

IT GIRLS COACH

PRESS PACK

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Career Coaching for Women in IT and Communications Professions

Biography



Christine Jackson

Career and Personal Success Coach Christine Jackson helps women working in IT and communications professions all over the world take control of their lives and careers. From career planning to promotions, from time management to transition strategies, Christine empowers her clients to design and develop their careers on their own terms.

Having earned her Professional Certified Coach (CPC) designation from the International Coach Academy and her Associate Certified Coach (ACC) from the International Coach Federation, Christine has gone on to work as a team leader/coach for several well-known signature-coaching programs. She has been coaching both private clients and groups for the past 4 years.

Her style is inspirational, focused, and no nonsense. In her private practice Christine helps women design their businesses and careers; covering topics like career planning, finding the right company, planning for promotion, boundary setting, time management, exit strategy development and working abroad.

Christine is actively involved in the International Coach Federation where she is the 2008 chairperson for the research and education task force.

Christine is a natural networker and has served for the past two years as an online moderator for the Entrepreneur's Playground and the Success Sandbox, forums on Xing, one of the largest online business networking platforms on the web.



Career Coaching for Women in IT and Communications Professions

INTERVIEW, SPEAKING AND WORKSHOP TOPICS 2008

Career coach Christine Jackson, CPC, ACC specializes in working with women in IT and communications who want to take charge of their lives and careers. From career planning to promotions, from time management to transition strategies, Christine empowers her clients to design and develop their careers on their own terms.

Personal Styling and Setting the Scene at the Office – How you are perceived goes a long way to how well you will do on your chosen career path. I will delve into belief systems around women in the workplace. Talk about personal style and how, even when you are not in the office your desk gives away more secrets than you could possibly imagine. I will give tips on personal image especially for those who are considered “young” or “old” and of course how to make your desk work for you. Finally I will talk about how you can train others to see you in the way you want to be perceived in your working environment.

Questions for an interview around this topic:

- a) Who do you work with and why?
- b) Our topic today is personal styling and setting the scene at the office, why is this so important?
- c) Personal style is something we are all a little bit sensitive about, how do you approach this with your clients?
- d) What advice do you give to talented women who are often perceived to be too young for their job title?
- e) In your workshops you talk about your desk giving away your secrets, what do you mean by this?
- f) What advice would you give regarding dressing your desk?
- g) Finally how do you get others to see you in the way you'd like to be perceived?



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Everyone Needs an Exit strategy! - According to a recent poll conducted by CareerPath.com, 40% of the 1,400 workers surveyed said that they planned to change jobs within a year, of this group only around 20% had an exit strategy.

Whether you'd like to leave for better opportunities or simply because your job is not working for you – I can promise that if/when the time comes to look for greener pastures the transition will be a lot less painful, perhaps even enjoyable if you get a strategy in place now. I will talk about the mistakes people make and explain why even if you love your job, now is the time to start working on your exit strategies.

Questions for an interview around this topic:

- a) You say everyone needs an exit strategy, but does this really apply to people who are happy in their work?
- b) If things get really bad, and the company we are working for is not behaving ethically why not just burn our bridges and never look back?
- c) How can having an exit strategy help you improve your career path?
- d) You recommend keeping up with industry trends, do you have any tips for this?
- e) You have a leaving list can you please tell us what is on it and why?
- f) You recommend making a weekly note of your accomplishments why is this?
- g) You include networking as part of the exit strategy toolkit, why is this?



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The “why you should” and “how to” of effective networking. Remember the old saying “it’s not what you know it’s who you know” – Well in this competitive age the rule has never been truer. If the thought of networking makes you cringe you will love this informative presentation which will show not only why networking is essential for **YOU** – but also that networking is not a “one hat fits all” approach – There is a specific method to suit every kind of person, even introverts!

Questions for an interview around this topic:

- a) You say that who you know is far more important than what you know these days – what do you mean by this?
- b) What if a person just hates the idea of networking?
- c) How can networking help?
- d) Are there any networking pitfalls that you can teach us to avoid?
- e) Are there any particular networking strategies you would recommend?
- f) How do you know when you have the balance right?
- g) Do you have any particular tips you would like to share?



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Toleration Clearing to Improve Work Performance – Tolerations sap your energy than you could possibly imagine, from the annoying colleague to the button that needs replacing I will talk about the different areas of tolerations and how to clear them easily freeing you up to be more productive.

