

# **Career Coaching Workbook**

## *Building your Personal Brand*



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# Welcome!

This workbook is your opportunity to learn more about yourself so that you can make decisions and plans to maximise your potential. Your personal brand is basically your reputation – every time you meet someone, every time you post or comment on social media you are showcasing your brand. In building your brand you will define what is unique about you, ensuring your passion, values and strengths shine through enabling you to connect with your target audience (potential employers) and make authentic decisions about your career.

## The Job Market – An Overview

Job search is a two way process. In any market place, there are buyers and sellers. If we consider the employers out there to be 'buyers', then that makes you the 'seller'. So it is important to think about *what you want* from a potential employer and *what you can offer* a potential employer.

Broadly, every one of us can offer our:

- Skills
- Knowledge
- Experience
- Achievements
- Personality
- Qualifications
- Training

The trick is in packaging your offering to the job market successfully, so that the employer sees you as the solution to their problem. Remember, they have a problem if they have a vacancy to fill. Organisations with vacancies are not working to their full potential.

Employers are looking for:

- Someone who can do the job
- Someone who wants to do the job
- Someone who will fit in

## What Does a Great Job Look Like to YOU?

Imagine it is 10 years from now and you are meeting up with former colleagues or friends. You have your dream job and you are reflecting on the decisions that have led you here. Take time to think about what your job entails; are you working with or for anyone or are you working for yourself? Where are you living? What sort of house are you living in? What does your work place look like? What does your typical day consist of? What is your typical week? What takes up your time at work? Do you travel with your work? What hours do you do? How do you feel? What do people see in you?

Visualisation helps bring about clarity in your goal setting and action planning, it can also help you pinpoint your PASSION. What gets you out of bed in the morning?! What gives you most energy? When do you feel at your best? Now ask yourself: Do you know what a great job looks like? If someone offered you a job right now, how would you decide if it was the right job for you?

### Activity

Take a few minutes to consider which factors you need to include when deciding your next move and record them in the space below. Examples might include it feeds my passion, hours of work, salary, culture, environment, location, job content, development, career, opportunities for progression, industry, size of company, level of pressure, responsibility, your personal values, market trends, travel, stability and autonomy.

You may wish to rank your list in order of priority. You may also wish to identify those factors which are essential and on which you are not willing to compromise on.

Factor	Rank Order	Essential

Completing this exercise will help you identify what a good role looks like for you. It will give you a 'checklist' which you can compare against job advertisements, job descriptions and, of course, job offers.

## Determining Your Core Values

Values are like a compass that guides our lives. They are often functioning at an unconscious level, but they are guiding us none the less. If someone feels anxiety or distress, then it is likely their values aren't being honoured.

One of the most common reasons for dissatisfaction in a job is a mismatch of personal and organisational values. Your values are what are important to you in life. Knowing your values helps you understand what drives you – what you enjoy and what inspires you. By **building a life and lifestyle around our values** we create a **life that is more satisfying and meaningful** to us. Be aware, values change over time. Your Values can also be situational - so what is true for you at work may not be true for you at home. Using the values list on the next page follow the instructions below:

1. Ask yourself what is important in life and from this question highlight the values that are important to you on the list below.
2. Think of a specific time when you were really motivated and find the feeling you had right before you felt motivated, because it is probably a value. E.g. being motivated to find a new job, undertake a personal challenge. OR think of specific times when you get really annoyed and think about what values were not being honoured.
3. Once you have your list of values (possibly 20+) group the values into areas of similarity e.g. learning, knowledge, growing, wisdom, reason. Doing this will help you to identify main values and or value areas. At this point you might have 10+ values that are important for you. Choose your top five values.
4. Compare all values and rank them in a scale of importance.
5. For each value, write a sentence to define exactly what that value means to you.
6. Take a few minutes to reflect on how your values could or already do influence you and your career choice. How could you ensure that your values are represented to your network?

