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Whether you are an established professional changing careers or a homemaker re-entering the workforce, the career search process presents considerable challenges. Our **Strategic Career Coaching** service provides assistance at the individual level. Using a multi-pronged approach, Strategic Career Coaching assists in selecting a new career path, forming an employment search strategy and implementing that strategy.

Strategic Career Coaching begins with one or more meetings that enable us to understand your background, motivation and goals. Depending on your needs, we offer a career assessment or “profiling” service in tandem with Strategic Career Coaching. This process begins with the administration of computer-augmented and paper-and-pencil assessment instruments, which may be spread over a number of days or completed in a single extended session. Your work interests, problem-solving ability, aptitudes and attitudes will be measured, producing results that will assist in choosing possible career paths.

Since aptitudes and attitudes are concepts that frequently are misunderstood, some clarification is warranted. **Aptitude** measures a person’s ability to perform specific tasks in a particular topic area. Decades of research in the behavioral sciences strongly suggest that some aspects of a person’s aptitude are genetically predetermined, while other aspects are products of that person’s environment and educational experiences.

Vocational **attitude** is a term that addresses the likes and dislikes of an individual in regard to career choice. This refers to the working conditions in which a person feels most

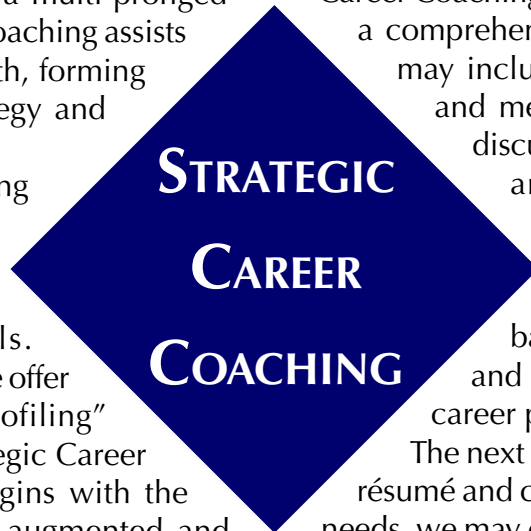
comfortable and is most likely to excel. The assessment process built in to Strategic Career Coaching provides significant insight to an individual’s attitudes and aptitudes.

Following the assessment portion of Strategic Career Coaching, we devote time to developing a comprehensive job search strategy. This may include directed readings, seminar and meeting attendance, exploratory discussions with personnel agencies and arranged visits to people employed in your area of interest. We then generate lists of prospective employers based on the industries you select and the industries that match your career profile.

The next step is the design of an effective résumé and cover letter. Depending on your needs, we may create several different versions of the résumé and cover letter to better target a desired audience. You will then become familiar with an array of strategies for successful interviewing, including formulating follow-up letters and providing effective references. Video feedback is also available to enhance interviewing skills and to reduce anxiety and tension.

The final stage of Strategic Career Coaching is providing support, reassurance, guidance and mid-course corrections as you identify potential employers and participate in interviews. The goal of the Strategic Career Coaching program is simple: to assist you in the definition and attainment of a career objective. Our success in this endeavor is based on your success. We use our full palette of resources to facilitate your career search and development.

Contact us to discuss the options available to you through Strategic Career Coaching.



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## DAVIDSON CONSULTING

PROVIDING GLOBAL SYSTEMS TO IDENTIFY, TRAIN, DEVELOP AND RETAIN COMPETENT PEOPLE

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