



Certified Career Management Coach (CCMC)

Overview of CCMC Program
with Mina Brown and Paula Asinof
Positive Coaching Solutions



FIGURE 1

Job creation is still strong, while unemployment is low at 3.6%

— Total nonfarm payrolls (millions, left axis) — Unemployment rate (% , right axis)



Job growth is still strong, and unemployment remains under 5%

The Job Market



Our Program

Five modules to infuse coaching excellence into the exciting field of career coaching.





Career Strategy and Planning:
Long Term and Immediate Transition

Professional Marketing:
Collateral Material

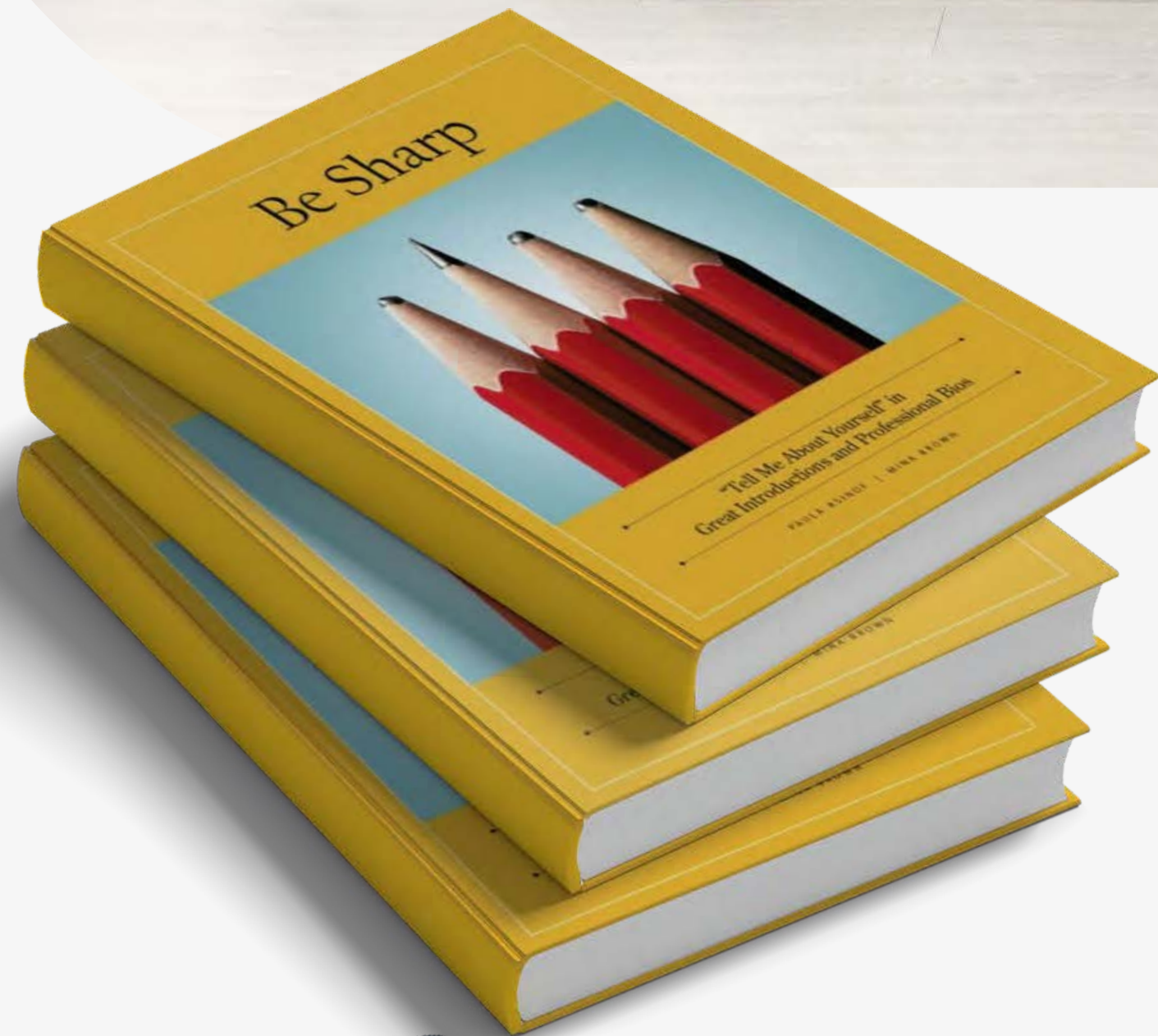
Direct Sales Strategy and Visibility:
Networking

Interviewing:
Preparation and Performance

Money:
How to Talk About Money
and Negotiate

Five Pillars of Effective Career Coaching







- Blended Coaching Model
- Some teaching, mentoring, advising and coaching
- 70 / 30 model
- Strategies that last a lifetime
- Major byproducts: Self confidence and clarity

Philosophy and framework for Career Coaching





Pillar I: Career Strategy

Career planning, long and short term.

