

# Career Coaching

## For Professional Success

Your Ultimate Guide to Career and Professional Success



# TAKE CHARGE OF YOUR CAREER SUCCESS

The pace of change is accelerating and competition is intensifying as Disruptive Technology continues on its relentless path to takeover many traditional jobs and professional careers.

These trends will profoundly impact your career goals and you need to take charge to ensure your professional success.

Inside this workbook, you will find useful career advices and tips of how to plan your career effectively by understanding the key factors that will make or break your career.

We hope this Career Management & Planning workbook can help you in your career journey. Onwards and forwards.

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# To Be or Not to Be?

No idea what you want or What you truly can be? No worries! This fun, rewarding guide draws on the time-tested principles to help you discover your passions, skills, and potential college majors and dream jobs. The following diagram shows a simple 4 step process to your career success.



As you strive to develop these skills, ask a family member or even better a career coach— to help guide and shape your career goals.

# Your Career Overview

Current Job Title

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Working experience number of years

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Working experience number of years

Job Title	Industry	Employer	Duration

Best career advice you have been given

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# Code of Arms

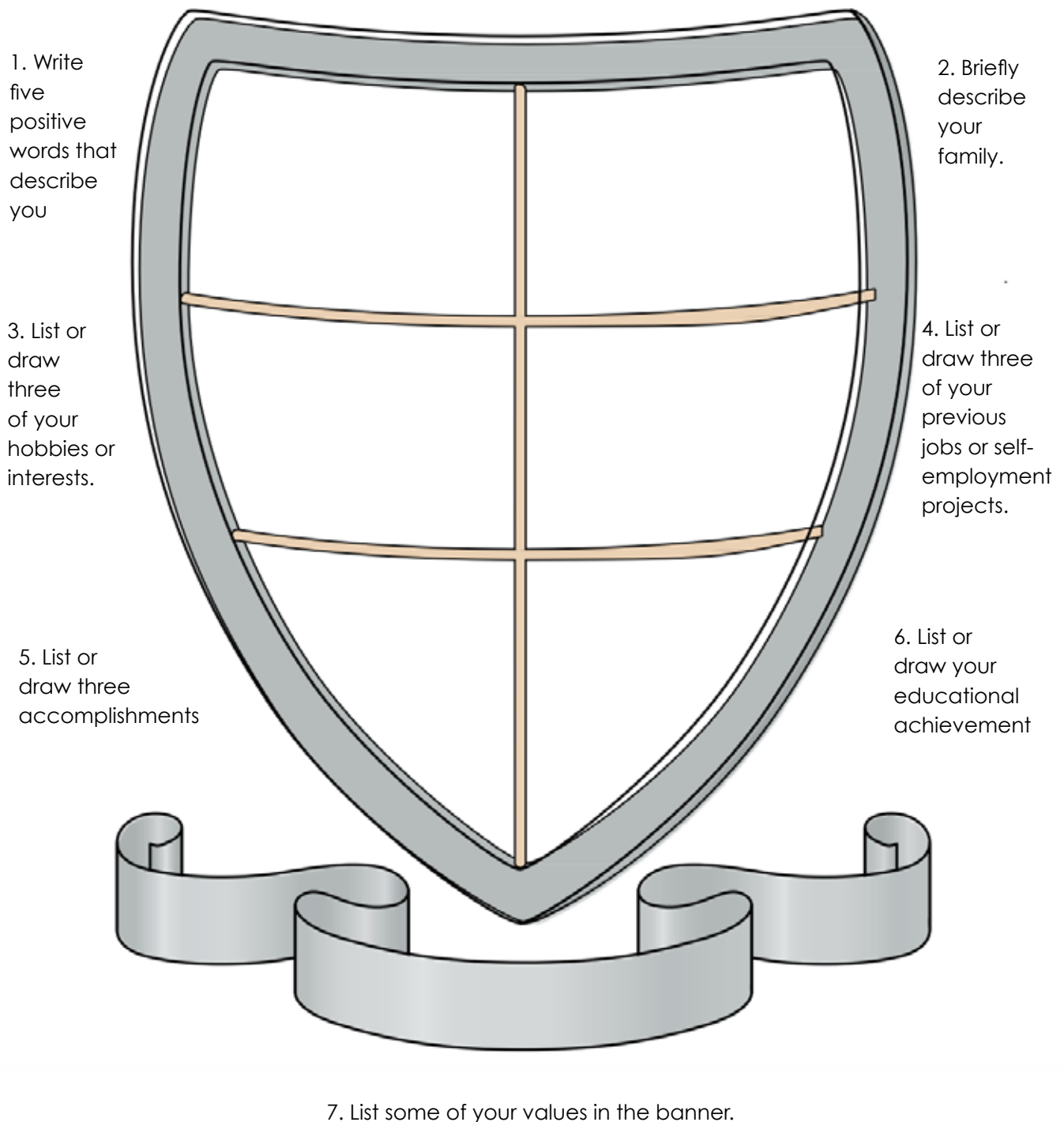
An important part of the process of setting career goals is self-reflection and assessment. You must conduct an in-depth assess of yourself to determine....

