ORIENTATION

Career Coaches

A Guide for Career Coaches

DRESS FOR SUCCESS QUAD CITIES

Revised 2024

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Thank You

For supporting Dress for Success Quad Cities by donating your time to our organization and to the mission of empowering women. We appreciate you!

We are making changes at Dress for Success Quad Cities! We're growing, we're adapting, and we're focused on creating programs that empower women beyond the suit.

We believe in long-lasting solutions that enable women to break the cycle of poverty, attain financial independence, and advocate for economic equity.

Developing a strong career services program that helps women find a job, keep a job, and build a career is vital to helping women thrive financially, professionally, and personally.

We are empowered women, empowering women.

Contact Information

Phone:

(563) 322-1010

Email:

careersuccesscenter@dressforsuccessqc.org

Website: www.dressforsuccessqc.org

Dress for Success Quad Cities

CAREER COACHING

Our Career Success Center offers individualized career counseling and job search assistance to women throughout the greater Quad Cities area who are searching for full-time work or transitioning into a new profession. Our programming approach is holistic and comprehensive. Our career services are available to any woman in the greater Quad Cities area (no referral is required).

Empowered women, empowering women

Our career coaches are committed to helping clients find their own success. Coaching is all about allowing the client to succeed by:

- Asking good questions
- Helping clients discover an industry or work they are passionate about
- Helping clients achieve long-lasting financial independence through career growth and professional development
- Helping the client locate jobs and/or refine her job search
- Recognizing talents and skills in a client, identifying transferable skills, and helping them translate their skills for alternative industries
- Assisting clients with the construction of their job materials (e.g., resumes, cover letters, thank you notes and cards, etc.) as well as with interview and negotiation preparation
- Listening to the needs of the client
- Providing encouragement, motivation, and confidence
- Introducing clients to new tools and resources that will benefit them on their career journey
- Being organized
- Looking at the larger picture

Our career coaches need to be great communicators; they also need to be willing to tell the truth to their clients in order to help the client meet their professional goals. You need to be willing to be honest, understanding, positive, and direct. Our coaches support, encourage, and teach.

The career coaching process is highly interactive and will require a lot of energy from the coach as well as the client. You are on a journey together, and together, you'll work toward a career transformation.

You may find yourself sitting down with a client and working with them to develop a plan for a career transition or a plan to assist them in finding a job that is more aligned with their goals or passions. You may work with a client who needs help writing or revising a resume and find yourself transcribing a work narrative in order to show the client how to create accomplishment statements. You may be helping your client locate jobs in the industry they are searching for employment in, introducing them to job boards and/or job sites, and showing them how to navigate those sites. You may find yourself just listening to them, providing support, encouragement, and suggesting "next steps." These are all aspects of career coaching.

The difference between a broken community and a thriving one is the presence of women who are valued
Michelle Obama

CAREER COACHING REQUIREMENTS

In order to volunteer as a Career Coach for Dress for Success Quad Cities, we ask that you:

1. Possess the desire and personality to work effectively with clients, providing a variety of different career-oriented coaching services.

Every client is different; each has her own unique voice, experience, and needs. Our goal with our 1:1 coaching is to meet each client where she is.

2. Be committed to a vision of inclusivity and diversity.

Dress for Success Quad Cities is inclusive. We celebrate multiple approaches and points of view. We believe diversity drives innovation and success. When we say we want to serve all women, we mean ***all*** women. As an organization serving women, one of our strengths is our promise to be inclusive and our commitment to diversity. So, we're building a culture where difference is valued. Our programming takes a holistic approach. We're always growing our network of people, programs, and tools all designed to help women attain financial independence by securing, growing, and managing their careers.

3. Be able to commit a minimum of ***four*** hours a month to career coaching.

Many of our clients need more than one career coaching session, and we want give each client/coach the opportunity to build relationships and trust with one another. Four hours a month means that you are prepared to work with at least ONE client every week and do the prep work required to guide those appointments.

4. Have access to a computer.

Having a computer to review a client's files as well as conduct a virtual appointment is essential.