## Examples of Values

Achievement	Discipline	Humour	Reason/thought
Acknowledgement	Diversity	Humility	Recognition
Adventure	Duty	Impact	Relationships
Autonomy	Eco-awareness	Independence	Resilience
Authenticity	Economic security	Ingenuity	Respect
Balance	Effectiveness	Innovation	Responsibility
Boldness	Empathy	Integrity	Risk-taking
Being the best	Empowerment	Intelligence	Security
Belonging	Enthusiasm	Justice	Self-control
Caring	Equality	Joy	Self- Esteem
Challenge	Excellence	Kindness	Service
Charity	Fairness	Leadership	Sharing
Communication	Family	Learning	Simplicity
Community	Flexibility	Love	Spirituality/faith
Compassion	Focus	Loyalty	Sport
Competence	Freedom	Open-mindedness	Strength
Competition	Friendship	Optimism	Support
Cooperation	Fun	Order	Tact
Connectedness	Generosity	Partnership	Teamwork
Contribution	Global view	Passion	Trust
Courage	Gratitude	Patience	Truth
Creativity	Growth	Peace	Understanding
Curiosity	Happiness	Presence	Uniqueness
Decisiveness	Harmony	Personal development	Valued by others
Dependability	Health	Power	Variety
Determination	Helpfulness	Productivity	Vitality
Directness	Honesty	Professionalism	Wealth
Discovery	Honour	Quality	Wisdom

## Values Notes

Value	Groups (similar words)	Rank	Definition

### Notes

Think about questions such as how are my values currently being honoured? How are they NOT being honoured? How could knowing my values help me in my career path?

# Strengths and Areas for Development

Use this exercise to recognise your unique skills, strengths and talents.

## **Strengths**

What do you do well? What do you do better than others? What personal resources can you access? What do others see as your strengths? What values do you have that others don't exhibit? What connections do you have?

# Professional presence profile

Let's assess where you are right now. Choose your response remembering that there is no right or wrong answer. This exercise will help you pinpoint areas for development.

## ***How comfortable are you with...?***

***(1: Not at all 5: Very)***

Being yourself in all situations?	1	2	3	4	5
Easily and openly expressing your ideas/opinions in a group conversation?	1	2	3	4	5
Knowing how to dress appropriately for each setting and event you attend?	1	2	3	4	5
Speaking before a group of people?	1	2	3	4	5
Making eye contact with people you have just met?	1	2	3	4	5
Introducing people in formal settings?	1	2	3	4	5
Starting conversations with people you don't know well?	1	2	3	4	5
Disagreeing with someone else in a way that doesn't cause angst?	1	2	3	4	5
Apologising when you're wrong so that the other person accepts it?	1	2	3	4	5
Accepting responsibility when your efforts fall short?	1	2	3	4	5

## ***How consistent are you at...?***

***(1: Not at all 5: Very)***

Following up and delivering on promises?	1	2	3	4	5
Being prompt for appointments, deadlines, dinner, meetings?	1	2	3	4	5
Doing what you say you will do, when you say you will do it, at the quality to which you commit?	1	2	3	4	5
Keeping track of details, calendar events and commitments?	1	2	3	4	5
Keeping confidences?	1	2	3	4	5
Not repeating, encouraging or engaging in gossip?	1	2	3	4	5
Conveying positivity in your interactions?	1	2	3	4	5
Entering a room with confidence?	1	2	3	4	5

***How consistent are you at...?***

***(1: Never 5: All the time)***

Prepare your thoughts in advance of a discussion?	1	2	3	4	5
Practice how you will articulate your thoughts?	1	2	3	4	5
Write your goals?	1	2	3	4	5
Evaluate your goals?	1	2	3	4	5
Seek out a mentor or coach as a sounding board?	1	2	3	4	5
Be aware of your body language?	1	2	3	4	5

***Do you...?***

***(1: Not at all 5: Absolutely)***

Have an email address that projects a professional image?	1	2	3	4	5
Re-read emails before you hit "send"?	1	2	3	4	5
Have a Facebook page that you would show to prospective employers?	1	2	3	4	5
Have a voicemail greeting that conveys your best self?	1	2	3	4	5
Take notes when making commitments, listening in meetings?	1	2	3	4	5
Have a great handshake?	1	2	3	4	5
Have a professional and memorable self-introduction?	1	2	3	4	5
Focus on your grooming and professional appearance?	1	2	3	4	5

**Areas for Development**

What could you do better? What do you avoid? Are you completely confident in your education and skills training? If not, where are the gaps? What are others likely to see as your areas to develop? In order to get your dream job what areas do you need to develop?

## Networking

A lot of jobs are filled by word of mouth and the more senior the position, the more often it happens this way. Even if the job is advertised, it helps to know someone inside the new organisation who can give you useful inside information.

In effect, networking is about getting to know people who can help you develop your career prospects. You don't have to be a big hitter or the most gregarious person in the world to network effectively. Think of it as market research – you want to gather as much information as possible to help you in your job search.

