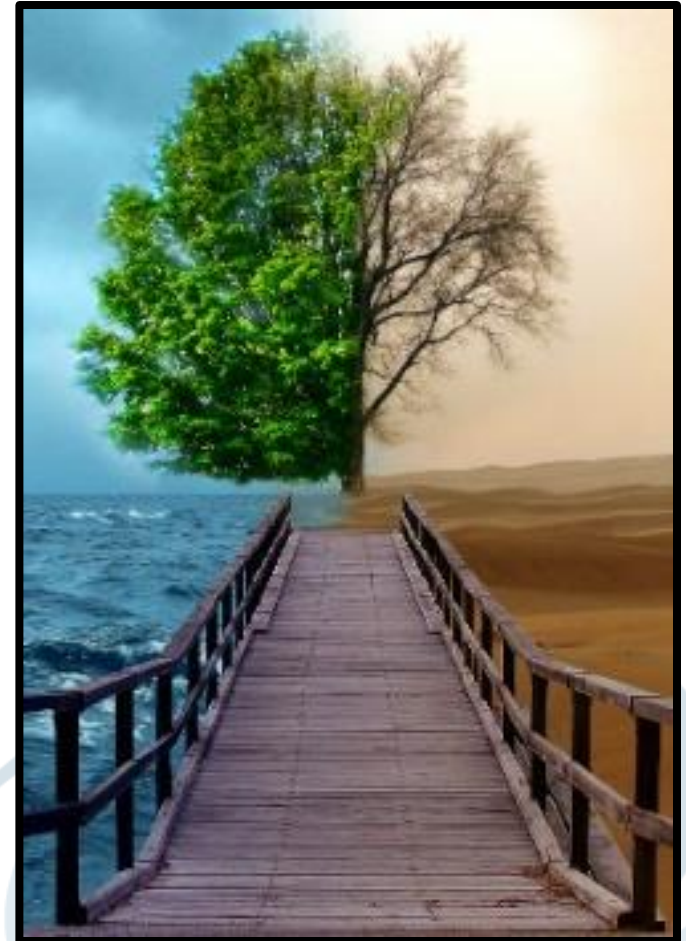
Role of the Student/Client

- Set the agenda
- Identify the outcome
- Be flexible and open minded
- Take action on the plan
- Recognize their strengths
- *Learn and move on from their mistakes*
- Set goals (SMART)



Creating a Coaching Environment

- Sharpen the dream
- Help identify and prioritize goals
- Create step by step career action plan
- Provide a reality check as they work toward their dream
- Support thoughtful choices and actions
- Find ways to help them incorporate elements of the dream into current life.



Career Coaching Resources

- Action oriented handouts
- Checklists
- Forms
- Open source environment
- Instructive website
- Next steps