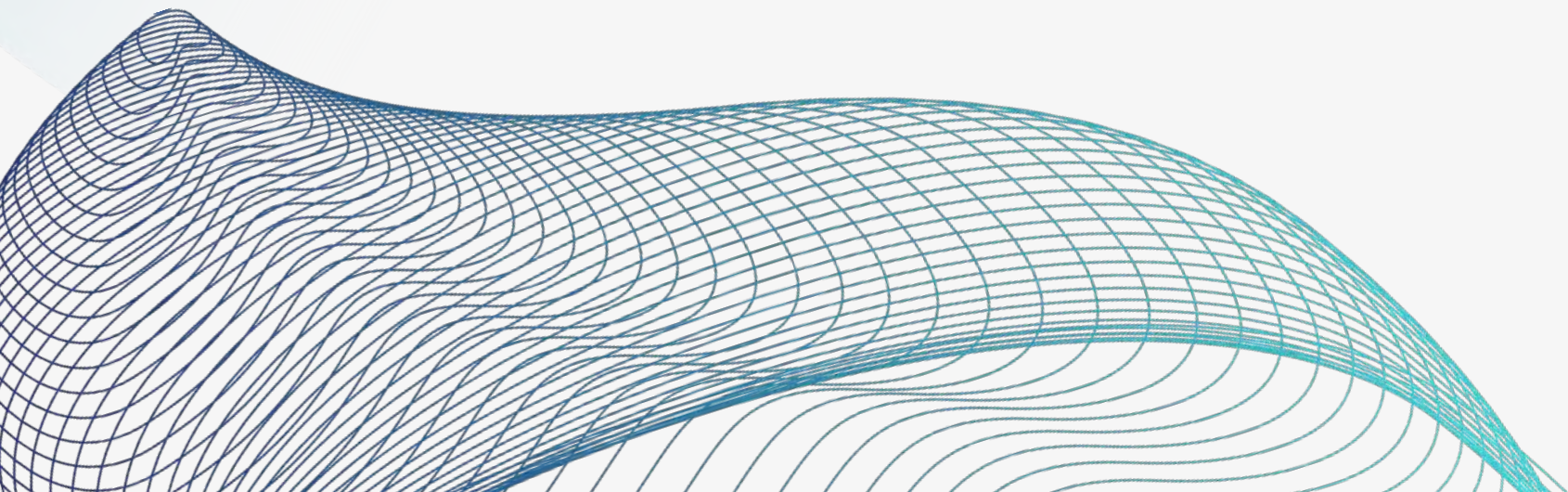


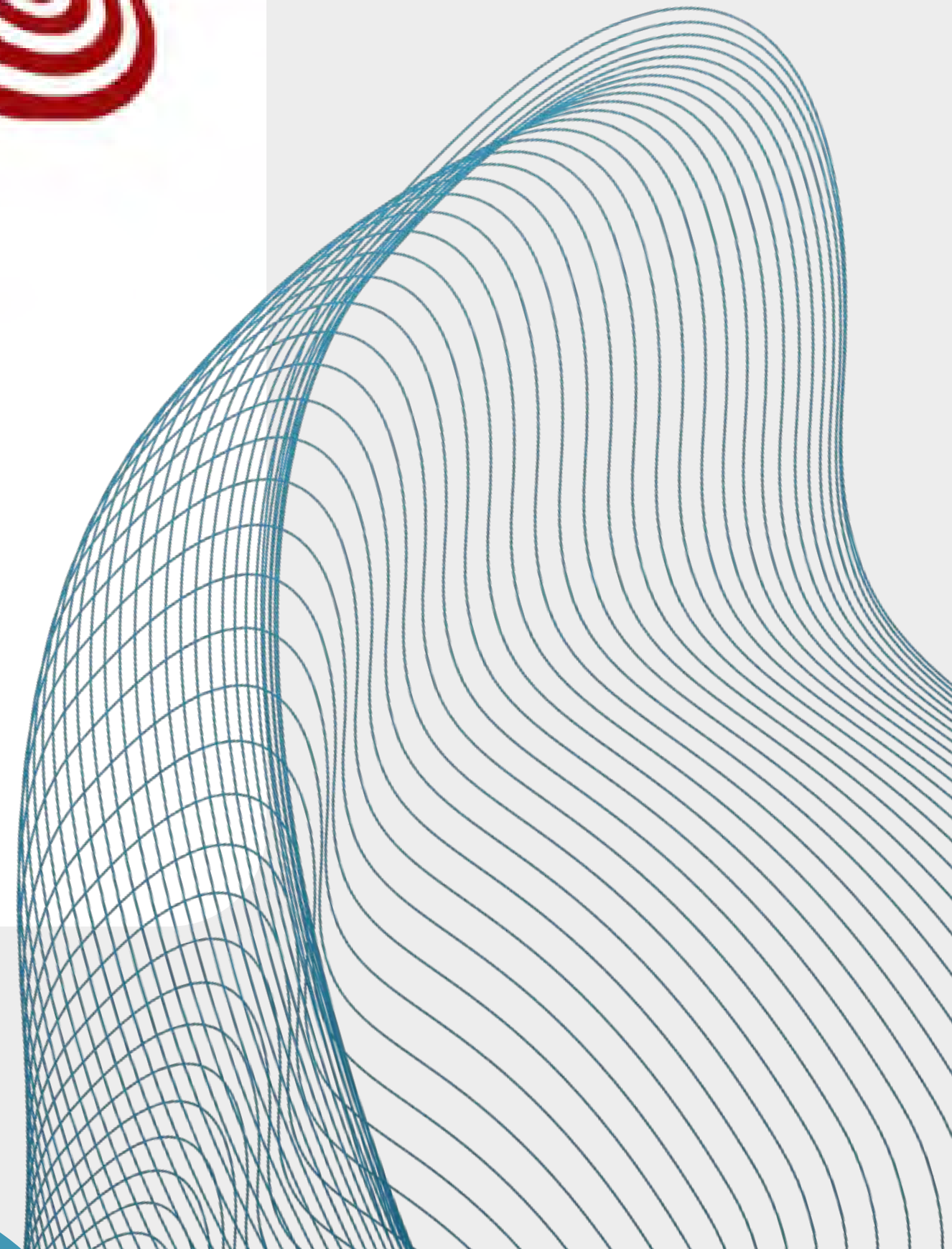
