



CAREERPOWER 3.0® FOR COACHES

MOVE CAREERS FROM MAPS TO APPS

WHY IS THIS CRITICAL?

21st century careers must run on ‘self’ power. Career Coaches can change the ‘entitlement’ mindset to ‘empowered’ as they coach each Self Powered Careerists® to steer their talent, passion and interests toward current roles ...and beyond.

- Development maximizes talents; employees grow in place to support future needs.
- Growth, engagement, innovation, and individual contributions increase.
- Employees feel connected to the organization and its goals.
- Discretionary effort flows which means you can do more with less.

WHAT IS IT?

The award-winning, time-tested **CareerPower® for Coaches** solution — now in a 3.0 experiential design: Rich, relevant, personal, social — is a new, flexible, live experience developed to meet the career coaching needs for today’s evolving workforce:

- Magazine: The whole **CareerPower 3.0®** experience — and more — in a magazine style learning guide.
- Web: The entire **CareerPower 3.0®** content — and more — in a web-enabled learning community environment (GetCareerPower.com).
- Live: Ultimate flexibility to deliver when, where, and how it’s needed.
- Sustainable: With hundreds of lessons and the on-line Careerist Community™, Coaching Moments continue long after the experience is delivered.

HOW IT WORKS

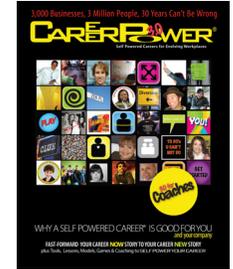
CareerPower 3.0® for Coaches helps managers and peer coaches overcome barriers, instill Self Powered Careerist® attitudes, and build an environment rich with empowered employees leading their own development. Participants tap into the content, lessons, tools, games, and learning community to fast forward their career coaching NOW story to their NEW story as they practice real-time Coaching Moments that help others to:

- Stay on top of CHANGE and recognize potential career impact.
- Recognize roles that INTEREST them and find optimal career fit.
- Get realistic FEEDBACK and market their brands as assets.
- Explore multiple career OPTIONS to energize and enrich them.
- Create realistic ACTIONS to keep them satisfied and contributing.

OUTCOMES

When participants have completed this experience, they will:

- Confidently apply the **CareerPower 3.0® Coaching Moments’** model (Appreciate, Advocate & Activate) to support Self Powered Careerists.
- Commit to ‘to do’s they can’t not do’ to model and instill Self Powered Careerist® attitudes.
- Understand and create actions to remove obstacles to career coaching.
- Create an executable Career Coaching Plan to support others.



Based on concepts from *Up is Not The Only Way* by Beverly Kaye

You can GPS just about anything these days — except careers. While maps are great for known destinations, apps create constant career destinations.

Use the CareerPower 3.0® for Coaches model and ‘Apps’ to help guide career success and create a rich Self Powered Careerist® environment. Utilizing the same materials as the individuals on your team, you’ll learn how to APPRECIATE, ADVOCATE & ACTIVATE others to move careers up, down and sideways — with confidence.

“If their work isn’t challenging, meaningful and focused on growth and development, talent will leave.”

– Beverly Kaye, Founder, Career Systems International

