



# GOLDEN CAREER STRATEGIES

... dedicated to helping clients create and execute their career plans successfully.

Successful businesses identify and understand their target markets, communicate a clear message to those target markets, and strategically formulate and execute their business plans. At GCS, we know that these same principles are effective in managing your career. At a time when focusing on your career path is more critical than ever, GCS provides services that offer support and direction for discovering a rewarding career – not just another job.

Powerful course modules accompanied by one-on-one coaching and consulting from a team of experienced professionals help you stand out from the crowd. A compelling resume, exceptional interviewing skills, and networking knowledge help you achieve the success you deserve. These valuable skills are crucial for getting your foot in the door, evaluating job offers, or scouting entrepreneurial ventures. At Golden Career Strategies, we offer a truly comprehensive experience.

If you are...

- A top-level executive in transition
- A mid-level professional planning your next career move
- A young professional seeking to redirect your career
- A new college graduate entering the job market
- An entrepreneur looking for a new venture

Golden Career Strategies can help you manage your career for enduring success and satisfaction.



**Program Description**

The benefits of coaching have long been recognized in the world of sports. Today, organizations of all sizes *and* individuals understand that coaching has a powerful impact on those desiring significant business and personal success. From executives in need of confidential sounding boards for their most critical business decisions to individuals seeking greater life satisfaction, professional coaches help people achieve results beyond their own expectations. Golden Career Strategies can help you achieve enduring career success and fulfillment!

Why does Golden Career Strategies work? There are many answers to the question, but our track record shows that our program is effective because of three powerful components:

- The Golden Course
- Consultation and Coaching by Experienced Professionals and Credentialed Coaches
- Network Development

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**The Golden Course**

The Golden Course is written specifically for individuals in transition. GCS has cut through the mountain of information available related to job searches via books, the Web, and other sources to bring you material most relevant to your situation. It captures the best, most current information available for individuals facing career transitions.

<p>Module One: Managing Your Career Transition</p>	<p>Whether voluntary or involuntary, a career transition often brings feelings of uncertainty, self-doubt, loss of control, anger, and frustration. While these feelings are natural, carrying them forward into a career search can kill all chances of success. This module helps clients turn what might be perceived as a negative life event into one that is seen for what it truly is—an opportunity to find a career that is more aligned with personal attributes, interests, values, and passions and will bring greater success and satisfaction.</p>
<p>Module Two: Comprehensive Personal Evaluations &amp; Assessments</p>	<p>The primary objective of GCS is to assist clients in finding rewarding careers, rather than their next jobs. Our battery of assessments and evaluations are confidential tools designed for you to better know yourself, your greatest strengths, and the occupations to which you are best suited. *Assessments vary by course level</p>

<p>Module Three: Resume Development</p>	<p>The most compelling resume is one that is well constructed and placed in the hands of the decision-makers. GCS assists you in developing a resume that best summarizes your qualifications, skills, and career objectives.</p>
<p>Module Four: Interviewing Techniques</p>	<p>Nowhere is having a marketing mentality more important than throughout the interview process. Your knowledge, skills, experience, attitudes, personality, and appearance make a very unique "product" that the company needs to "buy." You will develop the techniques to help you present yourself most effectively. Mock interviews and video taping are offered in this module.</p>
<p>Module Five: Your Marketing Plan</p>	<p>Research shows that 80% of jobs are not advertised. Therefore, networking and strategic alliances are key to finding your next career opportunity and GCS can show you how to do this. A proper approach to the hidden job market is critical if you are to find your best career option. GCS has an excellent reputation for providing clients with innovative marketing plans.</p>
<p>Module Six: Negotiating Strategies</p>	<p>Your GCS Career Professional will help you evaluate offers and resolve differences between what you expect and what is offered. You will learn to respond to questions and ask the right questions to help you negotiate your best overall package</p>
<p>Module Seven: Strategies for Senior Executives</p>	<p>Senior executives often face unique challenges in career transitions. Module Seven provides advanced interviewing techniques and strategies for negotiating executive contracts. * Available in select programs</p>

The modules of The Golden Course correspond to the process proven to assist executives with their career searches. They are integrated with the consultation and coaching sessions you will receive from our professional staff. The modules contain information and exercises critical to your success in today's extremely competitive market. Completing the modules on a sequential basis will allow you to receive the maximum benefit for the time you spend on your search and your time spent with GCS professionals.