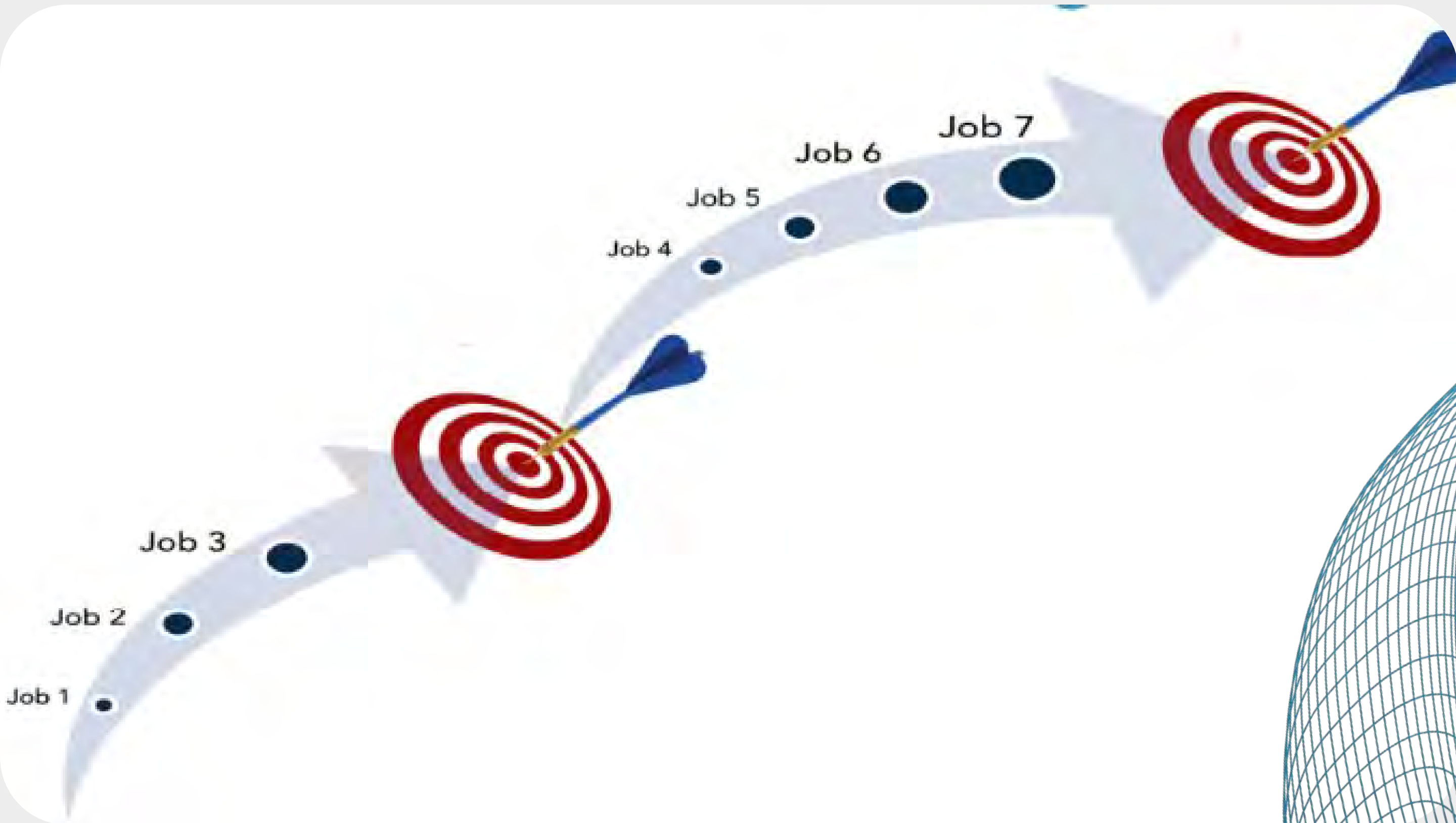
CAREER