## **what are your strengths, talents, interests, and values?**

Creating your very own coat of arms will be the very 1st step to help you answer these questions. Centuries ago a coat of arms consisted of a shield, crest, and motto that identified a knight in battle. Each symbol on the coat of arms commemorated an event in the knight's life or some exemplary quality. By creating your own coat of arms, you can identify the qualities you have to offer employers, schools, or customers. This activity will also help you communicate those qualities to others. Write (or draw a picture representing) what you think best describes each of the seven sections of your coat of arms.



# Design Your Very Own Code of Arm



Practice sharing your coat of arms with your coach, family, colleagues, or business partners. When sharing your coat of arms, use full sentences to describe the information you have selected to share. Try to limit your description to 2 minutes.

# Update Your Skills List

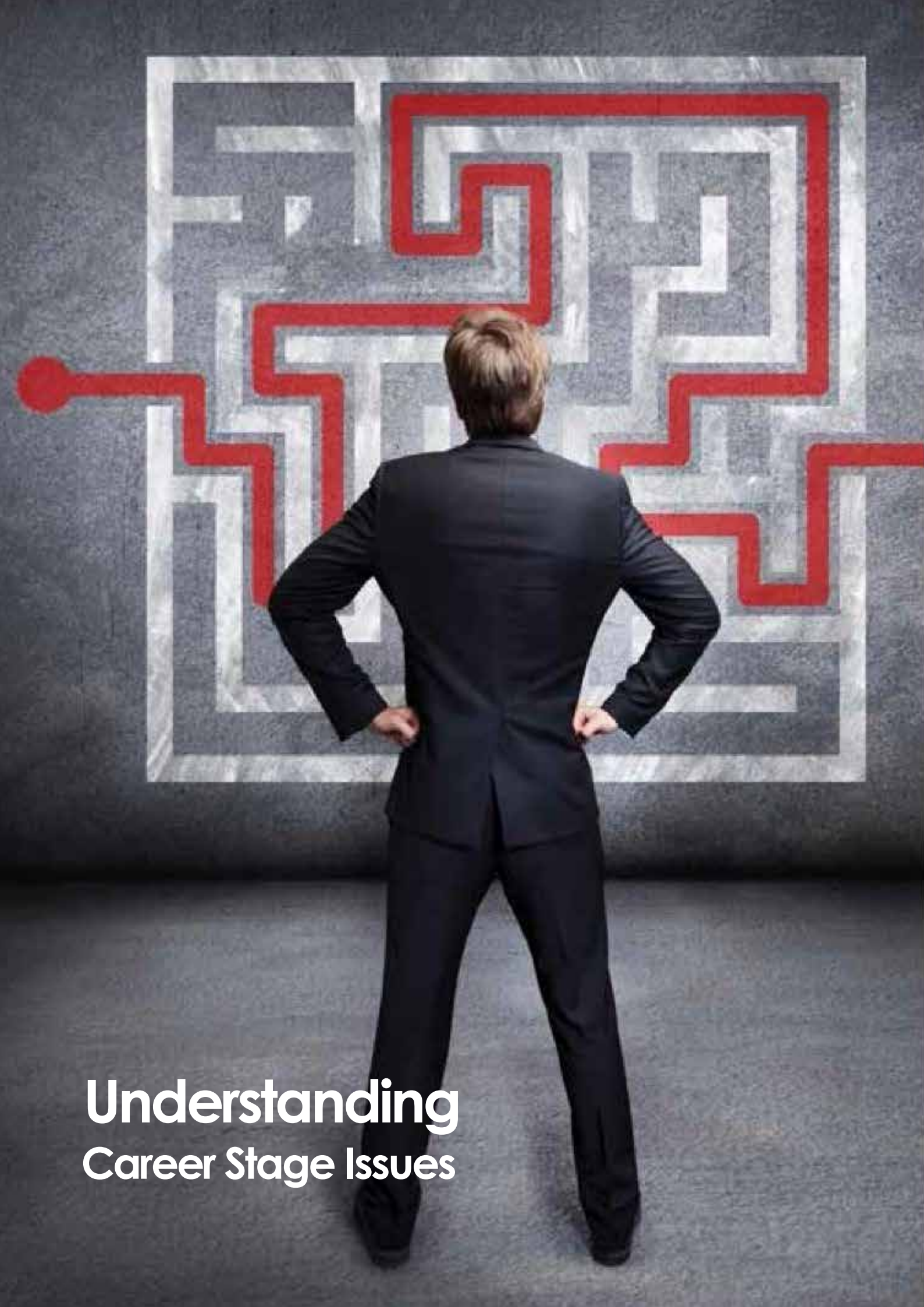
At the top of the chart below, write the accomplishments you listed in section 5 of your coat of arms. Then list up to 10 talents, skills, or character traits required to achieve each

