Hi Robert,

I actually started this over a week ago but have struggled to complete it until now and you will note there is no mention of a high-end program. Here is what I am about---

I absolutely want to build a regular, consistent client base of people in need of my career management expertise. I have offered workshops in the past (65 people attended the one I did last year) but my vision is to have roughly 10-12 steady client appointments per week with clients paying between $100 and $125 per hour. Currently most pay $100, several pay $75 and one pays $125. My business has been roughly 4-6 clients per week all of last year, but things have slowed the past couple of months as people have either found solid professional employment, lacked the commitment to continue the process or had to stop because of financial concerns. As it happens, when I signed up for your program, I was just completing teaching a graduate course in career assessment for Santa Clara University (just finished grading papers) and they have come back and asked me to teach an accelerated course in career theory in the summer (5 weeks, 2 nights per week) and fall and then again next winter. I have not studied theory in 30 years so I am in the process of preparing myself to undertake that course and to teach it in a compelling way online which will require additional study. At the same time, a niche outplacement firm that hired me in January has finally assigned me my first clients (10 of them) for very short packages so I will be reaching out to them tomorrow to start setting up those sessions and expect with the current job outlook that more clients will be assigned. Thus, my work with you will need to be broken into manageable bites so I can be successful. I don’t want to do any type of major high-end program, but I do want to speak to things I believe need to be addressed to help people see the importance of managing their careers.

Ideal Clients

Mid-level managers and individual contributors for whom something related to their careers is no longer working, primarily in Tech. This might include lack of passion for what they are currently doing (role or industry), misalignment with a boss or colleague or subordinate or the overall organization, lack of opportunity to update their knowledge/skills—the absence of a robust network--in a nutshell, situations that negatively impact their self-confidence and career goals where opportunities and advancement elude them. Given the current economic environment, layoffs will impact many of these folks and I can certainly work with them but working clients typically have the resources and timeframe with which to seriously manage their careers over the longer term and often unemployed professionals are in survival mode—not as fun for me but I do have 20 years of experience working with them.

Ultimate Outcome/Core Client Question

99% of the professionals that have come to me over the years lack a sense of who they are at their core in terms of innate talents/genius and a strategy focused on tapping into the hidden job market which includes building and leveraging key relationships, staying current on their industry challenges and connecting to people who inspire and can see bigger for them. They lack a strategy and do the typical thing—send resumes to the black hole and wait by the phone. I listen deeply and provide ideas/templates/coaching to help my clients identify the right people and have the right conversations to land jobs that change the game. The Question—if you had the perfect job, what would that look like and what is stopping you from achieving that goal? For my clients who are dealing with difficult work situations, a question I ask is “Are you working for the right boss?”

Values

As someone who spent most of her lifetime dealing with a medical challenge that baffled experts across the country and has never been resolved, I put my own life on hold for years and struggled to feel whole, gifted and “enough.” Finding my own right livelihood and having opportunities to inspire and tune in to each client’s unique magnificence continues to excite me to the point that 20+ years into my career, I pinch myself daily because I love it so much. It is such a privilege to be let into the lives of my clients as a sounding board and strategic guide and the values that underpin my professional and personal lives include Authenticity, Trust, Community, Money, Uniqueness, Fun. It only gets better.

Success Story

Over the past year, I worked with a senior project manager who had a long history of short-term engagements. This client lived in constant fear of being let go and felt disillusioned and lacking in self-confidence and typically hid from interactions with his bosses so that he was easily expendable and a poor performer. My immediate goal was to help this guy focus on capturing daily win’s, getting clear about his strengths and identifying the key people within his organization with whom he needed to build trust and support. For the first time in years he felt valued and appreciated and came to realize that part of the job is to identify the right environment. He had such a history of self-defeat that it took time to overcome the fear that he might be fired and shift part of his of focus from being a pleaser and outer-focused to claiming the things he enjoyed doing and could be successful at. His employer, a scientific group at UCSF ran out of funding for the project recently and we focused on the next right employer. He landed a permanent senior role at Kaiser with a 30% increase in base salary and a very competitive compensation package. We will continue to work together to ensure that he doesn’t fall into old thinking patterns and remains on an upward trajectory in his career.

Business Vision

It is five years to the day from now and I am living in a beautiful part of Oregon, in an urban setting but minutes from the country lakes and waterfalls. My career management coaching business has grown to a steady 10-12 clients per week who are paying me well for my expertise and see it as a long-term investment in their careers, which is the perfect number to enhance my pension income and allow me the free time I require to connect with my community, spiritual affiliation and friends. I also occasionally lead fast track success teams and offer workshops such as “Setting Career intention for the Upcoming Year”, “Getting Clear About your Why” and “Are You Leveraging Your Strengths?” I work from a beautiful office with a view of the trees that I love but much of my work is virtual and tied to Silicon Valley client relationships. I am 75 years young and my life just keeps getting better—I am doing the work I love helping my clients step into their magnificence, enjoying the outdoors and theater entertainment with friends, and once again being a docent and trainer for a local historical estate as I was for Filoli in the past. As a lover of big dogs, I am now in a place where I can own a Golden Retriever or German Shepard and have the financial stability to fully embrace that commitment. As a homebody, I am very content. Moving to Oregon has been a dream since I traveled there in my 30’s and 40’s in my former investment research career.

Robert—I currently don’t have a high-end

Strengths---

My approach is bold and creative, and it works. I am about helping my clients get clear on their value and develop a strategy around making the right connections to the right level of people who can influence their process and move the dial in their favor. I listen deeply, am really good at helping my clients see their unique talents and get clear about telling stories that illustrate their unique genius and equally good at helping them stay focused with really good follow-up. I have a solid network of people who want to help and when I reach out, they are there.

Weaknesses—

What can stop me is inertia and overwhelm as it relates to this process, not to how I help my clients---they get and trust that I am there for them. I am not a steady as they go type of person and struggle with the discipline to reach out to people, connect with things I am passionate about right now, etc. As it relates to this process, I am suddenly facing multiple career-related priorities, all of which are important to me so I will need help in biting off manageable bites—I will cover this in my cover letter to you, Robert.

Commitment

If you can help me break down my process into manageable bites, I will be accountable. I can easily go in different directions and can over complicate things and I need guidance, easy to follow roadmaps and a weekly process that doesn’t overwhelm me right now but I know I need wisdom/structure/accountability around building my own business—again, more about this in my cover email.