Intentional Career Planning





Career versus job



Vision, Mission, Purpose

Career and Life Goals

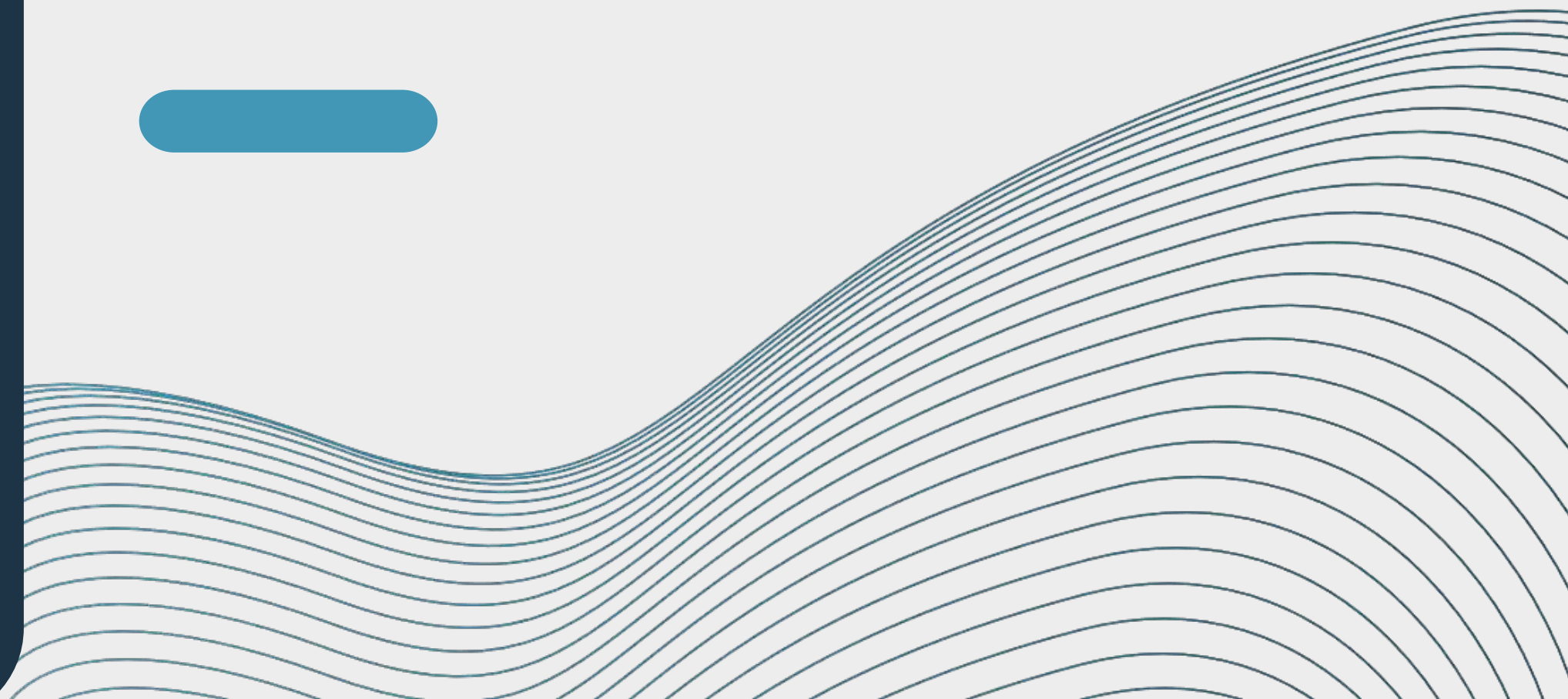
Constraints (near term)