Questions for an interview around this topic:

- a) Before we begin could you please explain, what exactly is a toleration?
- b) Can things that were formally enjoyable become tolerations?
- c) If tolerations often affect us below a conscious level, are there any checks we can put in place?
- d) How do these tolerations especially if they are personal, affect productivity at work?
- e) Explain what is different about the way you help your clients to diminish tolerations?
- f) What shouldn't people do?
- g) Why are the rewards so important, after all we are no longer children?



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Do You Manage Time Or Does It Manage You? –Do you find you are often in a last minute rush to meet dead-lines, attend meetings which are either double booked or achieve nothing, have days which seem somehow to slip unproductively by, and experience crises which loom unexpected from nowhere. If so help is at hand. During this presentation we will install systems which will help you to manage not only your time, but the way in which others respect your time.

Questions for an interview around this topic:

- a) What is the biggest obstacle you see in terms of people managing their time?
- b) Right off the bat, what is your top time management tip?
- c) How do you train others to respect your time?
- d) Can you share some effective delegation tips?
- e) In your workshop you talk about breaking your time into blocks, why is this important?
- f) What other tips do you have for making the most effective use of your time?
- g) Organizing and scheduling our time is great, but what about the jobs we hate, the ones we really procrastinate over?



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Setting Boundaries in the Office – Attention Administrative Professionals! Do you sometimes feel like you are the office mouse? If you worry that you are not taken seriously at work, are afraid speak out when the situation calls, or lie in bed at night kicking yourself for being so timid, this boundary setting presentation is for you. Learn how to set personal and professional boundaries without fear of guilt or reprisal. I will share 10 tips on how to set and enforce your boundaries and be respected for it.

Questions for an interview around this topic:

- a) What is the first and most important step when setting boundaries?
- b) You talk a lot about the importance of training others to respect your needs – can you talk a little about that?
- c) Often it is the sheer volume of work people find themselves doing that overwhelms them – do you have any tips for setting boundaries around this?
- d) I know that delegation is something you are particularly good at, but what would you say to someone who came up to you after a speech or workshop and said, I really can't delegate it is not in my nature. Perhaps they believe that if you want anything done properly you should do it yourself, or perhaps they are afraid to ask others to do things for them.
- e) What is the most difficult part of boundary setting?
- f) There were two parts of your presentation that I found particularly useful, please explain to our listeners how you say "no" and then how to say "yes"
- g) Finally how does one under promise and over deliver?



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Interview Strategies – After going through this coaching session my clients have reported back to me that their interviews were actually fun! I will share mistakes people make when going for interviews and even a couple of great strategies for turning the interview around and putting you in the position of power.

Questions for an interview around this topic:

- a) What preparation should someone do before going for an interview?
- b) How do you “work” the interview?
- c) Why should the interviewee interview the interviewer?
- d) How many questions should the interviewee ask?
- e) You talk about making the interview fun, how could an interview ever be fun?
- f) What is the most important thing an interviewee must remember when sitting in an interview?
- g) Is there anything our listeners should do directly after the interview?



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Planning the Future: Your 10 year career plan Did that make you sit up straight? The mistake women make most often is not thinking ahead. Discover why men move up the career ladder faster than women and how you can be different! If you are planning to be the ultimate career woman or even if you are planning to stop work or to work part time and travel or have a family you need a long term plan – No matter what choices you make **ALL** women need a strategic career plan.

Questions for an interview around this topic:

- a) What do men do differently than women in terms of designing their careers?
- b) A ten year plan seems pretty extreme; many of our listeners will probably exchange their career ambitions for a family, to follow husbands, or even to try something new.
- c) You say that sex in the office does not pay; I would have thought these days that that would be obvious?
- d) What things should you make sure are in place from day one?
- e) You say really successful women share some fundamental traits and behaviors. What are they?
- f) Why is relationship building so important, and wasn't that something that you said women did well earlier?
- g) We are discussing future planning and yet one of the things you feel very strongly about is exit strategies, can you explain this for me?



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Pre Promotional Strategies – when looking for internal promotions what you do in the 3 – 6 months preceding the interview will make all the difference to its outcome. And the suggestions I make for making changes in your current work habits might surprise you!