5. Have access to stable internet.

In order to communicate via email, receive files and documents, or conduct virtual coaching sessions, the internet is key.

6. Be comfortable conducting in-person and virtual appointments.

We've gone virtual! It's vital that we are able to meet our clients' needs, and for many of our clients virtual appointments are more accessible. We will provide you with any software you need for virtual appointments (i.e., Zoom, etc.).

FAMILIARIZE YOURSELF WITH OUR CAREER RESOURCES

We are constantly working to develop new resources for our clients. These resources will include: files, templates, videos, workshops and worksheets and links to tools and programs that clients—and coaches—may find useful, etc.

We keep these resources on a Trello board that all coaches are given access to. It's important that you know (a) how to access the Trello board and (b) what resources are available that you can use during your 1:1 coaching sessions.

We ask that you use only the resources that we make available to you via the Trello board. If you have or know of a resource that you think would benefit our career services programming and/or enhance our 1:1 coaching sessions, please email the resource to our **Career Success Center Coordinator** at: careersuccesscenter@dressforsuccessqc.org. We value collaboration at Dress for Success Quad Cities, and we believe our career coaches have a lot to contribute. To ensure the integrity and cohesiveness of the programming, Staff will review all resources used in our programming, but we encourage and welcome you to make suggestions or share your "finds" with us!

Matching You with a Client

We do our best to match each one of our clients with a career coach who has either experience in the industry they are looking for employment in or is comfortable coaching an individual within that industry. We also take into consideration needs, personality, and availability. We use a combination of career coach applications and career services assessments to match clients and coaches.

Step 1: You Receive a "Matching" Email

When you have been matched with a client, you will receive an email from us: “We Have a Client for You: Dress for Success Quad Cities.” This email will include (a) any notes from staff, (b) the client's availability, (c) the client's career services assessment (1 file).

The client's assessment/profile will contain detailed information about the client’s current (un)employment status, industry, needs, goals, challenges, etc.

Step 2: Review Email and Files Carefully

We ask that you carefully review the client assessment/profile in order to (a) get a feel for the client and (b) determine whether or not you feel the client is a good coaching “fit” for you. Career coaching is interactive and individualized. In order to build long-lasting relationships with our clients, which is critical to helping our clients attain sustained financial success and economic equity—it’s important that your working relationship with the client is comfortable, positive, and productive.

Step 3: If the Match Is a Good Fit

If you believe the client is a good fit for you, **please respond to the email and provide three days and times** that you would be available to meet with the client. *We ask that the days + times you suggest be within the upcoming 7 to 10 days.* These times must also:

1. Satisfy the client's availability, which will be provided in the email and in the client's assessment/profile
2. Must be during Dress for Success Quad Cities' current operating hours (M, W, Th 8-4; T 11-7; F 8-Noon); we **can** schedule virtual appointments to begin at the hour we close. For example, you could offer a 7 p.m. - 8 p.m. appointment time on a Tuesday night if it works with the client's availability

NOTE: To help expedite the matching process, we appreciate your response to the "Match" email within 24-48 business hours. If you have not responded to the Match email within 48 business hours, we will re-match the client and contact the next career coach.

Step 4: If the Match Is NOT a Good Fit

If you do not think the client is a good match, please respond to the email, letting us know that you do not believe it is a good fit for you and provide a brief explanation of why (i.e., going on vacation next week; not comfortable with this industry; etc.).

Step 5: Once We've Received Your Days and Times

Once we've received your days + times, we will text the client and ask her to choose one of the days + times you have provided. If none of the days + times work, we will let you know.

Just like our career coaches, we expect clients to choose a provided time within 24-48 business hours, and we prompt them to do so. Most clients select a time very quickly. However, if a client responds after 48 business hours, we will check with you to see if the time is still available before scheduling the appointment.