Networking is a social skill and, as such, there are some basic rules which can help you to get it right:



## Network Activity

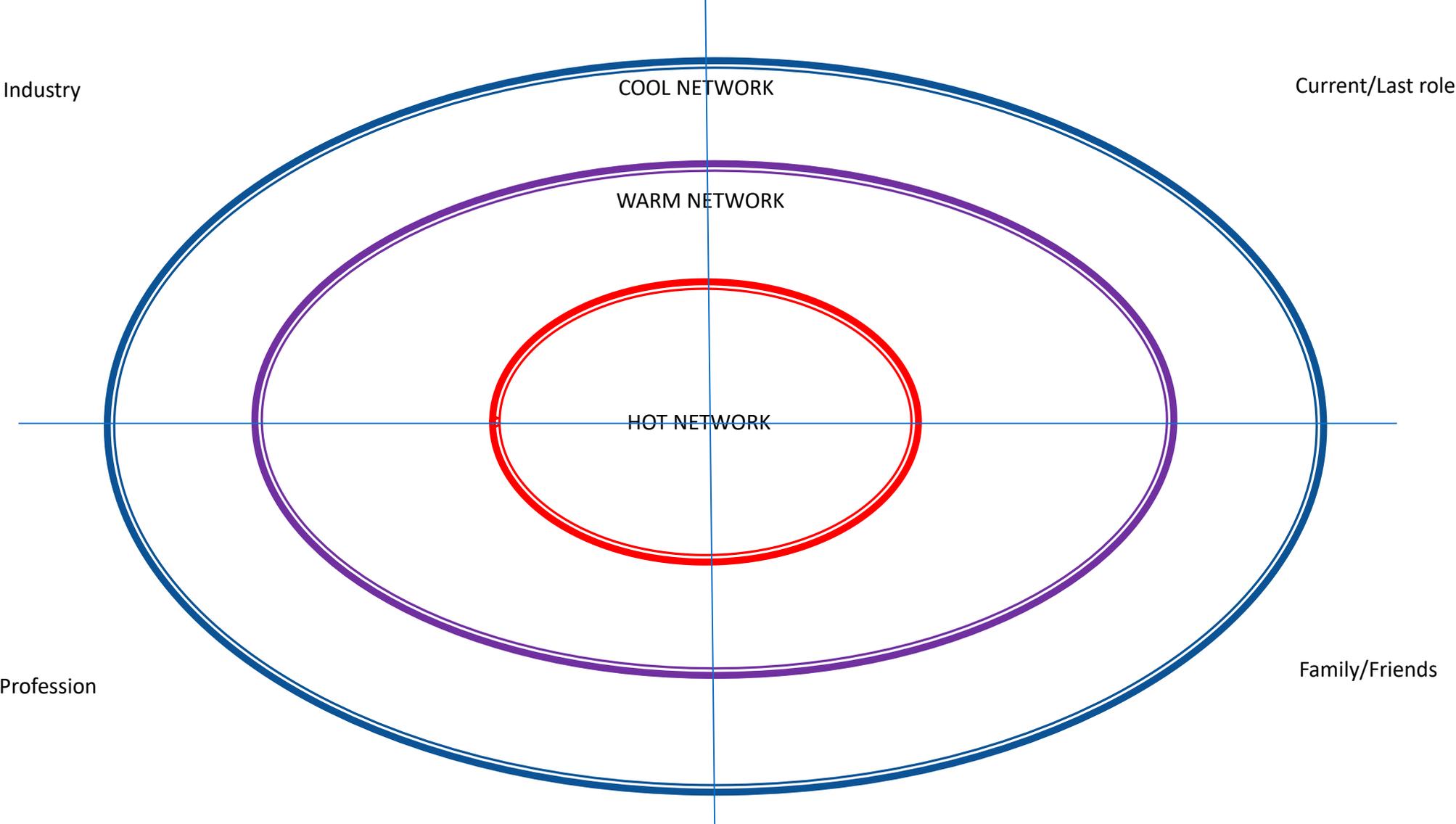
List 15 possible network contacts. Impossible you might say! But even those who are socially rather reserved will have ex colleagues, current colleagues, bosses, friends from school, college or university, suppliers, customers, third parties, family, family friends, neighbours, contacts from a sports club, hobby. Think about what information they might be able to help with.