Questions for an interview around this topic:

- a) You feel we should be thinking about our promotions 6 months before we even apply for them? Tell me more.
- b) Talk to me about the importance of appearance.
- c) What role does the clearing of tolerations play in this process?
- d) I love something I heard you say earlier; “go to work with the perspective that your boss works for you” – funny as it sounds isn’t that a little dangerous?
- e) You suggest that people should be always studying something why is this?
- f) If people are looking for internal promotion, why do you suggest they also go to job interviews outside their company?
- g) Talk to me about the importance of a mentor and how do people find one?



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Post Promotional Strategies – According to Michael Watkins author of *The First 90 Days* “Fully a quarter of all managers in major corporations enter new leadership roles each year. Whether their assignments involve leading a work group or taking over a company as CEO, they face very similar challenges--and risks--in those critical first months on the job. How new leaders manage their transitions can make all the difference between success and failure.” In this presentation I will talk about why new managers fail and what you as a new manager can do to ensure you do not become part of that statistic.

Questions for an interview around this topic:

- a) What is the first thing someone newly promoted should do?
- b) What is the most important thing they should remember?
- c) You say that you should not try to appear to “know it all” what do you mean by that?
- d) What is the most important rule of leadership?
- e) Often newly appointed managers become overwhelmed by the sheer volume of work they must now do, do you have any word of wisdom for them?
- f) What must a newly promoted person never forget?
- g) Any more gems you’d like to share?

GENERAL INTERVIEW QUESTION SUGGESTIONS

1. Who do you work with and why?
2. Why is image so important in the office?
3. What advice do you give to talented women who are often perceived to be too young for their job title?
4. You talk a lot about the importance of delegation can you tell me why?
5. I love something I heard you say earlier; “go to work with the perspective that your boss works for you” – funny as it sounds isn’t that a little dangerous?
6. If things get really bad, and the company we are working for is not behaving ethically why not just burn our bridges and never look back?
7. Why is having an exit strategy so important?
8. What is the most important thing an interviewee must remember when sitting in an interview?
9. Why are networking and relationships so important, and does this apply to everyone?
10. Are there any particular networking strategies you would recommend?
11. What is toleration clearance and why is it so important?
12. You say learning to set boundaries can really set your career on fire, why is this?
13. You talk a lot about the importance of training others to respect your needs – can you talk a little about that?
14. One phrase you use a lot is “under-promise and over-deliver” what does this mean?
15. You say really successful women share some fundamental traits and behaviors. What are they?
16. These were two parts of your presentation that I found particularly useful, please explain to our listeners how you say “no” and then how to say “yes”



Career Coaching for Women in IT and Communications Professions

GROUP COACHING PROGRAMS FOR 2008

Setting Boundaries in the Workplace (Eight week Course) – Women seem to experience much more difficulty setting boundaries than men do. We're socialized in a way which makes it seem like we're "bad" if we are too assertive. My clients often comment that they're afraid that if they say "no" or speak out that their colleagues will not like them, or even heaven forbid that they will become the office B**** that everyone loves to hate.

They are disillusioned after taking the self help book route, in which they agreed with everything the author said – were energized and determined that they were going to going to take all of advice packed onto its pages – because within a month the book was on the shelf gathering dust and their lives had not changed a bit.

This is different! After signing up for the Setting Boundaries in the Workplace course clients work with a group to achieve the action steps necessary to change the way they interact with others. In one month, far from gathering dust, they will be half way through a course which challenges them to go out and try its recommended exercises. Each week they share wins and challenges and receive advice and reassurance as they move towards a new found confidence!

The real bonus however is in the follow-up. After completing the 8 week course with its highly targeted objectives, clients remain in the online career coaching community environment for a full year, so that they lessons they have learned can be re-enforced and eventually become second nature. See the ITGirlscoach.com for more details on this course.

Career Design Course (12 weeks) – These days make-overs' are extremely popular, be it personal or the home. Christine takes the make-over to a new level and is teaching her clients how to strategically make-over, and design the future development of their careers.

The career mistake women make most often is not thinking ahead. Christine shows clients how men move up the career ladder faster than women and how her clients can be different! If they are planning to be the ultimate career woman or even if planning to stop work, to work part time, travel or have a family, Christine says "everyone needs a long term plan – No matter what life choices they make, ALL women need a strategic career plan."

This rigorous twelve week course can be undertaken privately for those women who are in a hurry to get their careers on track and have specific issues they want to address or in a group environment for those who would like the

camaraderie and support of a group environment. Both private and group courses go on to receive additional support within a full 12 month membership in Christine's Online Career Coaching Community. See the ITGirlscoach.com for more details on this course.



