



## CONSIDERING A CRITICAL CAREER MOVE?

Maureen Farmer, CEO & Founder

One of the most recent developments in the job search industry is the evolution of the career coach as an essential component for any top-level job search campaign.

We hear about coaches in the media, read about them in resume books, and even see them embodied through leadership pioneers, such as Clint Eastwood, an enduring cultural icon of masculinity, power, and success (the arts and politics). Seven years ago, when I first opened my doors, coaching was a virtually unknown profession. Today, it is evolving at a phenomenal rate.

Another factor that makes my clientele seek my help (or the assistance of another professional career coach) is that in today's market place **80% to 90% of senior positions are never advertised**. If you're like many, you've achieved and enjoyed success without ever having to actively promote yourself. This is a daunting enough task without having to feel your way blindly through a hidden job market.

### THAT'S WHY I'M HERE.

- Do you know what a career coach is?
- Are you taking advantage of the skills these professionals offer?
- Could you benefit from the expertise of one?

### BY DEFINITION, A CAREER COACH IS A TRAINED PROFESSIONAL WHO WILL GUIDE YOU THROUGH THE COMPLEXITIES OF A CUSTOMIZED:

- skills assessment,
- job search planning,
- campaign development,
- career marketing and,
- long-term career management.

Let me state at the outset, if the people you interview aren't ready, willing and able to work closely with you to fulfil this list of five steps in an executive job search, then look further. Continue your search until you find an eminently qualified executive career coach with whom you will feel comfortable speaking freely and openly. You need to know that your coach is credentialed and experienced and, like every other business decision you make, check references. My credentials and certifications are listed for all to see on my website as are testimonials.

Perhaps securing the services of a career coach still sounds too foreign to your ears. If that's the case, take a few moments to measure your situation, your needs and your goals with the checklists below. The simple yes / no questionnaire will help you determine the value a career coach will be to you.



MAUREEN FARMER

"Maureen has redefined the standard for me. By the time you are done, you have the position, attributes and critical skills really well defined. This is the most detailed and complete career strategy process that I have ever seen. Maureen is genuine, sincere and hustles; what's not to like about that?"

CEO, HEALTHCARE TECHNOLOGY  
TORONTO, CANADA

Certified Personal Branding Strategist  
Certified Executive Résumé Master  
Certified Hidden Job Market Coach  
Certified Career Management Coach  
Chartered Professional Human Resources  
DISC Behavioral Analyst

When you're considering a critical career move, you need crystal-clear goals, powerful branding and an effective career strategy that will open doors to decision-makers.

I can help.

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## CAREER ASSESSMENT & FOCUS

YES NO

- Do you know who you are — professionally? Do you understand your personal brand?
- Do you have a clear understanding of your most significant skills and qualifications?
- Are you clear about your career objectives?
- Do your skills and qualifications match your objectives?
- Do you know the type of position you are seeking?
- Do you know what types of activities you do NOT want to engage in?
- Do you know the industries in which you are interested and will be focusing your search?

I will assist you in identifying and assessing your qualifications, job preferences, likes and dislikes, immediate objectives and long-term goals. I help you evaluate your worth in the employment market and your value within specific industries.

## CAREER CHANGE & TRANSITION

YES NO

- Are you considering changing career paths, professions or industries?
- Can you find an equivalent position if you make such a change?
- Will you command the same level of compensation?
- What skills do you have that are transferable between jobs and/or industries?
- Do you feel as though you are going to be pigeon-holed into your current industry for the rest of your career?
- Do you feel as though you are going to be niched into your current profession for the rest of your career?
- Do you know today's "hot" industries and professions?
- Do you have the right skills to transition into these high-growth industries?
- Are you seeking an independent board of directors' appointment?

I will guide you in identifying and evaluating all of your possibilities and provide you with critical market intelligence to formulate your job search action plan.