Step 6: When the Client Selects A Day and Time

Once the client selects a day + time, we will set up a Zoom appointment for the coaching session and will send you (and the client) an email letting you know that "Your Career Coaching Session Has Been Scheduled." Your email will include:

1. The Zoom Invitation Link
2. Any files we have for the client (e.g., a resume, a cover letter, etc.)
3. Any Staff notes and/or a brief career services summary (if available)

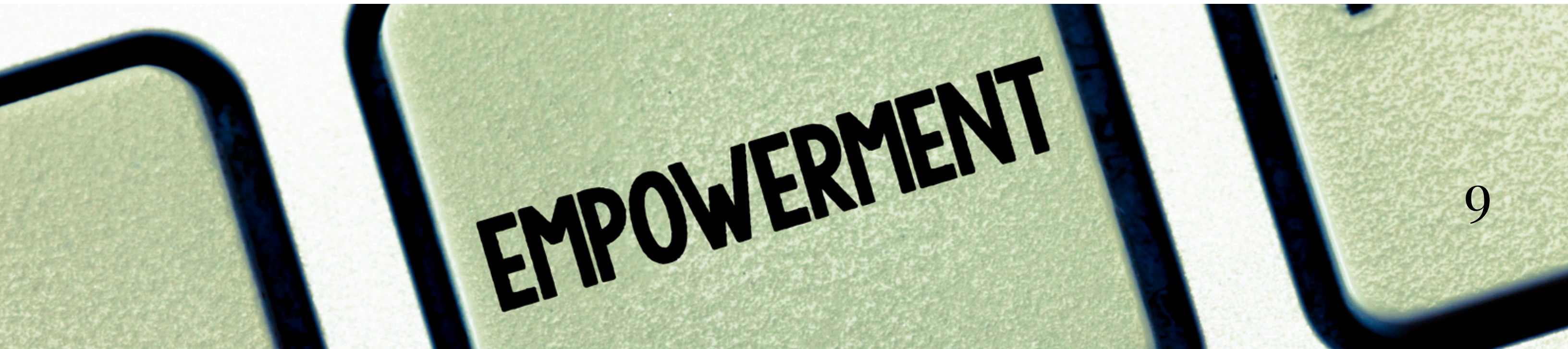
Preparing for Your Session

We ask that you take some time to prepare for your 1:1 coaching session. ***Before your coaching session, please do the following:***

1. Review the client's assessment/profile (sent to you as part of the "Match" email).
2. Review any staff notes or career services summaries that have been provided to you in emails.
3. Workshop any files that have been sent to you before your session.
4. Select any resources you think you may need for the appointment.

Workshopping Files: Workshopping files before your session is critical to a successful session; it allows you to spend the session ***discussing*** suggestions and allows you to start revising ***with*** the client, as we often need more information and clarification from our clients to revise effectively. Making notes and edits on a document is easy to do with Word or Google Docs, and during virtual sessions you can share your screen with the client to begin discussing and working through the document.

Resources: It's important to have some material on hand to help get the appointment started. If you get the sense from reading a client's profile that she may be struggling with Career Discovery (e.g., doesn't know what she wants or can do with her skills), then sourcing some discovery questions to have on hand would be useful. If you know that your client is wanting interview prep, come armed with interview prep questions. Use our Career Services Trello board to locate the resources you need. And, if the Trello board is not available, email the Career Success Center Coordinator or another staff member with your resource requests.