Accomplishment 1:	Accomplishment 2:	Accomplishment 3:
Skills or traits needed for this accomplishment	Skills or traits needed for this accomplishment	Skills or traits needed for this accomplishment
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10



# Possible Skills or Traits

ability to work with others	forgiving nature	persuasion
adaptability	friendliness	positive attitude
analytical ability	generosity	problem-solving
artistic talent	global expertise	relationship-building
business sense	good character	resourcefulness
caring nature	good judgment	respectfulness
cheerful attitude	gratitude	responsibility
collaboration	honesty	sense of adventure
confidence	industriousness	sense of humor
courage	intelligence	service to others
creativity	intuition	social interaction
decisiveness	kindness	spirituality
dedication	knowledge	teachableness
dependability	leadership	teaching ability
determination	learning quickly	thoughtfulness
endurance	motivation	thrift
enthusiasm	negotiation	tolerance
experience	nurturing	trustworthiness
fairness	organization	understanding
faith	patience	vision
fearlessness	persistence	willingness
flexibility	personal drive	work ethic



# Understanding Career Stage Issues

The following exercises are designed to help you assess whether you should continue the type of work you are currently doing – sometimes referred to as your career stream or career path  
–or whether you should consider and explore a change to a different type of work.



## Assessing My Career Stage

Instructions:

1. Start by ticking off 5 boxes that best reflects how you feel about your current work activity.
2. Review the tick-off boxes in (1), select and tick one of the large check boxes, which represents your current career stage.

- ☐ Making career choices
- ☐ Settling down into a routine
- ☐ Growing in familiarity with the job content
- ☐ Making conclusions about whether it appeals as a long-term prospect
- ☐ Enthusiastically acquiring professional knowledge in your job
- ☐ Developing or learning new skills
- ☐ Actively cultivating internal and external contacts to help perform the job better
- ☐ Increasing difficulty of work tasks undertaken
- ☐ Dealing with rivalry from colleagues seeking similar goals
- ☐ Beginning of conflict between work and non-work activities
- ☐ Desire to seek significant changes at work
- ☐ Eagerly fine-tuning your skills
- ☐ Seeking feedback from others
- ☐ Becoming conscious of and apprehensive about perceived competition from colleagues and subordinates for similar jobs or even your own position
- ☐ Changing ambitions which may lead to loneliness, even when close support relationships exist
- ☐ Eagerness to implement change becomes less urgent
- ☐ Concern about the dangers of failure and loss of respect from colleagues before making decisions or changes
- ☐ Decline in interest to learn
- ☐ Ignoring the need to change or realign career direction
- ☐ Being aware of considerable inner conflict, but choosing to persevere in familiar job surroundings
- ☐ Being concerned that your waning enthusiasm for this kind of work will be spotted by those who may influence your career
- ☐ Declining self-esteem, waning job performance, feeling of career at risk
- ☐ Increased sense of pressure or work-related illness

# Your Current Career Stage

■ Exploration Stage ■ Advancement Stage ■ Maintenance Stage ■ Decline Stage



## Identifying My Career Issues

### Instructions:

Reflect on your current career stage and tick off the boxes which you feel are career issues you want to resolve as you start planning your next career action step.

- ☐ I am questioning whether the career direction I am following needs reexamination.
- ☐ My skills are not as useful for my next career move as I thought they may be.
- ☐ I am bored with my current role.
- ☐ I want to improve the balance between my work and my external/family activities.
- ☐ I am ready for a career move but see no immediate opportunities.
- ☐ I have reached a plateau in my current role and need to investigate future options.
- ☐ A recent performance appraisal assessed me below what I wanted to achieve.
- ☐ I have trouble setting career goals.
- ☐ I recently missed out on a promotion or transfer I was seeking.
- ☐ A setback in my personal life is prompting a reassessment of who I am and where I really want to go.
- ☐ What I can reasonably expect in help from my manager.

