

3 Employer FAQs about Company Career Coaching



The term “career coaching” has been around for awhile, yet many employers still have questions.

The truth is that probably every professional could benefit from at least one career coaching session—employers included.

✓ **Why Should I Hire a Career Coach for My Staff?**

Your staff has a unique set of needs that a Career Coach can help to identify, define, and address. A Career Coach will ask your employees to envision their future with your organization, and consider whether it will arrive in the form of a promotion, plateau, demotion, or resignation. Employers may feel uncomfortable asking employees to consider such questions, and don’t want to hear that employees are unhappy, but nobody ever achieved anything by burying their heads in the sand.

Ultimately, you NEED to know whether your employees are willing to remain with the company, as this informs your strategy on engagement, retention, and incentives moving forward.

✓ **What is the Difference Between Executive Coaching & Company Career Coaching?**

Executive Coaching is one of the most effective ways to refocus strategic planning, clarify goals, and heighten self-awareness across the organization. Companies hire executive coaches to assess what is currently happening, and then make a plan to reach goals, retain employees, restore culture, and minimize losses.

Career Coaches learn directly from the staff, highlighting how current roles tie into long-term professional goals. A Career Coach helps your team figure out how to get (and *give*) more while at work to bring their career plan to fruition. Empower and engage employees who intend to remain, and reward your hard workers and those with high potential.

✓ **What Happens During a Company Career Coaching Session?**

Contrary to popular belief, Career Coaches do not encourage staff members to leave the organization to find better opportunities.

Our Career Coach begins by reviewing a preliminary assessment completed in advance, which is then used to lead the conversation with each employee. What does the employee currently do? How does this work tie into their long-term career plan? If the employee does not have a plan, the Coach can help them to create one and plug in opportunities along the way.

Talking, planning, assessing, mind-mapping, goal-setting, more planning, (laughing!), and coaching takes place during company career coaching sessions. Employers with large staffs often request group coaching sessions while smaller businesses give the green light for individual sessions.

The result? Helpful, accurate, self-reported feedback from your team about the future of your workforce.