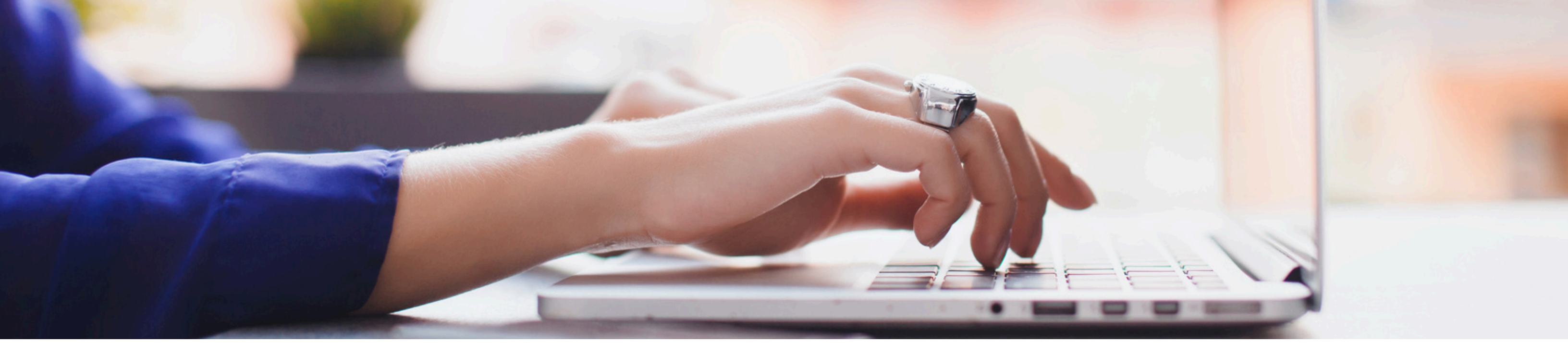


Session Requirements

- All sessions are **1-hour** long.
- We recommend that you end the session at the 45-minute mark – this allows you 10-15 minutes to complete the “Post-Session Coaching Form,” ***which is required at the completion of each session.***
- If the appointment has gone well (i.e., it’s productive and you believe the “fit” is good), we ask that you schedule the next appointment between yourself and the client. This helps us expedite the scheduling process.
    - If you have set a day + time for the next appointment, you will include this information in the “Post-Session Coaching Form,” and Staff will use this information to set up your next Zoom appointment.
    - If you did not set a day + time for your next coaching session with the client, please tell us why in the “Post-Session Coaching Form” (e.g., client wanted to wait a bit, I/client will be out of town for the next couple weeks, etc.)
    - Remember that coaching appointments must be set up during operating hours of Dress for Success Quad Cities, which are M, W, and Th 8 a.m. – 4 p.m.; Tue 11 a.m. – 7:00 p.m.; and Fri 8 a.m. – Noon.
    - Clients can be given a choice to conduct the appointment either virtually or in-person at Dress for Success Quad Cities.

Post-Session Coaching Form: A link to the "Post-Session Coaching Form" will be emailed to you at the start time of your session; it is a link to an online form. The next page shows the form in detail.

CLIENT *Surveys*: Clients will also receive a "Post-Session Survey" to complete at the end of the appointment.

