

What's the difference?

A career coach is someone who helps people determine and pursue career choices, the person using these services often paying as a consumer.

An executive coach is someone who works with an executive and helps him or her maximise their performance potential. An executive coach normally coaches senior executives (those at "C" level) with his or her services paid for by the employer company.

An outplacement consultant is someone who works with an individual whose position is being made redundant, perhaps through cutbacks to help coach that person to find a new position. The term outplacement applies when an employer, having to let the individual go, pays for the service to be provided.

There is considerable crossover of all these roles, and many coaches / consultants will undertake all kinds of consulting. There are also CV / resume writers and interview coaches, whose services are widely used, and paid for by the individuals undertaking job search.

What can a consultant do for you?

- Executive coaching – helping you to perform better at senior management & CXO level
- Interview coaching – helping you to perform better at interview
- Career coaching and career transition – helping you to make smarter and better moves
- CV / Resume writing – strong CVs / Resumes generate better interview opportunities
- Personality profiling – skills and motivational based, helping you determine areas in which you can excel

How might you benefit from working with a consultant?

- Once you're at the top, how can you deliver, handle the pressure and politics at the most senior and demanding levels? A consultant will help you focus on what matters most.
- A consultant will work with you, to help you build skills, excel and take your performance to the highest level.
- A consultant will help empower you to be at your best when being interviewed for the most senior positions, at which the employer's expectations and competition is at its greatest!
- A consultant will coach you to find a better job and/or reduce time unemployed (saving lost income)
- Better CV/Resumes are more likely to get you to the interview table for the best jobs
- A consultant will help you identify the areas in which you can excel and make the right career choices, leading to a more successful and happier you!

When do I need a consultant?

- Once you've got to the top and need to deliver, then stay at the top of your game and get better still.
- When you've assumed new projects or a new position, and need coaching or external inputs to help you brainstorm choices, handle internal political issues or when a personal crisis may be challenging.
- At times when you are interviewing externally or internally for a promotion.
- When in job search mode
- At the outset of your career, when making career transitions, when re-evaluating your career progress and choices, and when moving up the ladder. And there'll be other times as well...

How much will a consultant cost?

- Expect to pay \$200 / £150 to \$500 / £350 for CV / resume writing, and for interview coaching at a mid or senior career level; \$1.5k to \$3k or £1-2k for job search coaching; c. \$300 / £200 for personality profiling. For executive/performance the better coaches will charge upwards of \$750 / £500 per day but expect to multiply this at the very top end. These are only guidelines and you'll find some low end prices on the internet; but you can expect the prices to reflect what you'll get.
- How much will you earn in your career? \$150k p.a. over 20 years means you'll earn \$3m
- Coaching fees should be more than compensated for by the payback of making the most of your choices.
- Expect coaching fees to be commensurate with your level of seniority; a CXO of a Fortune 100 company will need a top level coach.
- In our career coaching directory, you can find out more and many consultants openly publish prices or guidelines.

Here's some guidelines:

- Check out the consultant's profile on LinkedIn: what depth and relevance of experience does the person have?
- Do you know of anyone who has used this person before? Can you see any examples of their work or perhaps speak with someone with whom they have worked recently?
- What qualifications does the person have? Are they an authorised personality profiling or psychometric testing assessor? Does the person have any HR qualifications?
- When considering using a consultant clarify your expectations. How much will they charge? When do you pay the money? How much time will be spent on you? Who will deliver the service? When will it be done and what will happen if something goes wrong or they cannot do the work in the timescales?
- A clear agenda or structure for the engagement with the coach should be agreed from the outset. Most people will then find the experience and outcomes better, and that their interests have been fully realised.

You can find a directory of career coaches at www.intelligentexecutive.com