	<b>Network Contact</b>	<b>How They May be Able to Help Me</b>
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

## Activity

The Networking Circle can help you to identify how your network contacts can fit in to your job search campaign. By segmenting them into hot, warm and cold you can then work out the best use of your time and how best to approach them.

# Network Circle



## Action Plan

Reflect on the exercises you have done today including identifying your passion, values, strengths and areas for development. Now think about what steps you want to take to ensure that you are 'Selling' yourself effectively in the job market and create a career action plan:

Action	Who can help you	By when

# Useful tips

## Your LinkedIn Strategy

- Aim for the 'All Star' profile completion. The more information you provide, the more people will know who you are, what you do and the more likely they are to find you on LinkedIn
- Include 'keywords' relating to your offering in your profile, so that you can be found by people undertaking searches
- Think carefully before giving personal information – identity theft is an increasing problem
- A photo is essential if you are going to complete your profile. Ensure it looks professional.
- Connections – invite people to join your LinkedIn network. The more 1<sup>st</sup> level connections you have the more 2<sup>nd</sup> and 3<sup>rd</sup> level connections you have. Volume is key to getting the most from LinkedIn.
- Remember, when you send out an invitation, do write a personal note rather than just the standard "I'd like to add you to my professional network on LinkedIn."
- Connections – accept invitations sent to you by others. Think twice about accepting an invitation from somebody you do not know as your connections are visible to all other LinkedIn subscribers.
- Introductions – warm introductions are far more likely to generate results than cold ones. Ask a 1<sup>st</sup> level connection to personally introduce you to one of their 1<sup>st</sup> level connections.
- Recommendations – you need a minimum of 3 recommendations to complete that part of your profile. You will also find that recommendations help by placing you higher in search results.
- Add a link to your LinkedIn profile on your email signature and give details on your CV or any letters or marketing material.
- Become a 'LION' (LinkedIn Open Networker). It shows your profile viewers that you are happy to be approached to connect and are looking to build your network. The more connections you have the more you will benefit and the more attractive you become to others looking to connect.
- Networking is about keeping in touch regularly – on a "little and often basis." Read some of the LinkedIn weekly updates and, where appropriate, respond to your connections with a personal note.
- Customise your public profile URL to be your actual name – it looks better, is easier to remember and will increase your PageRank on Google.
- Promote your website, company or blog by adding it to your LinkedIn profile.
- Create a daily, weekly and monthly LinkedIn routine in the same way you might manage your face-to-face networking strategy.

# Achievements

When writing your CV or LinkedIn profile it can be useful to look at the ACTION VERBS below to encourage creative and positive thinking regarding your achievements.

## Activity

Using the list below take some time to reflect on your most recent post or your time within education and come up with at least 2 achievements to be included in your CV or LinkedIn profile.

<b>Began/Started</b>	<b>Changed/Altered</b>	<b>Implemented</b>	<b>Improved</b>
Built	Adjusted	Conducted	Corrected
Conceived	Combined	Demonstrated	Enhanced
Composed	Converted	Effectuated	Optimised
Constructed	Manipulated	Enacted	Refined
Created	Merged	Enforced	Repaired
Devised	Modernised	Executed	Rescued
Established	Modified	Formed	Resolved
Founded	Rearranged	Formulated	Restored
Initiated	Redesigned	Operated	Reviewed
Inspired	Redirected	Performed	Revised
Introduced	Reorganised	Presented	Revived
Invented	Replaced	Processed	Resolutionised
Launched	Re-structured	Produced	Saved
Originated	Shaped	Provided	Solved
Piloted	Simplified	Released	Transformed
Pioneered	Streamlined	Serviced	
Set up		Undertook	

<b>Communication</b>	<b>Increased</b>	<b>Lessened</b>	<b>Maintained</b>
Communicated	Accelerated	Decreased	Consolidated
Consulted	Acquired	Halved	Controlled
Directed	Augmented	Lowered	Monitored
Encouraged	Broadened	Minimised	Regulated
Explained	Doubled	Reduced	Reinforced
Influenced	Enlarged	Shortened	Retained
Informed	Expanded	Trimmed	Settled
Instructed	Extended		Stabilised
Listened	Gained		Standardised
Observed	Lengthened		Supported
Participated	Maximised		
Persuaded	Strengthened		
Questioned	Surpassed		
	Tripled		
	Widened		
<b>People Related</b>	<b>Actions</b>	<b>Calculated</b>	
Accompanied	Achieved	Analysed	
Assisted	Attained	Applied	
Coached	Completed	Budgeted	
Counselled	Decided	Defined	
Encouraged	Delivered	Estimated	
Facilitated	Finalised	Evaluated	
Guided	Produced	Inspected	
Helped	Secured	Projected	
Managed	Succeeded	Recognised	
Supervised		Uncovered	