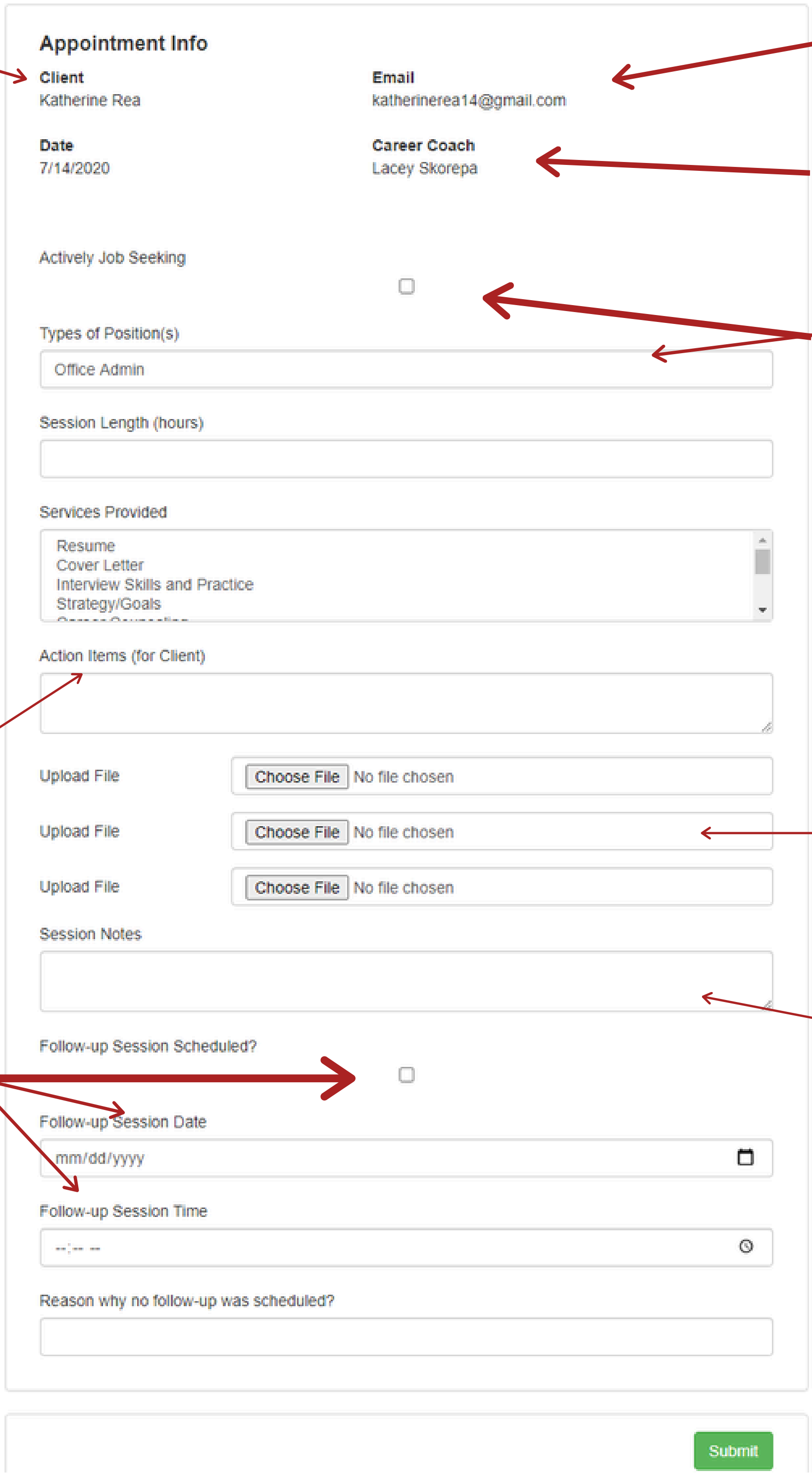


Career Coaching Session

Client Name

Client Email

Coach Name



Appointment Info

Client
Katherine Rea

Email
katherinerea14@gmail.com

Date
7/14/2020

Career Coach
Lacey Skorepa

Actively Job Seeking

Types of Position(s)

Office Admin

Session Length (hours)

Services Provided

Resume
Cover Letter
Interview Skills and Practice
Strategy/Goals

Action Items (for Client)

Upload File — Choose File No file chosen

Upload File — Choose File No file chosen

Upload File — Choose File No file chosen

Session Notes

Follow-up Session Scheduled?

Follow-up Session Date

mm/dd/yyyy

Follow-up Session Time

--:-- --

Reason why no follow-up was scheduled?

Submit

Is client actively seeking work and what type?

Action Items = What do you want the client to do for your next session?

Did you work on any files for the client today? Upload them here.

Session Notes = a summary of what your covered in today's session.

Follow up? Check the box and put in the next session date + time

SUBMIT

Virtual Sessions

Virtual coaching sessions will be set up using Dress for Success Quad Cities' Zoom account.

Once a virtual session is scheduled for you and the client, a staff member will create a Zoom appointment and email the link out to both the career coach and the client.

At the start of the scheduled session time, a staff member, the career coach, and the client will all log into the scheduled session via Zoom.

The staff member will keep the client company until the career coach logs in, will introduce the client to the coach (if they have not met before), will remind both the coach and the client to complete their post-session forms, and will then turn the hosting privileges over to the coach and log off.

In-Person Sessions

In-person coaching sessions will be held in the Dress for Success Quad Cities facility at 423 E 32nd St., Davenport, 52803. These sessions will take place in the Career Success Center (aka the conference room).

There are several computer stations in the Career Success Center that you and/or the client can use during the session. Anything that needs to be printed off (for the client to take with) can be emailed to careersuccesscenter@dressforsuccessqc.org and a Staff member will print it out and bring it to you. Clients may also make appointments to reserve a computer + time to work in the Career Success Center if they need access to a computer.