Gap Analysis

Tactical Planning

- Job Search
- Immediate Career Options

Planning a career
is like planning
a business





FOCUS: What job do you want

PREPARED: Get your act together

AIM: Do your research

NETWORK: Build relationships

INTERVIEW: Preparation is key

NEGOTIATE: Factor in
status and package

Populate
Network

Activate
Network



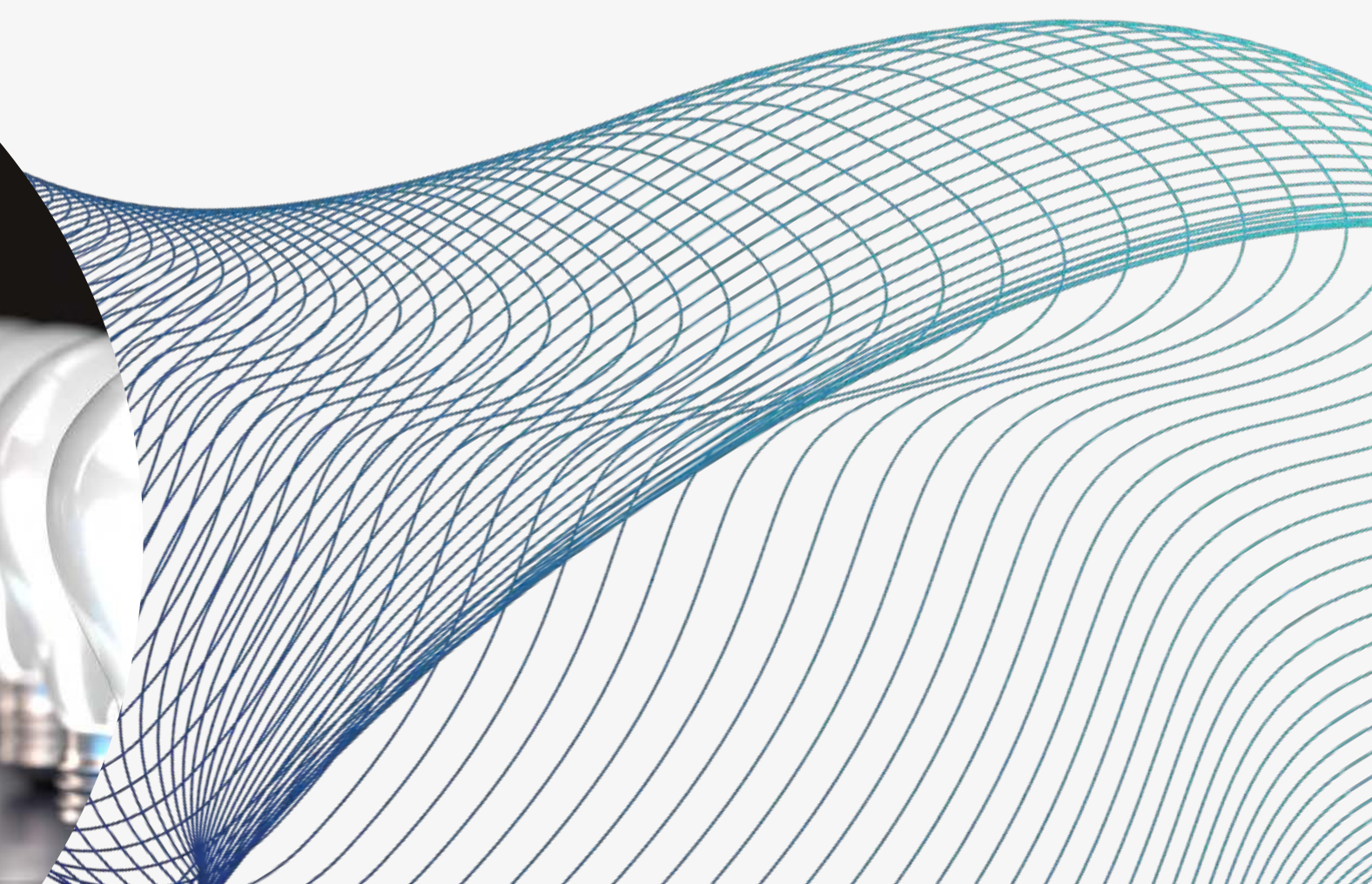


Variable Impacts

Changing external factors in the market place

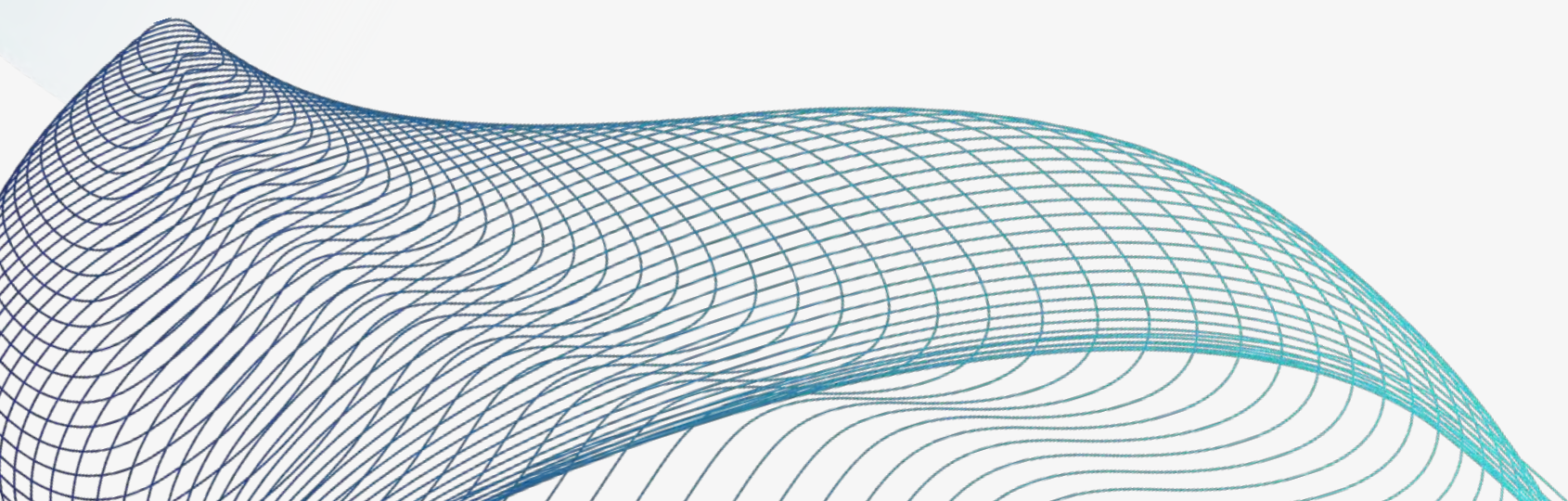
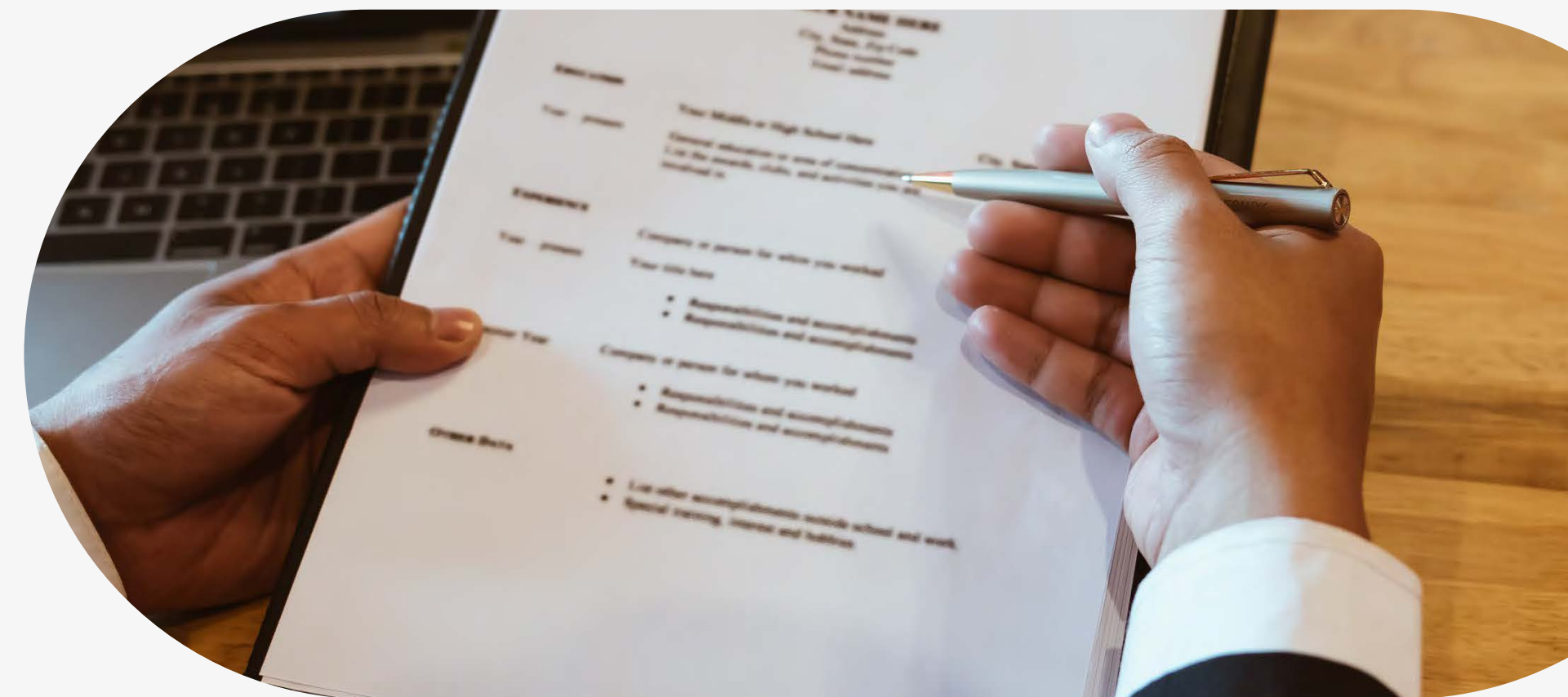