# Interview tips

Attention to just a very few things can work wonders, so here are some points to consider:

## Preparation

- Before you arrive, get in to a positive state – use music, mindfulness, an early morning to visit the gym, power poses – whatever works for you!
- When you arrive take a few moments to breathe... get 'in the zone' and 'think confidently'
- Many people present a more serious, thoughtful image in an interview than in normal conversation. If anything, you need to become slightly more outgoing, cheerful and talkative than usual.

## Language

- Have your answers to predictable questions well prepared in advance. Practice using positive language in your answers.
- There is no place for negativity or criticism in an interview. It can be easily misinterpreted and puts you in a negative state too.
- Be open about what you've learned from your mistakes – self-awareness and honesty send positive messages.

## Body Language

- Use eye contact – focus 80% on the interviewer and take time to reflect or look away occasionally. Avoid staring!
- Be careful how you sit. Position yourself right to the back of the chair as it's easier to project an air of calm, alert confidence. Make sure that you are sitting in an open, upright position and avoid defensive, closed postures like folding your arms or covering your mouth with your hand.
- Make good use of smiling. Everyone looks more relaxed, positive, enthusiastic and confident when they smile. The warmth which is communicated in a smile also helps to relax the interviewer.

## Paralinguistics

- Speak at a suitable speed. Mature people can benefit from speaking a little quicker than they normally do, to project energy and enthusiasm. A younger person seeking promotion may need to slow down to indicate a thoughtful, reflective, strategic approach.
- Try to make your voice interesting. Tape it and listen to yourself. If necessary, practise indicating more inflection and variety of pace.
- Prepare examples about experiencing you are proud of. Your enthusiasm will be obvious and your vocal energy will naturally be higher and more engaging.

# Core Interview Questions

## Some 'Core' Interview Questions to Be Prepared For:

### About you

- Tell me about yourself.
- How would your last boss/colleagues describe you?
- What are your key strengths and weaknesses?
- What motivates you?

### About your last position

- What did you like most/least about your last job?
- Why did you leave your last position/why were you made redundant?
- What do you think about your previous employer/manager?
- What is your current salary?

### About the position you are applying for

- Why do you want to work for us?
- Why should we offer you the position?
- What do you know about the position you are applying for?
- Are you over qualified for this position?
- What salary are you looking for?

### About your goals and ambitions

- What are your long-term career objectives?
- What do you look for in a job?
- What would be your ideal job?
- Where do you see yourself in 5 years' time?

### About your accomplishments

- Give me an example of when you have managed change in difficult circumstances
- What do you consider to be your biggest accomplishments to date?
- What are you most proud of?

### Difficult Questions

- What do you dislike doing?
- What would you like to avoid in your next job?
- What sort of people do you find it hardest to get on with?
- What happens when you fail?
- On a scale of 1 – 10, how important is your work to you?

## A bit more about me!



I am a highly qualified & experienced coach, facilitator & educator accredited with the International Coaching Federation. I have always loved supporting & encouraging people to live their best lives, aim higher, recognise their strengths & push boundaries. I have been incredibly lucky being able to follow my passions in two former careers working with the most extraordinary people – firstly travelling the world & working my way up to senior management level in the International racehorse breeding industry & secondly working within further & higher education. Alongside lecturing & BSc course leading I was also a mentor for new lecturers & career coach for undergraduates & it was here I found my love for coaching. I now work with individuals & organisations helping people understand themselves more fully, work with and make the most of their strengths & ultimately enable them to find & achieve what they really want out of life.

### ***What makes me different to other coaches?***

I was going to start with my qualifications, but I know what my clients would say & that is my positive energy!! I love working with people &, I've been told, my positivity is infectious. It is the most common theme in feedback & I particularly love helping people identify & start effectively applying their strengths in their life. Couple my natural positive & motivational style with an academic background in positive psychology & the results are both powerful & sustainable!

**Thank you and GOOD LUCK!**

**However, always remember this quote;**

***“I find the harder I work the more luck I seem to have”* Thomas  
Jefferson**

I would love to hear about your progress so please do keep in touch:

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