



"Coaching professionals to live their best career story."

LEADERSHIP COACHING

- Are you clear on what you want to **achieve** and **contribute** in your current and future role?
- Are you also clear on the **how**?
- Do you need external support, **guidance** and **accountability** to help make that happen?

Career Story Project helps professionals make a strategic plan that identifies, integrates and leverages your unique skills, talents and strengths. We do that through our in-depth leadership coaching, assessments and a proven step-by-step process based on our customized methodology, encouraging accountability and trusted guidance.

"Karen provides an external perspective that cuts through the noise without the inherent bias from those closer to your field of business. If you're having trouble focusing, if you're new to the role and getting lots of input, Karen can help you create a plan to organize your thoughts and give direction that achieves your business outcomes."

– Kevin McCann, Managing Partner, NATIONAL Public Relations

WHO BENEFITS

Career Story Project works with high-potential employees, particularly as they move from the role of 'doer' to 'leader'. We've coached senior level managers and deputy ministers in the public sector, as well as managers, directors and executives in the private sector. Our leadership coaching methodology is designed to advance both organizational and professional results.

Common themes of coaching include:

- ✓ identifying obstacles and strategizing to get beyond them
- ✓ understanding individual communications styles and how to better engage others
- ✓ delegating and clarifying priorities
- ✓ strengthening leadership presence
- ✓ uncovering and leveraging individual and team strengths
- ✓ implementing your strategic action plan

Never before has leadership development been so important. When you're investing heavily in hiring and promoting your ideal team members, your senior leaders need to be equipped with the tools to harness all of that talent to keep your employees engaged and inspired enough to stay. Career Story Project provides tools and techniques that support leaders to succeed.

THE COACHING PROCESS

STEP 1: INTAKE AND DISCOVERY (MONTH ONE)

We begin by understanding your unique business challenges, areas for growth, individual role and how coaching can create and refine the leadership behaviours that support greater individual and organizational success. Part of this discovery is obtaining feedback from 5-6 individuals who work most closely with the participant. The feedback is used to help create specific action steps in the coaching development plan. Additional self-assessments may follow, depending on what assessments the participant has already completed.

STEP 2: CREATE A PLAN (MONTH TWO)

Using the feedback, we help create coaching goals that are aligned with the organization's business objectives and leadership competencies. The coaching plan highlights the individual's strengths and areas for development, as well as actions to support them. It also includes specific measures of success, timelines, and support needed. We then share this plan with your direct leader (or sponsor) to ensure we are focusing on the areas that will have the greatest impact.

STEP 3: ACTION THE PLAN (MONTH TWO-SIX)

With our plan in place, we meet 2-3 times per month by Zoom. In our experience, individuals have a more productive coaching experience when they are committed to their goals, are willing to experiment with new approaches and behaviours, and come to the sessions prepared.

We provide the participant with a coaching session prep sheet that they send to us prior to each session. Session agendas are based on the coaching action plan, but linked directly to their ongoing business issues. Real-time opportunities to implement learning are used wherever possible. You will continue to work on actions created in the coaching session to sustain momentum. You may also seek informal feedback from others along the way.

STEP 4: WRAP UP AND EVALUATION (MONTH SIX)

The final phase is to evaluate impact and determine where change has occurred as a result of the coaching engagement. In this stage, we meet with the sponsor to review the goals, discuss milestones achieved, determine how to sustain the learning from the coaching program, and plan the next steps.

ABOUT KAREN KELLOWAY

An award-winning leadership coach and founder of the Career Story Project, Karen coaches high-performing professionals to optimize their career success. Her book *NAIL IT! A Strategic Roadmap to Career Advancement* has been called 'insightful and utterly enjoyable' by The Globe and Mail and is now a trademarked online career pathing program.

Karen holds an advanced certification of executive coaching through the International Coach Federation (PCC), is certified as an executive coach through Royal Roads University and holds a Bachelor of Public Relations from Mount Saint Vincent University, Nova Scotia.



- Core Strengths® Certified Facilitator
- Certified Canfield Trainer, the Success Principles™
- Professional Certified Coach (PCC)
- Myers-Briggs (MBTI®) certified Level II practitioner Psychometrics Canada Ltd.
- Level 2 Legacy Leadership® facilitator through Coachworks International

"Working in a fast paced environment with so many distractions, it makes it difficult to focus on our own leadership development. Working with Karen's leadership coaching process I now have a formalized plan that integrates feedback from my superiors and peers that has helped my decision-making, efficiencies and setting priorities.

— *Grant Petruskavich, Maintenance Superintendent, Nova Scotia Power*

"If you are looking to improve your team's functionality and grow as a leader I highly recommend the Career Story Project. I am consistently left with key learnings that I can immediately apply and practice in my day to day work life."

— *Jennifer Murray, Director, Brand Marketing, Atlantic Central*

"Karen's leadership coaching allowed me to accelerate the performance curve of my new role. I found her guidance during the onboarding process an invaluable tool as I negotiated the many complexities of public sector leadership."

— *Wendy Griffin, VP People and Change, Workers' Compensation Board*