



Overview

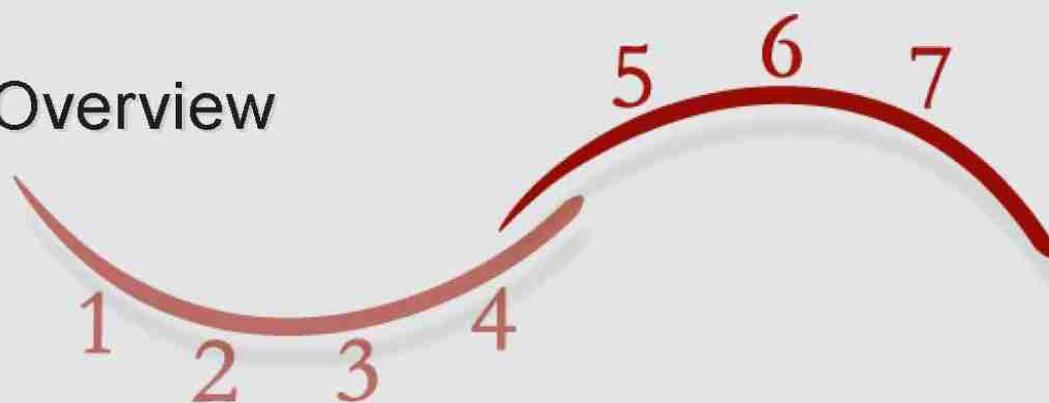


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CAREER ENRICHMENT

*Because*TM is a coaching business that focuses on career enrichment as well as life and work enrichment. It recognizes the importance of people feeling that they are engaged in work that is inspiring, meaningful and rewarding for them. *Because* operates on the principle that work can provide an outlet for people to reach their potential.

Sometimes employees in a company find that they have lost their spark and are not sure what direction to take their career. You may be reading this career enrichment Tool Kit because you have lost sight of your skills and qualities. Or maybe you have not even thought about your aspirations and about engaging in work that inspires you. You might be worried about not being able to 'reach the grade' in a pending performance management program.

Perhaps you are totally focused and capable and have come to the realization that your current company is no longer providing the level of satisfaction that it once did. Your life experiences may have shaped you to want other things including work-life balance as a higher priority.

Or it may be that you do know exactly where you want to go in your career but you are not entirely sure how to make that first step and where to get assistance to help you.



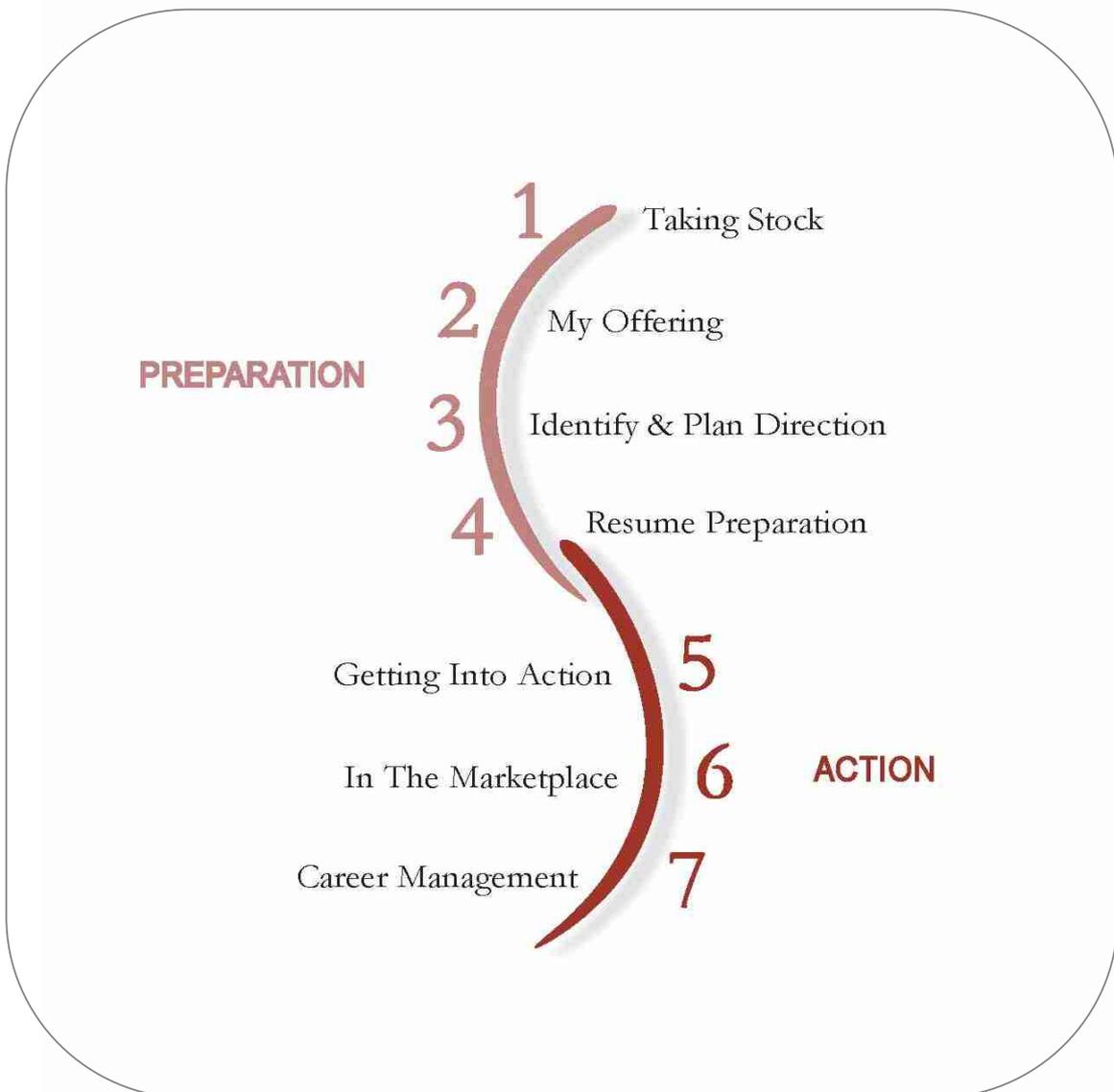
If you are currently working or perhaps in transition and looking for a new role you may be feeling these things. Perhaps you are questioning whether it is time for you to move on from your current role. If you answer yes to any of these situations then this Career Enrichment Tool Kit is definitely a resource you should invest time and effort in working through the content and exercises.