## PERSONAL & FAMILY ISSUES

YES NO

- Do you have personal or family issues that are directly impacting your job search?
- Is relocation possible?
- Is your spouse currently employed and anxious not to leave his/her position, taking relocation out of the equation?
- Do you feel your age is impacting your search results?

## PERSONAL & FAMILY ISSUES *(continued)*

YES NO

- Are you tied to your current community because of out-of-work activities you're involved in?
- Do you have a physical disability that might be negatively impacting your search, but has never impacted your work performance?
- Are you depressed because your job search has not progressed at the pace you anticipated?
- Do you need an advisor, a confidante or a job search partner?

I am your sounding board, helping you determine how to evaluate and prioritize these issues in relation to your search, how to best overcome obstacles standing in your way and how to best position those issues to your advantage.

## CAREER MARKETING & JOB SEARCH MANAGEMENT

YES NO

- Do you understand that the job search process is similar to the sales process?
- Do you understand that YOU are the product you are selling and that you must effectively merchandise and promote the product?
- Do you understand all of the different marketing channels available to you in managing your search – targeted direct mail campaigns, email broadcast campaigns, Internet resume posting services, Internet job posting services, specialty job lead reports and more?
- Do you know which marketing channels are the RIGHT marketing channels for your search?
- Do you know how to best optimize your networking contacts and results?
- Do you know which advertisements to respond to and which to ignore?
- Do you understand that the job search process is similar to the sales process?

Your career coach can help you critically evaluate each and every available job search strategy, its value to your search, the risk/reward ratio of each and how to best integrate each program into your campaign.

## INTERVIEW SKILLS & SALARY NEGOTIATIONS

YES NO

- Are you confident of your performance in the interview situation?
- Are you able to “sell” your accomplishments without sounding as though you are bragging?
- Are you articulate and well-presented?
- Are you comfortable in a stressful interviewing situation with more than one interviewer?
- Can you quickly and easily accommodate to a new environment?
- Are you an accomplished negotiator, confident in your ability to negotiate the best compensation package possible?
- Do you fully understand the potential of various bonus structures and schedules?
- Do you understand the value of equity participation and other non-traditional compensation models?

Your career coach will help you develop and refine powerful interviewing skills, pushing you to perform at your best, communicate your value and earn a compensation package well beyond your original expectations.

## PROFESSIONAL REFERENCES

YES NO

- Will your references speak positively about your skills, qualifications, experience and track record?
- Will your references say anything that could be potentially damaging to you?
- Are your references the RIGHT references for you to use?
- Do you know how to improve the performance of your references when they're talking about you?
- Can you make the reference-checking process easier for your references?
- Will your references speak positively about your skills, qualifications, experience and track record?
- Will your references say anything that could be potentially damaging to you?

If you know that your references may be divulging information that could be construed as negative, let your career coach teach you how to best overcome these situations.

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**If you can answer “YES”** to most of the questions and are confident in your ability to manage your job search, then you are reasonably well-prepared to move forward on your own.

However, if you still feel the need for the expertise, insights and support of a career coach, don't hesitate for one minute. Trained professionals can make a huge difference in the speed and success of your job search.

**If you answered “NO”** to more than just 3-4 of the questions above, I would strongly urge you consider the value a career coach could bring to your job search, career performance and the compensation package. With years of training and experience, career coaches know what works and what doesn't work, how to optimize your results, and how to help you land your ideal position. With your career coach at your side, you can move forward confidently and successfully.

At this point in my career, I have amassed a combined 30 years of experience in the corporate world for multibillion-dollar corporations having earned one of the most elite résumé-writing designations in the world. With the most distinguished certifications available, I have earned 10 career strategy designations, including the 360Reach Certification Program used by 20% of Fortune 500 companies globally. This unique combination of knowledge, experience and training positions me as one of the foremost authorities on career marketing and positioning. I serve as a confidential sounding board for business leaders during their executive career transition.

Contact us today at [maureen@westgatebranding.com](mailto:maureen@westgatebranding.com)