Game
Changer





Pillar II: Professional Marketing Collateral





Universe of Career Marketing Collateral

**Preparing for 'Tell me about
yourself'**

**Recommended Structure for
Resumes**

**Understanding Professional Bio's
and how to use them**

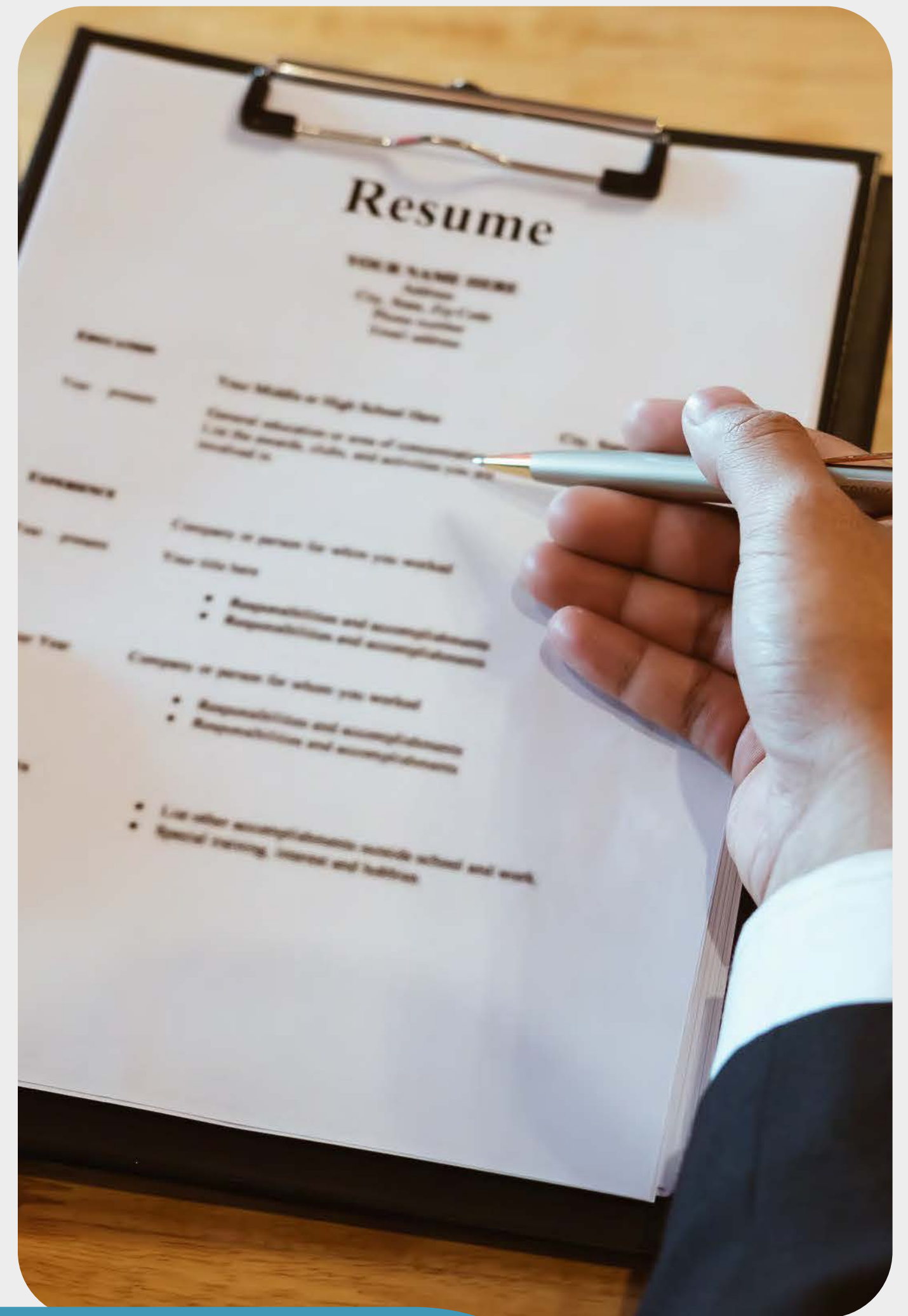
**Cover letters, Linked In, and other
media**

Coaching approach to collateral materials



To write or not to write

What you **need to know** about resumes

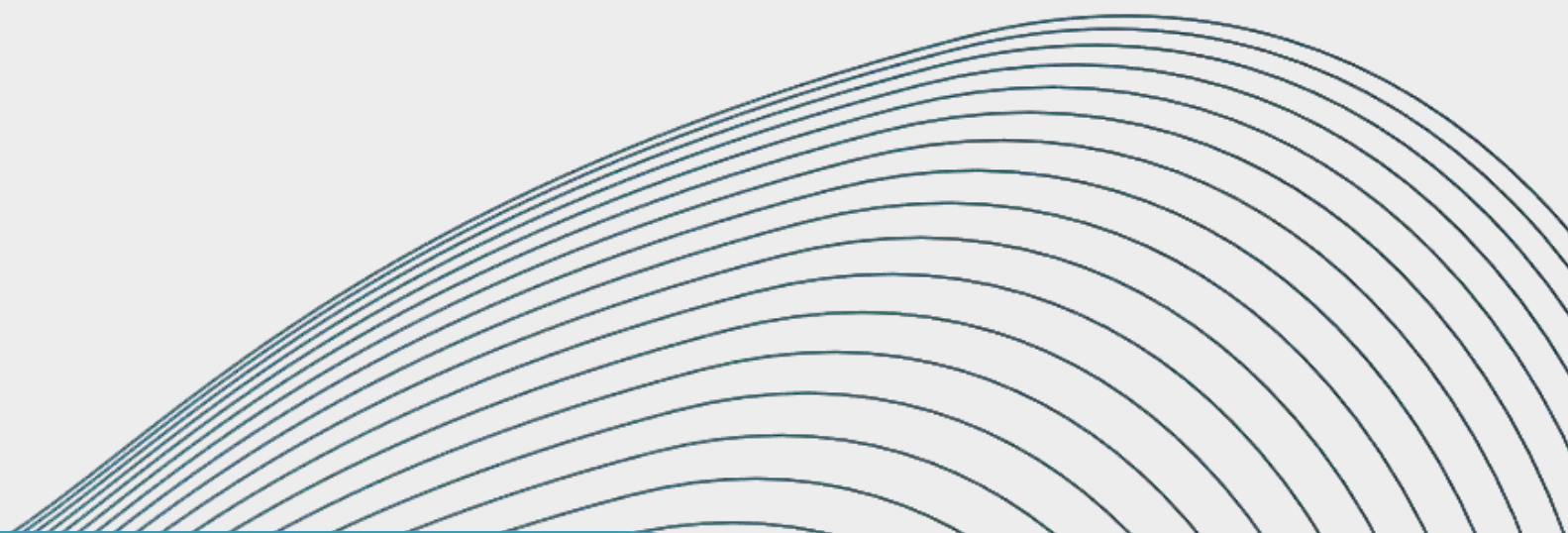
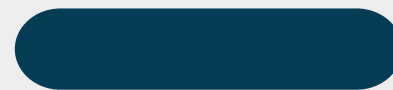