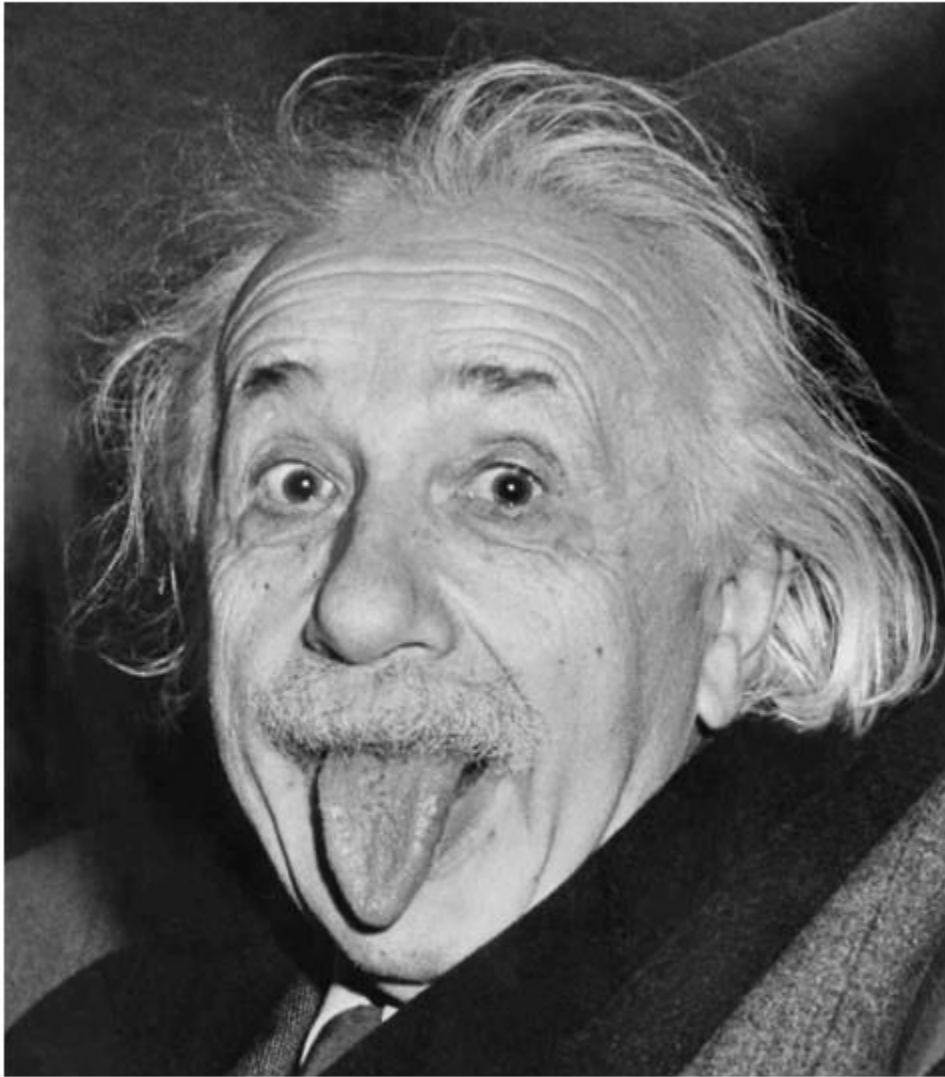
Coaching Techniques

- SWOT Analysis
- Appreciative Inquiry
- Reframing
- Career Action Plans



SWOT Analysis in Job Searching

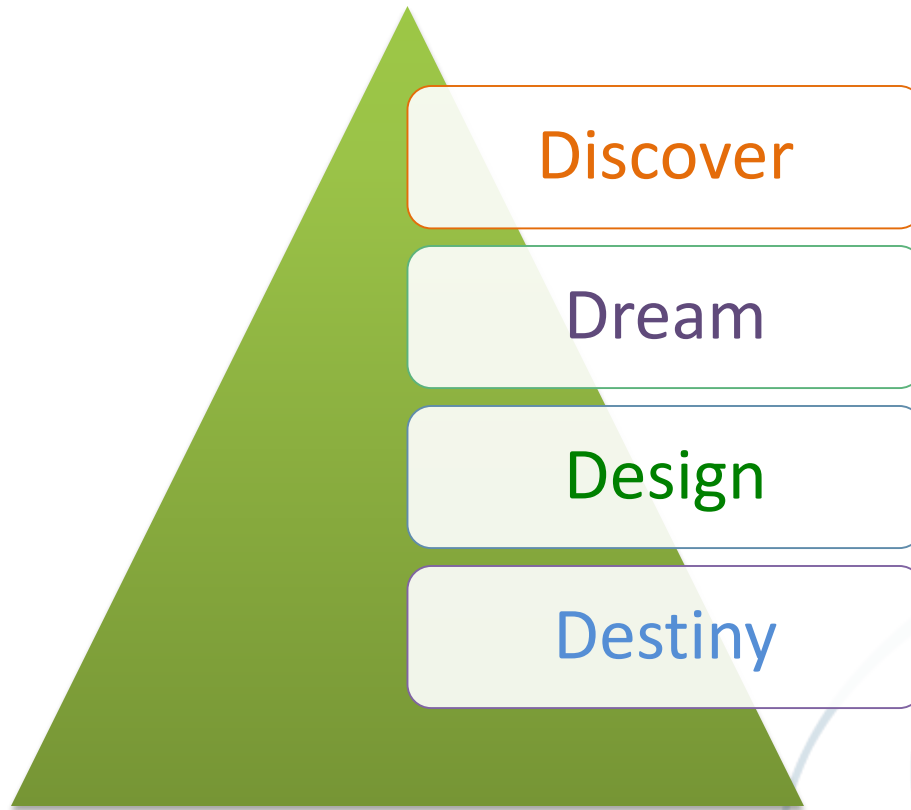




“In the middle of difficulty lies opportunity. The important thing is not to stop questioning.”

Albert Einstein

Appreciative Inquiry





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