All in-person sessions are scheduled for one hour and cannot run over. Since the Career Success Center functions as at dual space, it's important to be conscious of time. As per the Session Requirements, we ask that you conclude the appointment at the 45-minute mark, that you set the next appointment with the client (which may be in-person or virtual—you should always give the client the option), and then complete the "Post-Session Coaching Form."

Your Session Timeline

The First 10 Minutes

DETERMINE HOW TO BEST USE THE SESSION

- Greet and introduce yourself. If the session is "in-person," shake hands, modeling a good handshake. Put the client at ease.
- Ask an **open-ended question**, like:
  - Tell me a little bit about yourself, and what brings you to career coaching/to the job market right now?
  - I saw that you are interested in X kind of work, yes? Tell me a little bit more about your experience with that/what positions you're looking for/what appeals to you in that line of work.
  - You indicated in your assessment that you're really struggling with Y, can you tell me more about that struggle?
- When needed, ask more questions to determine what type of session this will be.
  - Do you have a resume or a list of jobs with you? On paper, flash drive, and/or can you email it to me?
  - Past work experience?
  - Where have you already applied? Plan to apply?
  - Any interviews so far? Results?
  - What are your goals? Short-term? Long-term?
  - What do you enjoy? What past job did you enjoy the most? What skills to you most enjoy using and developing?
- Establish an objective for the session and verbalize that objective to the client: "Based on what I'm hearing, I think it would be most productive if we used this session to focus on X. What do you think?"

The Next 30 Minutes

PROVIDE SERVICES

During the bulk of the session, you will be providing services to the client that satisfy the session's identified objective. Be sure to make use of any forms, templates, worksheets, or other resources that are available on the Career Services Trello board to help you through the session.

Generally, we want to follow a triage model of service, meaning we prioritize the most immediate and urgent tasks regarding the job search. When you are identifying the objective for the session, be sure to take into consideration (a) priority and (b) what can be accomplished in the session's time frame. You can **always** schedule additional appointments with your client (sometimes resumes may require 2 or 3 sessions to completely overhaul), but we also need to consider the client's ability (or desire) to attend future sessions ***and*** the client's circumstances. Can they afford to wait three weeks before sending resumes in? If you suspect something will take a few sessions, say that, and discuss that with the client to assess whether or not it's practical.

Examples of triage:

> **Example 1:** Clients may often need assistance with Career Discovery (i.e., they don't know what they want or can do and need guidance). The first question then is: Does the client have the economic resources available to spend some time on Career Discovery, which often requires significant reflection and guidance. If they don't, then you may want to suggest that you first work toward securing a "Bridge" job - a short-term or temporary job that can provide some income - while working to discover and secure a more appropriate and fulfilling career.
>
> **Example 2:** Clients may come to us with a resume that needs extensive work, but they may have an interview scheduled. In that case - even though the resume may need extensive work - we want to push it to another session so we can focus on helping the client prep for the upcoming interview or job fair.

At The 40 Minute Mark

BRING YOUR SESSION TO A STOPPING POINT & SCHEDULE THE NEXT SESSION

- At the 40-minute mark, you should bring your session to a close
- If documents were prepared for the client, **SAVE and upload to “Post-Session Coaching Form”**
- If you did not finish a resume or other document, use this time to bring the work to a smooth stopping point
  - **If a document is unfinished** and should not yet be used to apply for jobs, **type this fact at the top of the document before saving**
  - Decide if the document will be worked on by the client at home or if a career coach (either yourself or another coach) will pick up where you left off at a follow-up session; include this information in either the "Action Items" (for the client to do) or in the "Session Notes" (internal notes used to guide a client's appointments) on the "Post-Session Coaching Form"
  - Use the "Action Items" section of the "Post-Session Coaching Form" to specify what the client will need to do at home for the next session and what will happen at the next session
- Set up your next appointment with the client. The client should be given a choice for in-person or virtual appointments
- Briefly go over what you want the client to work on for your next session, and if you have any hand-outs for the client to take with them (for in-person appointments) make sure the client has them - if it's a virtual appointment you can email hand-outs to staff who will forward them to the client
- Finally, say goodbye and thank the client for meeting with you. For in-person sessions, please walk the client to the door

