



**Gerald Walsh Associates Inc.**  
enriched human resources



# GERALD WALSH CAREER COACHING PROGRAM

**KNOWLEDGE. CLARITY. PERSPECTIVE.**

## What is the **Gerald Walsh Career Coaching Program**?

*“Thank you for all your help with my search. In particular, I appreciated your individualized, boutique approach. Our discussions in the one-on-one sessions were excellent.*

*I felt this is where my biggest breakthroughs occurred. I would recommend your career services to anyone I know who is facing similar circumstances.”*

*~ Greg J.*

Finding the right job that matches your skills, interests, values, passions and aspirations is difficult to achieve on your own.

This is where the Gerald Walsh Career Coaching Program can help. It's easier to maintain focus when you have an experienced, professional coach by your side, supporting you, challenging you and sometimes pushing you in the right direction.

Participants in our Career Coaching Program succeed because they gain knowledge, clarity, perspective, strategies, confidence and tools to help them achieve their goals.

**THE GERALD WALSH CAREER COACHING PROGRAM**



## What does the program cover?

While each participant's needs are unique, we ensure that the program covers six major steps to career success.

### Step #1 – The Plan

Before beginning your search, you need to know what kind of job you are looking for. We will help you build a plan that includes: identifying your interests, skills, strengths, and weaknesses; determining your transferrable skills and key accomplishments; and ultimately pinpointing your ideal job and employer.

### Step #2 – The Toolbox

This program will give you a set of tools to carry out a search properly: an effective and powerful resume that will stand out from others; a cover letter that links your background to the employers' needs; a social media presence that leaves a positive impression of you; and references who will speak highly of you.

### Step #3 – The Search

We will teach you the hands-on mechanics of conducting a job search. You will learn how to use your personal connections to generate job leads; connect with employers directly; establish relationships with professional recruiters; respond to publicized job openings; and penetrate the hidden job market.

### Step #4 – The Interview

This program will teach you how to approach every interview with knowledge, skill and confidence. You will learn how to prepare for interviews; anticipate the questions you will be asked; create a positive first impression; handle tough interview questions; conduct telephone and panel interviews; and leave a great final impression after the interview is over.

### Step #5 – The Offer

Everyone wants to feel like they are receiving a fair and competitive salary. In the program, you will learn how to determine what your skills and experience are worth; evaluate job offers objectively; and negotiate "like a pro" so that you end up with the best possible package.

### Step #6 – The New Job

In the final phase, we will help you identify simple strategies you can follow to make your career change complete and successful, including how to resign from your old job so that you do not burn any bridges.



## What do I get **when I sign up?**

- Individual, personalized support and advice from Gerald Walsh, one of Canada's foremost experts in human resources and a highly successful executive recruiter, career coach, public speaker and writer on career issues.
- Eight individual career coaching sessions delivered in person, or by Skype for individuals who are unable to meet in person.
- Informative discussions with Gerald Walsh that tap into his 25+ years' experience and insights gained by interviewing more than 10,000 job candidates.
- A collection of practical resources that will focus your thinking on various career options as you conduct your search.
- Access to telephone or email support between meetings to deal with specific questions that need immediate attention.
- An electronic and hard copy of Gerald Walsh's new book ***PINNACLE: How to Land the Right Job and Find Fulfillment in Your Career.***
- Access to 24 episodes of Gerald Walsh's TV show ***Take This Job and Love It*** where he interviews leading business people and entrepreneurs about their own careers.
- A copy of the book ***StrengthsFinder 2.0*** and access to the ***StrengthsFinder 2.0*** online assessment.

## How does **the program** work?

As a participant, you will meet with Gerald Walsh for eight individual coaching sessions. Each session is one hour long. Ideally, these sessions are spaced about two weeks apart although we can move faster or slower depending on how quickly you wish to work through the program.

Each meeting will have a topic planned in advance. You will be expected to prepare for the session by completing exercises or undertaking agreed-upon activities – like developing a list of potential prospects or completing a draft resume.

The sessions themselves will be a combination of instruction, exercises, discussions, brainstorming, and role-playing.

Each session will build upon content from previous sessions and will address the specific circumstances you are facing as you carry out your job search.

## Is this the **right program** for me?

This program will appeal to you if:

- You are early in your career but you can't seem to get launched on the right path;
- You are mid-career and still trying to advance but you just can't seem to get there;
- You are nearing the latter phase of your career but you want to end in a position that is more meaningful to you;
- You have been in a specific field for a long time – such as the military or government – and you are not sure how to transition into something completely different;
- You are feeling under-valued and you want to make more money;
- You are simply bored and you want more challenging and interesting work.

## What kind of person **succeeds in this program?**

- You are open to new ideas and ways of doing things;
- You are willing to engage in activities that, at first, may feel uncomfortable to you;
- You understand that the job search is a process, not a quick fix to an unsatisfactory situation;
- You are enthusiastic and excited about the possibility of something new.

## What makes this program **different from others?**

This is not a “one-size-fits-all” program. We recognize that while certain aspects of the job search are common to everyone, your needs are unique. So we tailor your program to meet your needs.

