THE KNOWDELL CAREER TRANSITION MODEL

Moving From Counseling to Coaching

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HOW I LEARNED ABOUT COACHING

• Carl Rogers Counseling Model
• Clinical Psychology Training
• Working With Failing Veterans
• Working With Employees
• Training High Tech Managers
• Providing Executive Outplacement
• Being an Executive Coach
• Teaching Coaching to Counselors

HOW COACHING AND COUNSELING ARE SIMILAR

• Use Internet
• Use Behavioral Models
• Use Coaching Skills
• Collaborate With Client
• Recognition of Mental Health Problems
• Active Listening
• Empathy

• Trusting Relationship
• Confidentiality
• Code of Ethics
• Client’s Values
• Clients Have Answers
• Duration of Involvement
• Use of Assessments
• Understand Problems

HOW THEY DIFFER

COUNSELOR
• Personal Issues
• Problem Identification
• Focus on The Past
• Objective Observer
• Non-Directive
• Focus on Feelings
• Accepting Listener

COACH
• Work Issues
• Problem Solving
• Now/Future Focus
• Active Partner
• Structured Models
• Focus on Action
• Expert Advisor
OTHER WAYS THEY DIFFER

COUNSELOR
- “Client”
- “Ask” and “Listen”
- Make Comfortable
- Counseling Office
- Focus on the Plan

COACH
- “Candidate” “Customer”
- “Prescribe” and “Tell”
- Challenge or Confront
- Workplace Setting
- Focus on Taking Action

“THE CAREER” BECOMES MANY TRANSITIONS

The Old Model
- Take an Interest Test
- Select a Major
- Get a Degree
- Get a Job (Career)
- Get a Promotion
- Get a Bigger Office
- Live Happily Ever After

The New Model
- Get Life Experience
- Get a Gig
- Take a Short Course
- Get Another Gig
- Get Laid Off
- Move Internationally
- Move Back Home

MAJOR DIFFERENCES

Transitions often require coaching
Coaching provides structure and accountability
Coaching is simple (but not easy)

KNOWDELL CAREER TRANSITION MODEL
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COACHING ROLES
- Assessor
- Information Provider
- Referral Agent
- Guide
- Tutor

COACH AS ASSESSOR
- Observe the client’s behavior
- Identify the client’s skills, values, interests and personality
- Give the client objective feedback on observed attributes
- May administer formal and informal tests and interpret the results

COACH AS INFORMATION PROVIDER
- Inform the client about options and barriers
- Give the client factual job or career information
COACH AS REFERRAL AGENT

- Refer clients to an outside source for assistance
- Especially important when the client’s problem is outside the coach’s area of expertise

COACH AS GUIDE

- Encourage client to focus on an appropriate and available goal
- Give client objective feedback on how realistic the choice is
- The client makes the choice

COACH AS TUTOR

- Coach the client in outlining a detailed career strategy plan
- Coach the client in describing the specific behaviors needed to reach the goal

COACHING QUESTIONS

Key Coaching Questions
- WHAT?
- WHY?
- HOW?
- WHEN?
- WHO?

- The coach does not need to have all the answers because the client has the answers
- The coach needs to know what questions to ask
WHAT...

- What is your specific goal?
- Be very clear
- Visualize the goal
- Feel the goal
- Touch the goal
- Smell the goal
- Taste the goal

WHY...

- Why is this goal the best goal for you to pursue?
- Give me compelling evidence that proves that the goal is appropriate and attainable
- Prove it

HOW...

- How will you reach your goal?
- Specify each small step you will take to get to your goal
- Be very specific

WHEN...

- When will the first step occur?
- When will the next step occur?
- Write each step in your daily planner
- Enter it in your smartphone
THE FUTURE OF “CAREER”

• Maybe “Careers” will be replaced by “Transitions”
• We will each experience a dozen or more Transitions in a lifetime

WHO...

• Who will be affected by the plan?
• Who will you need to get help from in order to attain your goal?

ACCOUNTABILITY

THE FUTURE MAY ALREADY BE HERE

• Jobs are being replaced by tasks
• Employees are being replaced by contractors
• Positions are being replaced by gigs
• Portfolio careers are becoming more popular
• Portable benefits are making part-time employment more attractive
• Career decisions are needed from age 15 to 85
• Your clients will be in every age bracket
• Your manager will be younger than you
CAREER COACH CERTIFICATION

- **Job & Career Transition Coach**
  3-day workshop for practitioners who work with job and career changers

- **Job & Career Development Coach**
  3-day workshop for counselors who work with employees

- **Developed by Dick Knowdell**, NCCC, CMF
  Based on 47 years of training counselors and HR staff

- **Led by Timothy Hsi**, Ed.D, JCTC, GCDFI
  Lead JCTC Trainer in Asia and Australia

- **Continuing Education Hours Provided by**
  International Coach Federation and Career Development Network

- **Contact:** www.CareerNetwork.Org

For more information about career coach training