The Final 10 Minutes

DOCUMENT THE SESSION

- Use the final 10-minutes to complete the "Post-Session Coaching Form" - a link to the form will be emailed to the address we have on file for you at the start of your session - *Note: This is an incredibly important (and required) step.*
- Be as detailed as possible in the "Post-Session Coaching Form."
- Upload any files that were worked on during the session to the "Post-Session Coaching Form."
- Note any "Action Items" for the client, these items will be sent out to the client as a reminder for what to work on for their next session.
- Alert the staff to any specific needs or issues.

Coaching Services We Provide

1.) CAREER PLANNING

Working with clients to develop a list of short- and long-term goals and identifying the actions that need to be taken in order to achieve those goals. Career planning generally has three stages to it: Self-Assessment, Exploration, and Taking Action. Clients may be at any one of these stages.

2.) CONFIDENCE BUILDING

Help clients raise their self-image and create a positive outlook on their career and life by asking open-ended questions about the impressions a client has about herself and addressing the client's fears and concerns while providing motivational support. Self-image is often comprised of self-esteem and confidence, which are high or low based on the impressions a person has about themselves regarding: appearance, abilities, skills, sex, age, successes, career, and more.

3.) COPING WITH CHALLENGES

Help clients cope with challenges by listening, empathizing, providing resources, and working with the client to develop a strategy for managing the challenge.

4.) COVER LETTERS

Working to develop an effective cover letter template specifically for your client that she can edit, according to various jobs and/or industries.

5.) CREATING AN EMAIL ACCOUNT

Assisting clients in setting up a email account (we recommend a Gmail account) with a professional email address so they can email potential employers. *Note: Google does allow you to have more than one free email account.*

6.) ELEVATOR PITCH

Helping clients develop and rehearse an elevator pitch that succinctly summarizes their work experience, helping them feel confident and comfortable in any professional situation.

Services Provided Cont...

7.) EXPLORING EDUCATION & EXPERIENCE BUILDING OPTIONS

Helping clients assess the education, professional development, and experience building opportunities (i.e., volunteering, interning) that they might need to achieve their short- and long-term goals. And, helping them locate and assess (for credibility) resources and opportunities to gain that education + experience.

8.) EXPLORING OCCUPATIONS

Guiding the client in their exploration of occupations, including occupations that they might be interested in or that might suit their skills and/or values. This includes proactively identifying and pointing out to the client occupations that might work for them (or be plentiful in their geographic area).

9.) GOAL SETTING

Work with clients to establish short- and long-term goals, and help them develop a strategy to achieve those goals. Scaffolding is a common strategy, which means breaking the goal into a set of small, achievable steps - basically, building a ladder up to where you want to be.

10.) INTERVIEW TIPS & PRACTICE

Helping clients prepare for an interview by working with them to develop (semi) scripted answers to common interview questions, providing interview tips, and practicing the interview skills until the client feels comfortable and confident!

11.) JOB FAIR PREP

Similar to interview prep, helping clients prepare for a job fair, which can have a few more surprises to it than a typical interview.

12.) JOB SEARCH ASSISTANCE

Directing clients to job boards and helping clients locate jobs to apply for. Searching for jobs can be difficult if you (a) don't know where to look (i.e., job boards) and (b) don't know what to search for (i.e., don't know what "key terms" to plug into a search engine). Deciphering job postings and their qualification requirements can also be challenging.

Services Provided Cont...

13.) LINKEDIN

LinkedIn workshops will be coming soon (if they aren't already here), so directing your client to our LinkedIn workshop(s) ***as well as other workshops the organization is doing*** is important. You can also assist the client by performing a LinkedIn Audit - auditing their LinkedIn profile and providing suggestions on how to make improvements.

14.) NEGOTIATING

Coaching the client on negotiation strategies and best practices as well as doing mock negotiations and practicing "asks" (i.e., how will you ask for a raise, benefits, more vacation time, etc.).