Pillar III: Marketing Strategy and Visibility



The importance of
networking



Network, Network, Network!





Lack of skills and
knowledge gap

'But, I don't know anyone!'

'I've already done as
much as I can'

I'm not on ANY social media
(Linked In, Facebook,
Instagram, etc)

Fear

Coaching through the Resistance



When and How

Getting Organized

For a Job, For Life

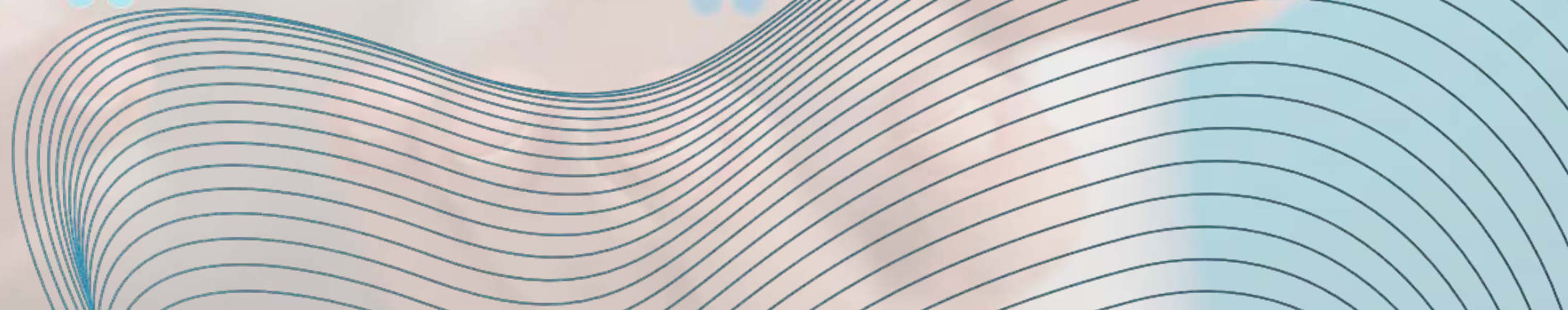
Reciprocity:

The Career Balance Sheet

Role of Groups and

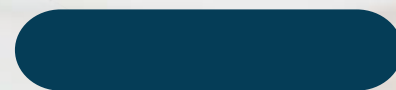
Associations

Create a Networking Strategy



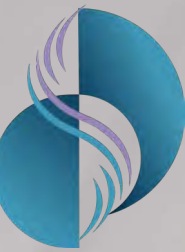


Pillar IV: Interviewing – Preparation & Performance



80 – 90% of a
successful
interview happens
BEFORE you pick
up the phone,
drive into the
parking lot, or log
into zoom!





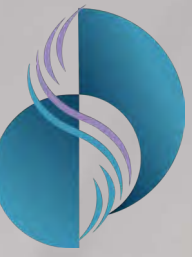
Preparation

Practice

Presence

Persistence

The Four P's of Interviewing



Understanding the structure and purpose of different types of interviews

Exploring success strategies for each kind

Understanding the different types of interviews



How and why to stay in the competition, almost no matter what



Personal Introduction

Know your own 'stuff'

Achilles Heels Questions

Pacing of Answers

Behavioral Interviews

Prepare, prepare,
prepare, practice





Purpose

Preparation

Bad Questions

Questions for your interviewer



How to talk about
money and master
negotiations



Pillar V: Money, **Money**, Money





When and How to talk
about Money

Three Bears

How to do your Money
Research

**What's
reasonable?**





Mind's Axioms

- Don't be the first to bring it up
- When they ask, don't give them a number if you can avoid it
- When you can't avoid, there is a way to give them the 'best' answer





Coaching around Money



The Psychology and emotions of Money Discussions

Exploring the full range of
what is negotiable

When to know when there is
no more money left on the
table?

Sell, sell and keep on selling

Why is it so hard to talk about Money?



How to close the deal





Five 4-hour modules
Conducted Virtually
Biweekly on Thursdays
Jan 11, Jan 24, Feb 8, Feb 22, Mar 7
1 – 5 pm CST/2 – 6 pm EST/11 – 3 pm PST

Recruit a Career Client to work with
throughout the program
We may be able to help you find a client

Our two books are provided
Suggested for Pre-Reading

ICF Approved for 39 CCEUs
12 CCs, 27 RDs

Structure of CCMC Program



POSITIVE COACHING SOLUTIONS



Certified Career Management Coach