The content of this program has evolved from the 10,000 job interviews that Gerald Walsh has conducted over his career. Gerald is a seasoned recruiter who knows exactly what employers look for in potential candidates.





## How do I register for the program?

**Registering for the program is easy.**

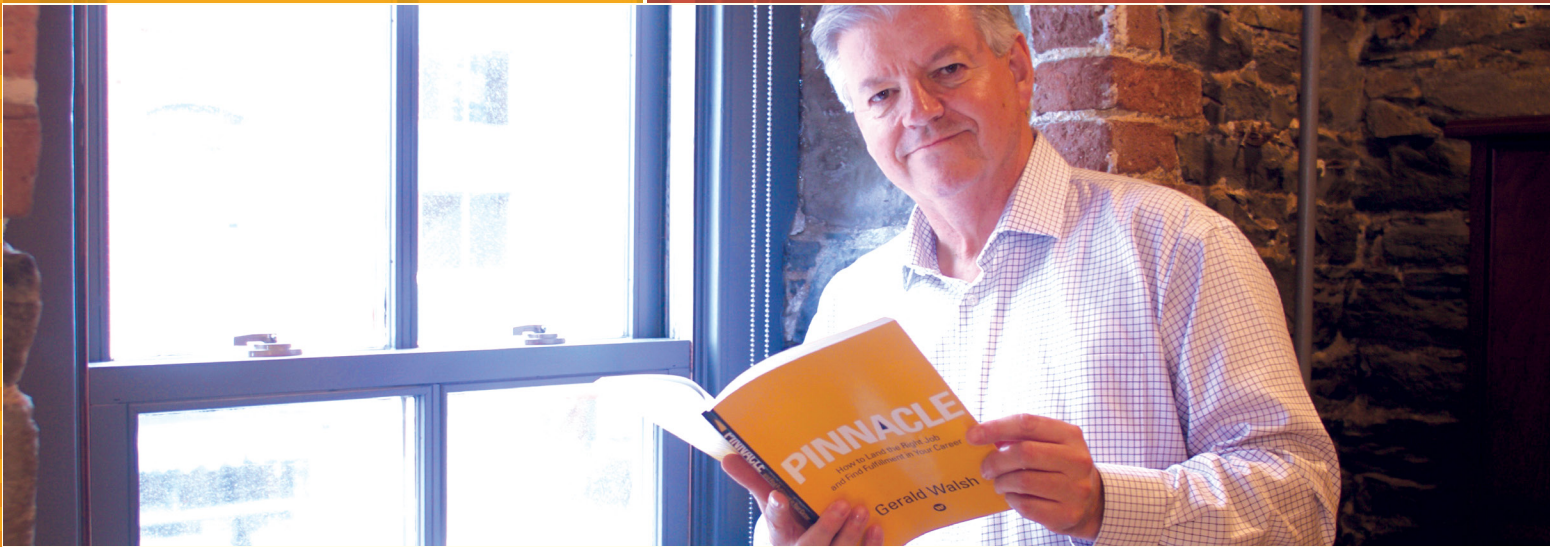
1. Complete the application process. This will help us determine if the program is right for you.
2. After acceptance of your application, you will receive a complete information package for your first session.
3. Payment is due upon the first session. This can be done by email transfer, credit card or cheque. The cost of the program is \$3,000 plus HST. Payment options are available if required.

## What results can I expect from the program?

While there are no guarantees you will find the perfect job, you will emerge from the program with the confidence, knowledge and skills to conduct an effective job search. You will gain valuable insights about yourself, learn new approaches to job search and develop hands-on strategies for landing that right job.

**You will learn:**

1. How to lay the groundwork for a search that targets opportunities that align with your experience, education, interests, abilities and values;
2. The four most important tools you will need to carry out an effective job search with confidence and direction;
3. The best way to prepare for an interview so that you are never caught off-guard no matter what the interviewer asks you;
4. How to create a powerful first impression so that you will stand out among all the other job seekers;
5. Four proven job search methods that will lead to more and better job opportunities;
6. How to negotiate a fair and competitive compensation package;
7. The secret to resigning from your old job with grace and transitioning successfully into your new one.



## Your coach

**Gerald Walsh** MBA, CPA, CMA  
President, Gerald Walsh Associates Inc.

### What are people saying about the program?

*I have finished the first week in my new position. Lots of information to absorb and quite a learning curve to adapt to, but so far so good. I never got the chance to thank you in person. I really appreciate your professional insight and advice.*

~ Ming L.

*I highly value your professional view. I have accepted the new offer and the scenario unfolded in the exact way we discussed.*

~ Patti C.

**Gerald Walsh** is one of Canada's foremost experts in human resources and a highly successful executive recruiter, public speaker and blogger. During a 25+ year career, he has interviewed more than 10,000 job applicants, completed hundreds of successful searches for a wide range of organizations, and guided many individuals – from young professionals to senior executives – to successful career change..

### How can I learn more?

For further information, please contact us:

Lisa Kamperman, Client Service Coordinator  
kamperman@GeraldWalsh.com  
(902) 424-1115