**None of the above, but I have the following issues to be resolved:**

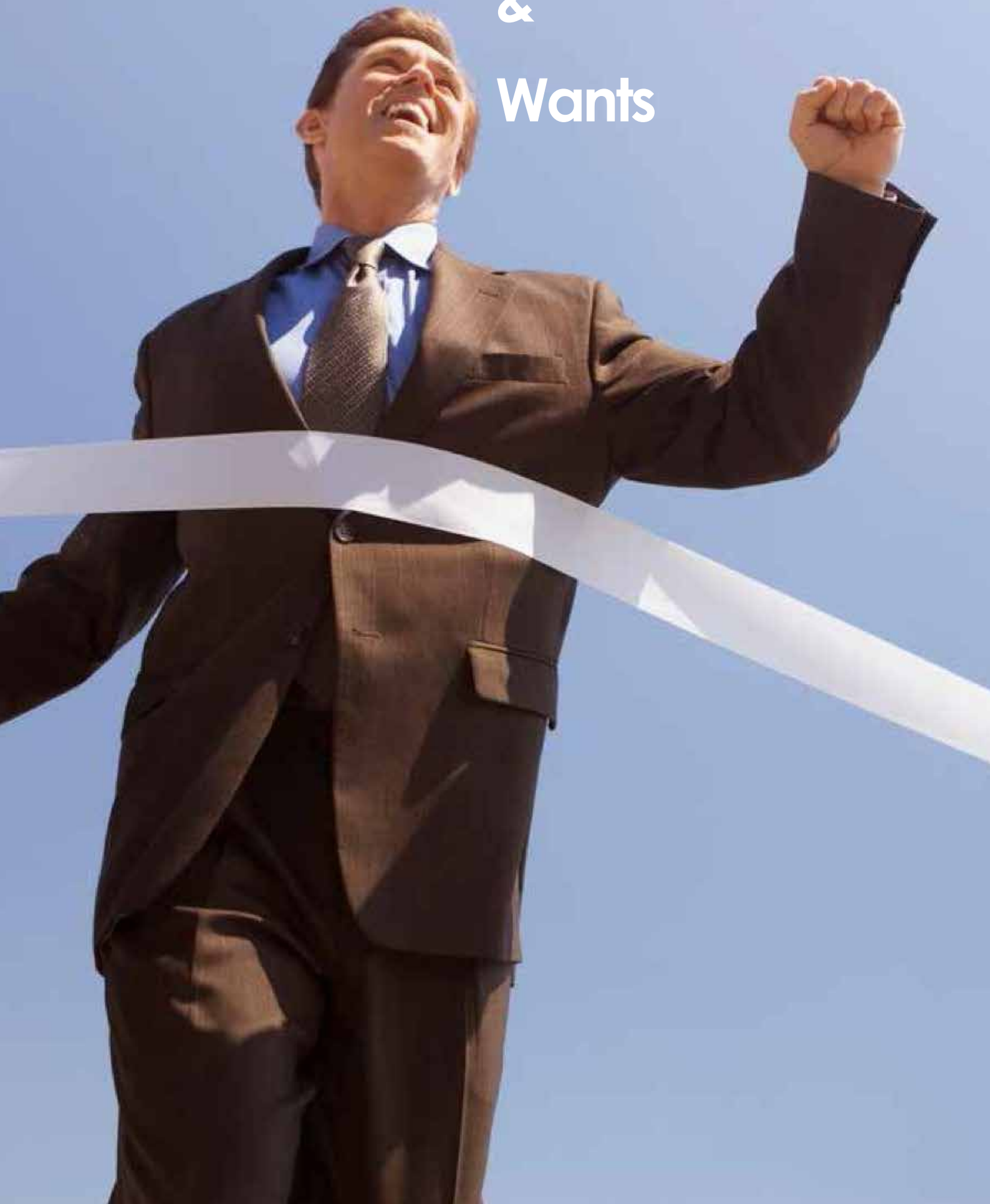
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# Your Motivation & Wants





# Personal Motivation & Wants

## Instructions:

Look through list of words in the table below, identify and circle TOP 7 most important values to hold in your career and personal life

**Underline bottom 5 least important values to you**

Accomplishment	Fun	Pleasure
Affiliation	harmony	Power
Artistic Expression	Health	Predictability
Authority	High Income	Recognition
Balance	Honesty	Responsibility
Challenge	Humility	Risk-Taking
Community	Independence	Self - discipline
Competence	Influence	Self - Supervision
Competition	Integrity	Self - restraint
Contribution	Intellectual	Service
Control	Justice	Spirituality
Cooperation	Knowledge	Stability
Creativity	leadership Opportunities	Status
Diversity	Loyalty	Structure
Excitement	Meaning	Teamwork
Environment	Moderation	travel
Family	Nature	Trust
Flexibility	Obligation	Variety
Friendship	Opportunities for Learning	Wisdom
Fewer hours of work	Opportunities for Advancement	Work Security

# Reflecting upon your Top Values – what these are specifically to you

i.e. “What each means to you?” and how did you arrive at your conclusion.

List your reflections in the space below

Color your Top 7 Values in **RED**, **AMBER** and **GREEN** dots

**RED** - Unattainable in current environment.

**AMBER** - Possible to attain in current environment.

**GREEN** - Attainable in current environment.

# Your Interest

Individually...