### **The Course Levels**

Seven course levels are available from Golden Career Strategies. The assessments offered for our clients vary by course level and type. All of our programs include at least twelve coaching sessions that follow the course modules described earlier. Each program can be tailored to fit your needs and schedule.

1. CareerStart™ - Career Coaching for the Recent Graduate/Young Professional
2. Associate - Career Coaching for those looking for Administrative/Clerical positions
3. Jr. Executive - Career Development
4. Professional - For middle management positions (especially those who are not seeking a leadership position.)
5. Sr. Professional - For Executives in transition (especially for those seeking a leadership position)
6. Executive - Career Coaching for Executives in Leadership positions
7. Key Executive - For the Key/Senior Executive

### **Career Preparation**

Each step of your search is supported by Professional Coaches and Consultants who specialize in specific aspects of career management.

You choose the program that is right for you.

- There are seven different programs that we offer that can be tailored to fit your needs.
- The programs are designed to add structure and accountability to your campaign.
- Executive Roundtables at 9:00 AM every Monday provide valuable career tips and networking contacts in a supportive group setting.

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## *Golden Career Strategies*

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Our track record shows that the most critical keys to the effectiveness of a Golden Career Strategies Career Professional is based on the fact that GCS is: ***customized, individualized, and localized (and now global).***

GCS coaching is ***customized.***

- You choose the program that is right for you.
- We offer many different programs that can be tailored to fit your needs.
- Our programs are designed to add structure and accountability to your campaign through weekly coaching sessions.
- Executive Roundtables offered Monday mornings at 9 AM also provide valuable career tips and networking contacts in a supportive group setting.

GCS coaching is ***individualized.***

1. You receive one-on-one coaching geared toward your future goals.
2. Sessions are confidential.
3. Private office setting.
4. Flexible hours to work around your schedule.

GCS coaching is ***localized (and now global).***

- You have access to “The Golden Network” comprised of many top-level decision-makers in the Upstate.
- You can develop strategic connections through smart networking.
- Coaching provided by highly credentialed and experienced coaches
- A nationwide network of coaches and consultants

### **Specifically, Golden Career Strategies can help you:**

- **Create a Powerful Network**

A GCS professional helps you design an effective networking plan. In a recent poll conducted by the Society of Human Management (SHRM) and the Wall Street Journal’s executive career site CareerJournal.com, 95% of both HR professionals and job seekers use personal contacts or networking to find candidates or a job. Most candidates are not aware of the network they have at their disposal. A GCS career coach can assist you in developing strategic connections through smart networking.

- **Discover New Ways of Thinking**

A GCS certified coach will empower you to think of new ways to transition your skills, interests, and abilities. They can also help you explore a career path you have not considered or perhaps one that will be much more rewarding.

- **Energize Your Search and Offer Support**

A GCS credentialed coach energizes your search campaign by giving personal support. Job searches can be overwhelming and sometimes depressing. Having a good support system will keep you motivated and focused. Finding employment is a full-time job. Falling into a low energy trap can be avoided by working with our certified/credentialed coaches to build your capacity for resilience.

GCS certified coach provides good sounding boards. If you left your last position due to downsizing, restructuring, or even a bad fit, you can vent your frustrations with your career coach. Carrying around a load of grief, denial, and anger will sabotage your efforts. To avoid “shooting yourself in the foot,” you need to get past negative experiences and present a positive attitude. Your GCS coach will help you shape a positive message and articulate answers to tough questions regarding your last position.

You can share your strengths, weaknesses, and uncertainties about your professional goals. Your credentialed coach will help you discover how to maximize your strengths and overcome your weaknesses. You can also discuss the pressures you are feeling with your career coach to help and learn powerful methods to relieve your anxiety.

- **Hold You Accountable**

We help hold you accountable for how you spend your time. Yes, you are wasting your money if you made commitments at your last session to call 15 contacts, and you show up at the next session without having made the calls. Having someone hold you accountable will most likely lead to landing your next position more quickly and efficiently than working independently.