15.) NETWORKING

Providing clients with networking strategies and resources. Often times clients will come to us with no network, and they need help with network creation (versus cultivation). Providing strategies for networking online and offline (in the Quad Cities Community). Helping clients locate networking groups that would be a good fit for them, etc.

16.) PERSONAL BRANDING

Help the client establish an effective personal brand, which is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.

Personal branding is how we promote ourselves. Start with a Google search for the client to see what comes up and assess the professionalism of the content. Assist the client with establishing the appropriate privacy settings on their personal, online accounts. Work with the client to identify and then cultivate a persona + a professional brand that represents them and their skills in the online space.

Services Provided Cont...

17.) PHONE & VOICEMAIL TIPS

Providing clients with tips on how to handle phone interviews, general tips regarding talking on the phone, and voicemail templates - for their own message as well as leaving messages for employers.

18.) RESOURCE EDUCATION

Direct clients to resources that can benefit their goals, their job materials, their career journey, their professional development, etc. *and show them how to use these resources.*

Providing "Community Resources" to those coping with challenges is also incredibly important.

19.) RESUME CREATION OR IMPROVEMENT

Helping clients develop a highly effective resume that they can take to market, including:

1. Working with them to create a resume if they have none
2. Working to develop an effective "general" or "master" resume that the client can use to create job-specific resumes
3. Helping the client tailor a resume in order to apply to a specific job

20.) SELF & CAREER DISCOVERY

Helping clients who have no idea what they want to do or what they CAN do discover their career path, by asking prompting questions, utilizing assessments or workbooks/worksheets, and providing guidance.

21.) SKILLS & ABILITIES ASSESSMENT

Working with a client to identify their skills and abilities and suggesting viable career pathways for (as well as ways to grow) those skills and abilities. Identifying gaps in a client's skills and abilities and suggesting a strategy as well as resources to address the gap.

22.) THANK YOU CARDS & NOTES

Discussing "Thank You" cards and notes with clients who are interviewing as well as providing templates for both email + written cards/notes.

Services Provided Cont...

23.) TRANSFERRABLE SKILLS

Helping clients who are looking to transition into another profession understand which skills are transferrable in the new market they are entering, how to position those skills in the new market (what we want to highlight in one market may not be what we want to highlight in another market), and what to call those skills in the new market - skill names can change based on the market, which is why "work narratives" are essential.

Work Narratives: Create a work narrative by asking the client to walk you through a typical day in a previous job. Make notes about everything a client does. Ask prompting questions, "So, you wrote purchase orders? How many did you write per week? Per day?" Encourage the client to be as detailed as possible. Many people don't always see their skills, they perform them intuitively. A work narrative makes the skills ***visible***. Doing this will help you (and the client) identify the client's skills, uncover skills that may be highly transferrable that the client didn't know they had, and help you craft compelling accomplishment statements for the resume.

24.) TIME MANAGEMENT

Helping clients develop strategies and introducing them to tools + resources that can help them manage their time more effectively so that they can meet their goals.

Career Coach Time Management Tips

- Start by asking the client her top goal or desired outcome of the session.
- Ask questions to establish rapport and gain insights/information about the client. You may end up building your own list of effective questions to help establish a comfortable routine.
- Have the client complete a transferrable skills worksheet while you review her resume.
- Provide a sample resume for the client to review, as a thought starter.
- Use a Dress for Success Quad Cities pre-built template and sample accomplishment statements to get a quick start on a resume.
- Ask the client to describe herself in three words (these attributes can often be incorporated into her resume and/or elevator pitch).
- Just get started - ask the client what they'd like to talk about today or work-on in this session. Whatever gets the ball rolling.
- Follow the timeline in the Coaches Guide to help manage time.
- Encourage the client to make follow-up appointments to complete any career materials or to address other coaching topics, as needed.

If you have any questions, at any time, please reach out to us.

Career Success Center Coordinator
Shannon Rushing
Email: shannon@dressforsuccessqc.org
or careersuccesscenter@dressforsuccessqc.org
Office Phone Number: (563) 322-1010

thank you