Step 1: Use the card provided on the next page

Step 2: Select 5 interests for high ability-high interests you think are  
**most important personally in a job.**

Step 3: Select 5 interests for low ability-high interest you are  
**most interested in developing further.**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Building things</li><li>• Be outdoors in all kinds of weather</li><li>• Plan, budget, and keep records</li><li>• Operate machines and keep them in good repair</li><li>• Reason clearly and logically to solve complex problems</li><li>• Follow logical, step-by-step procedures</li><li>• Give presentations and enjoy public speaking</li><li>• Play a musical instrument</li><li>• Use video and recording technology</li><li>• Design brochures and posters</li><li>• Make displays and promote ideas</li><li>• Communicate with different types of people</li><li>• Handle several responsibilities at once</li><li>• Learn about other cultures</li><li>• Participate in community services</li></ul> | <ul style="list-style-type: none"><li>• Read technical materials and diagrams and solve technical problems</li><li>• Concentrate for long periods without being distracted</li><li>• Make decisions based on my own observations</li><li>• Observe and analyze people's behaviour</li><li>• Work in a laboratory</li><li>• Figure out how things work and investigate new things</li><li>• Travel</li><li>• Design efficient processes</li><li>• Be the leader in a group</li><li>• Work with computer programs</li><li>• Direct and plan activities for others</li><li>• Perform a variety of duties that may change often</li><li>• Help people make up their minds</li><li>• Work as a member of a team</li><li>• Work with details</li></ul> |
|--|--|



# Your Interest

High

Low



A full-page background image featuring a silhouette of a person standing on the peak of a rocky mountain. The person's arms are raised in a 'V' shape towards a bright blue sky filled with scattered white clouds. A strong sunburst or lens flare effect emanates from the lower right, behind the person, creating a sense of triumph and achievement.

# Appraising

## Your Achievements

# Appraising My Achievements



## Instructions:

Record here those achievements in your career to date of which you are most proud. You will find that most achievements in your work life are related to either Data or Ideas or Systems or People. Look over the examples on page 3 before you write your own as the basis for constructing your personal achievement inventory. Any of the achievements should be significant enough that you would want to include them in your resume.

## DATA

(Consider what you have produced concerning information. This could be in the form of re-ports, analyses, studies, reviews of procedures, etc.)

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- 
- 
- 
- 

## IDEAS

(Consider what you have contributed in terms of ideas, creativity or innovation which has produced beneficial results or resulted in new ways of doing things.)

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- 
- 
-

## SYSTEMS

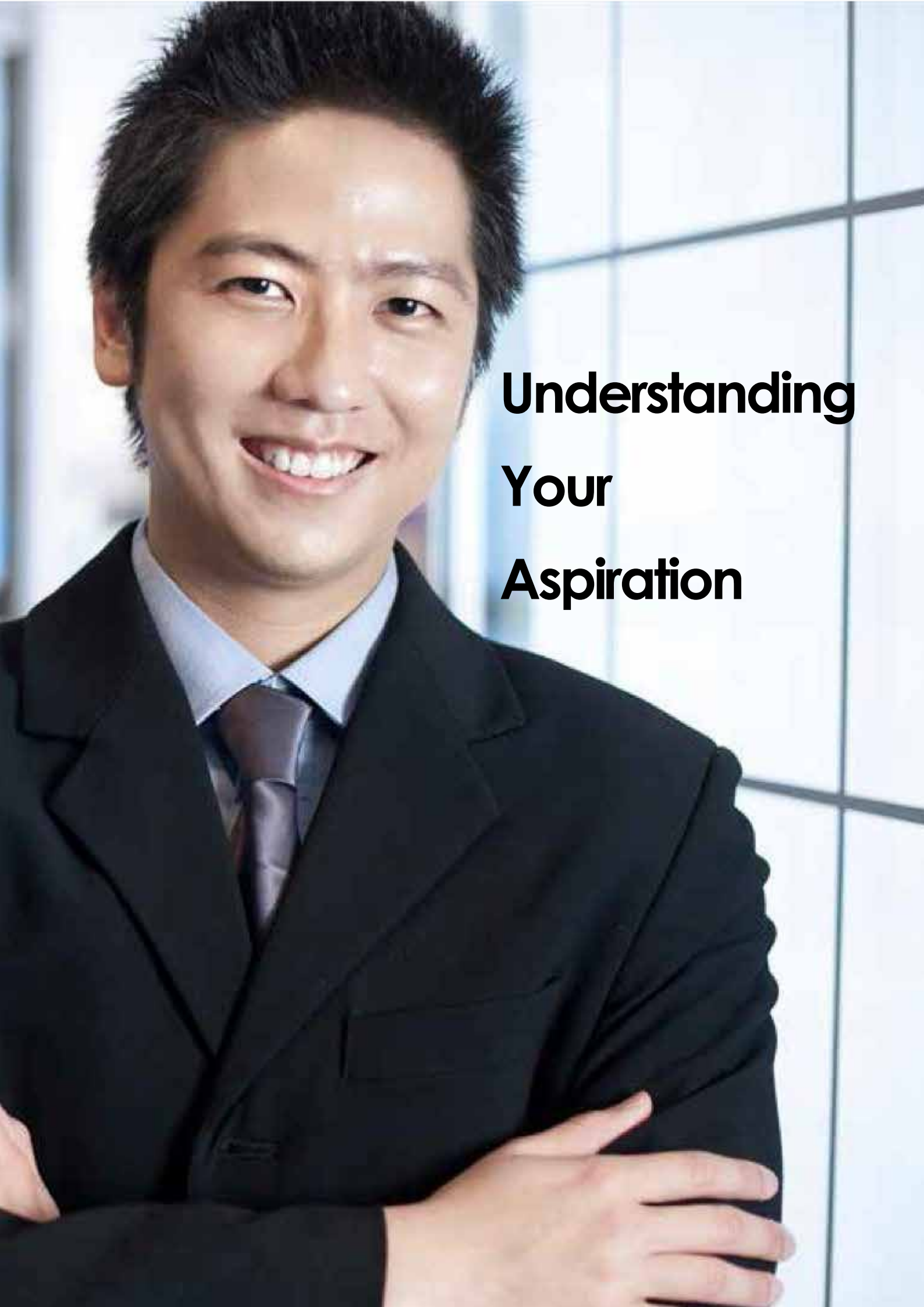
(Rarely does any job task gets done without following a system. Consider system improvements you have initiated, re-designed, evaluated, recommended.)