- **Negotiate Your Best Compensation Package**

GCS professional career consultants can help you negotiate your best compensation package. Most upper-level positions require an employment agreement with a bonus plan based on preset goals and objectives. A career consultant can offer suggestions and ideas that will create a “win-win” situation.

The higher the employment level, the more sophisticated your compensation plan will likely be. Often GCS program costs are offset with consulting for the negotiation phase of your career transition.

- **Enhance Your Performance**

Our professionals can help even after you’ve found your desired position. Many GCS clients have found that continuing a coaching relationship enhances their job performance and accelerates the further development of their careers.

### **Additionally, Golden Career Strategies offers services for:**

- Professionals contemplating retirement
- Individuals returning to the workplace
- New residents to the Upstate
- The “trailing spouse”
- Trailing spouse of an expatriate
- Entrepreneurs  
Comprehensive coaching and consultation to create your own Business Venture.
- Professional Coaching- individual sessions or packages
- Professional Consulting- individual sessions or packages

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## **Assessments – A Vital Key to your Career Transition**

### Why Assessments?

Assessments are a vital piece in mapping out your career plan. The way we perceive ourselves today may or may not be accurate. Our interests, skills, and focus can change with time, and we need current data and information to help make decisions. Assessments can open doors and windows of perception or opportunity. With new data and information, you may find yourself revisiting a former area of interest or discovering an entirely new direction.

Assessments help you focus on and answer just some of these critical transition questions –

- What are my current interests?
- How do my skills match up with my interests?
- What experiences do I have, and what can I transfer into new areas?
- What is my personal learning style?
- Do I prefer a particular type of leadership or work environment?
- How much am I willing to risk?
- How do I want to show up as a leader?

### **How will you determine what assessments I need?**

We will suggest two assessment options based on our initial work together and your personal transition goals. One option allows you to access and explore your interests, style, and competencies. Other options give you an additional opportunity to examine your leadership style, strengths, and skills.

### **How will I take these assessments?**

All assessments are completed with the ease of on-line access.

### **What happens after I complete my assessments?**

One of the most important parts of the assessment process is the “gift of feedback” that takes place in your “Three-way Debriefing.” You’ll work interactively with professionals that are certified in that assessment. We will interpret the content and many data points and help you make sense of this wealth of information. The data is beneficial to your transition and position search. After a clear, focused debriefing and an “art of the possible” perspective, you will be able to map out a path forward much more quickly. This personal insight and direction will clear the way for the next phases of transition: networking, interviewing, and negotiating, and more.

### **The Strong Interest Inventory**

This career assessment is widely respected and used for over fifty years in areas such as vocational counseling.

### **The Interest Inventory**

1. Your scores on this type of inventory indicate your interest (not your ability) in areas represented by the following occupational themes:
  - Enterprising (selling, managing)
  - Artistic (creating or enjoying art)
  - Investigative (researching and analyzing data)
  - Conventional (accounting, processing data)
  - Realistic (building and repairing)
  - Social (helping, instructing)
2. Through its occupational scales, the Interest Inventory tells how your pattern of interests compares to others from a wide variety of occupations.
  - The inventory also gives you an analysis of your style, a component that may also affect your career choices:
  - Workstyle – independence vs. a team
  - Learning style – learn by doing vs. learn in an academic environment
  - Leadership style – prefers to contribute individually vs. leads/motivates others to contribute
  - Risk-taking – likes adventure/risk vs. dislikes adventure/risk

Golden Career Strategies offers a variety of respected assessments. We will help you determine the value of additional assessments.



### **Total Benefits of the Golden Career Strategies Assessment Battery**

To recap, the benefits you receive from completing any one of our assessment levels include:

- Feedback from credentialed professionals to interpret the content and many data points and explain what the information means to your particular transition and position search.
- Data (on most of the assessments recommended) compared to managers and professionals in the US, not the general population, giving you a more realistic and powerful perspective on your future.
- Experience increased efficiency in your career search. With a “cut to the chase” debriefing and an “art of the possible” perspective, you can map out a path forward much more quickly.
- Personal insight and direction needed to excel at your transition’s subsequent activities, including networking, interviewing, and negotiating for the very best offer.

*We look forward to serving you.*

Please contact Stacey to learn more or to schedule a complimentary consultation.

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