Because will enable you to have access to highly trained career enrichment and transition practitioners that can guide you through a process of:

- Taking stock of where you are in your life and what you want in your career
- Exploring what you have to offer in terms of your skills and special talents
- Identifying the direction you would like to take your career
- Putting in place effective strategies to get you there
- Making it happen through updating your resume, networking and performing brilliantly in interviews
- Selecting the right role
- Making the best impact you can once you start in your new company
- Engaging in work that fulfils your life goals more effectively.

Enabling people to engage in work that is meaningful and where they are 'in-flow' enables people to be more productive, focused and energized. Being happy at work also has flow-on benefits in enriching your relationships with those near and dear to you.

PROCESS MODEL



CAREER ENRICHMENT OUTCOMES

This Career Enrichment Tool Kit is designed to be a resource that enables you to plan and manage your own career. It contains plenty of resource material to guide you in your decision-making and expand your awareness of what you need to do to make your next career step.

Please use the Handouts printed at the end of each chapter to allow you to apply the content to your own situation.

The sections and expected outcomes in this Career Enrichment Tool Kit are:

CHAPTER 1: TAKING STOCK

- Enables examination of your career *goals and needs* in the context of other life priorities
- Ensures that you are exploring your needs and taking into consideration:
 - w What type of work is the most fulfilling and satisfying for you
 - w Your career anchors
 - w Your dreams and aspirations
 - w Personality and background
 - w Career needs in the context of what stage you are at in your life
- Articulate your short-term and longer term career goals

CHAPTER 2: MY OFFERING

- Requires you to critically examine and articulate what you are *offering the marketplace* in terms of:
 - w Specific marketable achievements
 - w Skills
 - w Motivations and passions
 - w Values
 - w Personal Qualities
 - w Capability level
 - w Aspirations

CHAPTER 3: IDENTIFY AND PLAN DIRECTION

- Supports you to prepare a long-term career strategy map
- Supports you to plan and make decisions about what options are available for the next step in your career
- Provides a decision-making template for you to make choices about whether you move into your next role within your company or plan to exit your company
- Guides you in the steps to take in getting promoted within your company
- Informs you in the options available to you should you decide to *leave the company*
- Guides you on how to position yourself if you *leave your company in difficult circumstances (termination)*
- Provides a framework for you to *clarify your desired role*
- *Articulates your sales pitch* on what you have to offer and what you want in your career
- Identifies how to prepare a *target list of companies* and research those companies
- Enables you to complete your *self-marketing plan*
- Provides useful hints on how to *manage your energy and focus* during a period of transition

CHAPTER 4: RESUME PREPARATION

- Enables you to construct a comprehensive and *highly targeted resume* to position you in the best possible way
- Explores the appropriate style and *format of resume* for your role specification
- *Selection* of the best *referees*
- *Briefing referees* on what you wish them to say about you

CHAPTER 5: GETTING INTO ACTION

- Supports you to identify opportunities for roles in the *hidden and transparent job market*
- Builds skills in *networking* to increase employability and conduct research about roles and industry
- Helps you to prepare *marketing letters*
- Explains the most effective way to respond to *job applications*
- Provides useful hints in how to *cold call network contacts*
- Guides you in how to get the best out of *recruitment agencies*



CHAPTER 6: IN THE MARKETPLACE

- Prepares you for job interviews and psychometric tests
- Understanding the different types of interviews
- Understanding the importance of body language and presentation
- Builds interviewing skills through practicing answering tough interview questions
- Provides a framework for negotiating the terms of salary package and benefits
- Items to consider in evaluating multiple offers

CHAPTER 7: CAREER ENRICHMENT

- Ensures that you *celebrate and reward your achievements* in career transition
- Teaches you to *clarify performance expectations* in your new role
- Identify *learning and development needs*
- Engage in *ongoing professional development*
- Mentoring and executive coaching
- Recognizing the importance of *managing relationships*
- Recognizing the importance of *managing perceptions*
- Deciding what to do *if the role does not work out*
- *Mapping your next career step*