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- 
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## PEOPLE

(Every job involves some work with people –whether as clients, customers, colleagues or those you manage. Consider what you have done involving people which has produced beneficial results.)

- 
- 
- 
- 
-



# **Understanding Your Aspiration**

# Appraising My Achievements

The pattern we have observed in people is that they do not take time to reflect on what they desire to do. Life is a journey and it is always wise to stop, look back.

**Life-line Exercise.** The Life-line Exercise will give a graphic representation of the ups and downs of our life history –see attached sample life-line. It will provide valuable clues on what we need more of and what should remain as well as what we need less of. It will aid us in developing a deeper appreciation of pursuits, topics or types of work that will engage us and keep us satisfied.



The pattern we have observed in people is that they do not take time to reflect on what they desire to do. Life is a journey and it is always wise to stop, look back.

HIGHS	Present (NOW)
<hr/>	
LOWS	

Review the graphic representation of your life history and probe for deeper understanding of WHY this was a high or low and note pursuits in your life, topics or types of work.

Reflect upon questions such as

“Why did I draw a high (or low) for this event of my life?”;

“Why was this, a positive (or negative) experience?”; “Why?”

Reviewing and looking over the lines, what do you see as the major themes you need to pay attention to as you develop and plan your next step beyond your current role?

HIGHS

Present  
(NOW)

LOWS

From your responses, where applicable, answer the questions below.

**1. What I need more of and why?**

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**2. What should remain and why?**

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**3. What I need less of and why?**

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A photograph of two men in business attire standing in front of a large window. The man on the left is wearing a grey suit jacket, a white shirt, and a red and white striped tie. He is smiling and has his right hand on the shoulder of the man on the right. The man on the right is wearing a white shirt and a purple tie, and is also smiling. The background shows a blurred view of a city and greenery through the window.

# **Tracking Your Career Development and Growth**

# The Career Development Environment

People need to focus on both their career goals and their longer-term employability. They will need to analyse what they want and work on a personal development plan. Failure to do so and with focus could impact the long-term employability of any individual.

Effective career planning begins with an understanding of the factors that impact career (whether it is within your organisation and in the job market at large). Prevailing issues and trends influence not only the current job, but also play a major role in the goals and plans that people (searching for jobs) make for the future. The more you understand these changes, the more clearly you will be able to relate their importance and relevance to your own career goals.



## Instructions:

Using the worksheets on the following two pages, document what you believe are the key issues and trends that will impact careers in organization or your job search in the next few or several years. (You may find it useful to discuss your responses with your manager or persons assigned to provide career coaching.

## Issues and Trends Impacting Careers and Worklife Today

Within Your Unit / Function / Division:

Within Your Organization:

Within Your Industry / Field / Profession:

Within Your Geographic Location:

Within the Global Economy:

Anything Else:

