

# GET THE JOB

## Do You Need a Career Coach?

Athletes rely on coaches to keep them prepared and focused. Job-seekers can sometimes use the same kind of help.

### WHAT THEY DO

Looking for a job is an uphill battle, with dozens of other applicants often vying for the same position that you're interested in — maybe more. A career coach can put you in a better position to succeed by assisting with everything from time management to making job-search connections. Depending on their individual skill set, these consultants may serve in roles like resume writer and mentor to help sharpen your interview skills. They'll also be well acquainted with headhunters, employers and others in the recruiting field. If you're early into your career, suffering from burnout, or haven't been on the job market for some time, their critical suggestions may help shape your vision for what comes next.

### HOW IT HELPS

Finding the best consultant typically comes down to checking references from



others who are looking for work, either among your

friends or online. Career-counseling certificate pro-

grams are rare, and aren't necessarily indicative of a

coach's abilities. Instead, years of expertise, prior results and word of mouth are the best measures. Once you've connected, they'll act as a kind of brand-awareness expert, pinpointing different aspects of your experience and know-how to market for specific job openings. They'll help you craft a freshened-up resume, and build out your network. It's best to pay by the hour, to ensure that you don't get locked into a long-term service agreement that might extend longer than needed.

### PARTNERING UP

Most people assume that hiring a career coach is an option of last resort. But they don't have to be someone you turn to only after failing to secure a number of earlier posts. Look at career coaches as an investment in your own personal career advancement. In fact, those who are considering a new job but aren't quite sure are among the best candidates. After all, they'll also discuss big-picture things with you, including motivation techniques and long-term job planning. Consider budgeting this as you would any other essential part of job seeking, like a new outfit and haircut. You may very well emerge from these discussions with an entirely new career path in mind.

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