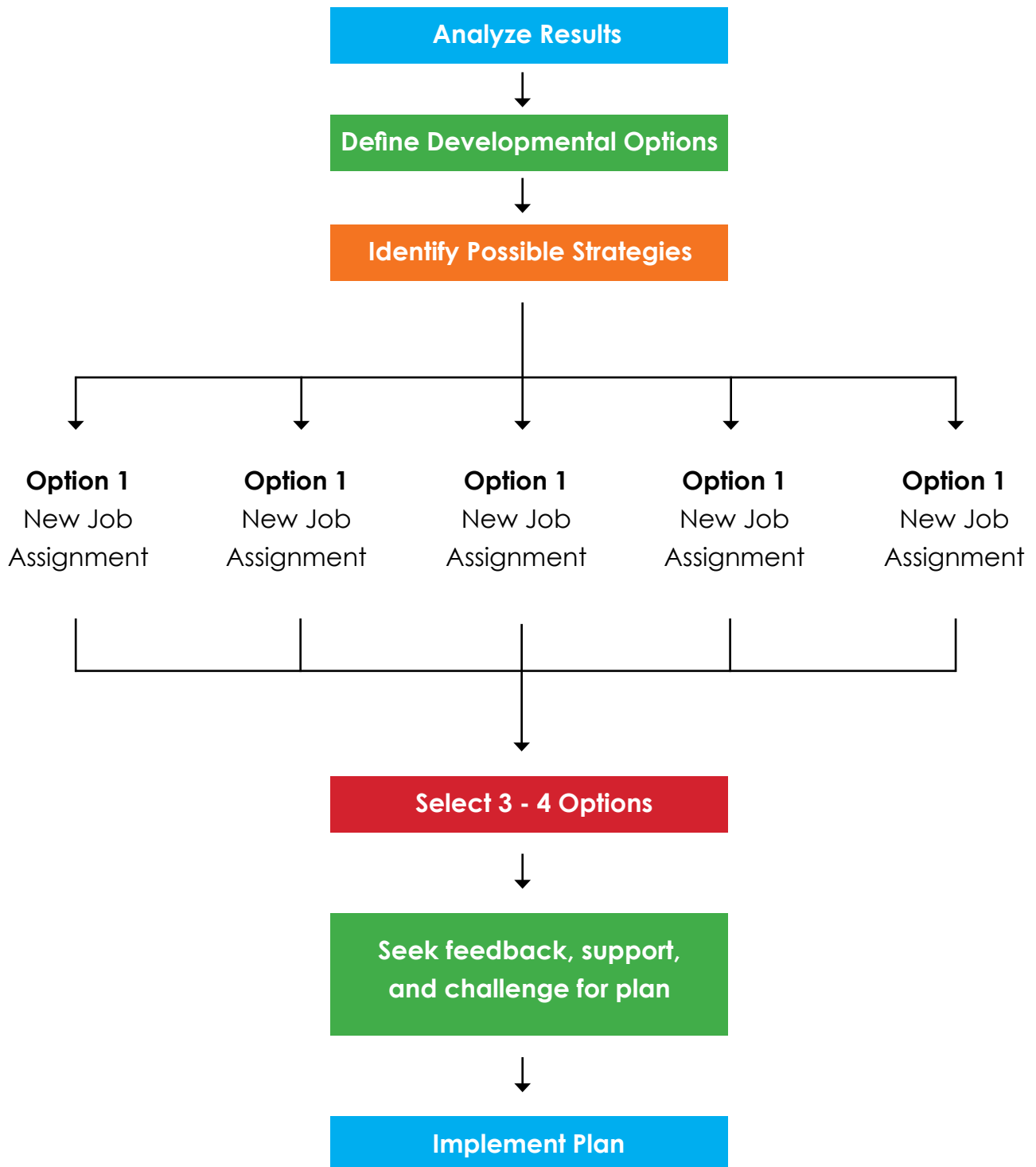
Looking over your list, what do you see as the major themes to pay attention to, in planning and developing your career?

What can you do to keep yourself better informed about these issues and trends?

How will having such information make you a better career planner?

## Career Development Options

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# **Building Your SMART Networking**





## Smart Networking

- Examine network.
- Obtain useful information (including opportunities).

### Benefits:

1. Gain support and advice.
2. Explore referral base.
3. Uncover vacant positions or potential ones coming up.

# 5 STEPS

## of Smart Networking

### STEP 1

Know your goals. Use key areas for Networking to guide your thoughts.

### STEP 2

Identify people, whose experience/work will support you. Know who's out there who could help bring you to the identified people.

### STEP 3

Know how identified people can help.

### STEP 4

Know how much time and energy you need to spend in order to understand extent of your effort.

### STEP 5

Know what you can offer.

# Your Resources

## 1. INTRODUCTION

A recent survey found that only 14% of new jobs are found through want ads, and only 13% through employment agencies. The most fruitful sources of new jobs are networking (36%) and contacting potential employers (30%). Because networking leads to many new jobs, the main purpose of this unit is to help you understand what a network is and how to develop one. You will begin to identify the resources already available to you and make a plan to begin contacting them in order to find even more resources.

## 2. BUILD A NETWORK

A “network” consists of the people you know who can either help you directly or lead you to someone else or to more information. You actually already have the beginnings of a strong network, and it has the potential to become broader than you might think, because everyone you know may know someone else who can help you. Other members of your ward or branch. When you contact people you know and ask them for ideas and names of people they know, you have begun “networking.”

## 3. CONNECTING PEOPLE YOU

Use the network list, begin identifying resources in your network. List as many people as you can think of and information about how to contact them. Ensure you Prioritize your list, giving highest priority to those people who are most likely to be able to help you achieve your employment goals. In the “Priority” column of the network list,

Write A for people who are likely able to help you directly write B for people you think might be able to help you directly; and write C for people who can help you indirectly. If you need help thinking of names for your list, think of people in the following categories:

- Friends
- Members of professional organizations
- Friends from my mission
- Present or former teachers
- People I play sports with
- Relatives
- Former co-workers
- Former employers or supervisors
- Former employees
- Former students
- School classmates
- Neighbors
- Fraternity or sorority members
- Members of my church
- Members of my social club
- People I know from community service



# Building Your Power Connector

Name of Network	Contact Information (phone number, address, e-mail)	Priority
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

Learning and  
Growing From  
Experience



## Learning from Your Experience

There's no point pursuing a career which may be viewed by others as successful, but in reality doesn't meet your personal needs or help build the sort of life you may want to live. For example, taking on more responsibility may not actually make you happier. For this reason, it's important you become clear about which work activities satisfy you and which don't.



### Instructions:

The following questions encourage you to think critically about your current career situation. Your answers will help you to decide what the important considerations are when you are evaluating your next career action step.

**In terms of my overall career, the main opportunities my current job provides are:**

- 
- 
- 

**The most rewarding aspects of my current position are:**

- 
- 
- 

**The least rewarding aspects of my current position are:**

- 
- 
- 

**Experience in this position has added the following to my inventory of competencies / Skills**

- 
- 
-

I would like to acquire the following competencies / skills which I see myself needing for my career future:

- 
- 
- 

What new responsibilities have I taken on in the last year, the skills and experience gained from which I could use to market myself?

- 
- 
- 

What else could I consider with my manager to possible change / enhance about my current position in order to provide the development opportunities I feel I need?

- 
- 
- 

What actions should I be taking to effect these changes?

- 
- 
- 

What specific achievements have I had in my most recent positions that I would use to market myself as a candidate for another job?

- 
- 
- 

In what areas of my current job should I focus my performance in order to meet both current and future goals?

- 
- 
-

How do I rate my current level of job satisfaction?

1                      2                      3                      4                      5  
LOW                      HIGH

How do I rate my development prospects in my current position?

1                      2                      3                      4                      5  
LOW                      HIGH

How do I rate the level of challenge in my current role?

1                      2                      3                      4                      5  
LOW                      HIGH

**Instructions:**

Read over your responses to the questions under "Learning from my experience".  
Add, or change, as you re-consider, then proceed to summarise your needs in  
response to the following questions:

- **What would increase my satisfaction in my current role?**
- **How can I personally take responsibility for increasing my current job satisfaction levels?**

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Need More Help To  
**JUMP START  
YOUR CAREER?**



Take part in  
**Aventis Career  
Coaching Program**

Don't Leave Your Career Planning to Chance.

Get Professional Career Coaching and Advice.

Career coaching analyses the goals that you have set and develop a strategy to achieve the career you really want. Career Coaching will aid any individual in the areas of Promotion, change of job, and even early retirement planning resolutions with advice on investment or passive income opportunities as possible alternatives for the future.

#### **KEY BENEFITS OF CAREER COACHING**

One of the key objectives of Career Coaching is to help working executives manage a career that is congruent with their personal goals, ambitions, family values and life aspirations. Other significant benefits of Career Coaching include.

1. Complete assessment of career driving goals to discover what you truly want
2. Identify and clarify what you most want in your career and life
3. Create and develop strategies for how you will achieve your goals
4. Identify career strengths & helpful developmental experience.
5. Learn & use a career planning process to help self and others
6. Set the right education and development efforts that will support your career aspiration.

## WHAT'S INVOLVED?

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- You will work closely with Our Resident career coach over a series of coaching to achieve your career goals.
- Practical help will be provided with all aspects of marketing your skills to an employer, including finding suitable roles, CV and interview preparation
- Your coach will advise you on job offers, salary negotiation and help you achieve a smooth transition into your new role

## BENEFITS AND OUTCOMES

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**Gain Critical Life-Long Career Planning skills.** Many of our coaches and their companies noted an increase in self-confidence and sense of well-being of the individual that has gone through career coaching sessions.

"I have been wanting to leave my first permanent job but was unable to do so as I was unaware of what I can do as a career. Fortunately, I attended Aventis' Career Coaching sessions which helps me explore myself better. I did several personality tests, my career coach patiently explained to me the results of my likes and dislikes of job aspects. I have never expected I would be doing marketing but after these 2 sessions, I realised what I really want to do and I am gladly doing marketing for a new employment! **Thank Aventis - Ms Dianne Chan**"

It is indeed a wonderful learning journey for me as you have taught me. Dr Lee is so knowledgeable in all the subjects. Yes, Dr. Sam, you are so attentive...Thank you very much for going an extra mile to help us as we have not been writing academic papers for a long time. Indeed, a million thanks cannot express my sincere gratitude to you! **Anna En, MBA**

## Your Investment

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Only S\$1,000 (excluding GST) for 3 sessions of 1 hour coaching with our Career Coach

## ADDITIONAL BONUS:

- FREE one time Reference Letter provided by your Coach as per request
- FREE look at your resume and areas of improvement
- FREE career coaching attendance certificate awarded
- FREE follow up training and motivational sessions for development

## Get 1 Complimentary Coaching Session. FREE

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Yes. No Gimmick, No obligation. It's that simple. Get a complimentary Coaching Session with our career coach at Absolutely no cost.

Simply SMS/Whatsapp: "Get Free Coaching" to @ 8358 8088 | email : success@asm.edu.sg and we will be in contact with you shortly.