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Have Job, Need Life Mastermind Groups A career coaching circle for women which concentrates sharing and finding solutions for challenges in the workplace and to holding members accountable to taking time for themselves every week.

Consists of a 1 hour weekly mastermind call with women who have similar career concerns, and membership in an online career coaching community. On the call participants share with the group any challenges they are experiencing, and also things they are committing to do just for themselves during the coming week. Also included in this package is a special group forum on the Online Career Coaching Community. Here discussions are continued, support given and resources shared.

Topics covered recently:

- ❖ Challenges surrounding promotions and pay increases.
- ❖ Colleagues behaving unprofessionally
- ❖ Absentee bosses
- ❖ What would change if you took on the perspective that your boss works for you?

By sharing and committing to personal goals with others who understand just what it is like to have a busy career clients are often surprised by how much "self" time they can create ... and as a bonus they make a new group of friends that they look forward to talking to every week!

The Career Coaching Club – is perfect for those not ready for 1-1 coaching or who prefer working in a group environment. Benefits include membership in the online career coaching community; four group teleconferences per month facilitated by Christine, where participants can share their current concerns and get support and ideas from others on the call. Also included are regular teleconferences where Christine interviews experts on topics relevant to her clients needs.

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Testimonials

"Krissy, although we have not scheduled a session for this week, I needed to let you know about this fabulous email I got this morning.

I had written to my former boss in (last country of residence), asking her some questions related to the HR industry. Since she is an expert in the field, she is very likely to have good advice about the skills which would be beneficial when looking for a job there. Well, her response was far more than I was hoping for. Besides answering all my questions she wrote, that she would love to have me back at (firm where client did an internship) and could offer me a job as HR Account Manager or in a similar role to what I did while working for her.

This is brilliant and certainly made my day. I would never thought of such a response and certainly would have never asked if not working with you. You make me look much further than I ever would have had the heart to do!"

Private Coaching Client

Human Resources
Germany
Age 24



"If you've tried and failed in the past to change aspects of your life – don't despair! Let Krissy gently, but firmly lead you by the hand to achieve your goals. She truly is a master of encouragement, delivering the kick in the pants you need to make life-enhancing changes. No fluffy furball, Krissy gets right to the heart of the matter. I urge you to let Krissy help you change your life now, she's fantastic."

Helen Palmer

www.tailor-made-south-africa-travel.com



"All you have to do is listen to Krissy's voice and you'll instantly smile and want to be a better person. If she's doing it, go get it!"

Mark Joyner

#1 Best-Selling Author of "The Great Formula"

Career Coaching for Women in IT and Communications Professions



"I had been struggling to find a way to balance my personal life and work, and thought I had already considered every possible way - without success. Krissy understood my situation immediately and quickly managed to help me to get a clear overview of the risks I am facing (which I only felt but was unable to identify) as well as showed me practical ways to achieve my goals. I think she is a great coach and I would love to work with her further, to make sure I keep on track and really achieve what I want!"

Myriam Callegarin

MC Xtend - International Business Development

www.mcxtend.com



"My partner and I chose Krissy Jackson as one of the team leaders in our 90 day Product Factory program because of her high-level leadership talent and skills. Krissy immediately took to the job with her great humor, enthusiasm and love of people. In the Product Factory students are asked to learn in action and Krissy led her team to accomplish more than they even thought possible. Furthermore, Krissy continuously amazes us by over-delivering. Boy, if I only had a nickel for each time Krissy went beyond the call of duty! I know she can make significant difference in your life if you work with her.

Michael Port

www.MichaelPort.com

Author of Book Yourself Solid

and Co-founder of The Product Factory



"Krissy's warmth and generosity shines through in everything she does. If you are an on-line business owner you owe it to yourself to be in Krissy's community."

Joe Vitale

#1 Best-Selling Author of "Life's Missing Instruction Manual"



Career Coaching for Women in IT and Communications Professions

I would like to thank Krissy for facilitating the recent seminar that I attended; it was such an enjoyable experience despite my initial hesitation and feeling rather nervous. Whilst it was rather a challenge to assess our views and perspectives it was highly worthwhile.

The seminar content and agenda was an easy and comfortable process to follow and Krissy kept it fun and stimulating whilst keeping us focused. Her technique also enabled those who were using English as their second language to participate fully.

There was a real sense of having bonded as a group and it was helpful to get feedback within that context; this has to be attributed to Krissy enabling everyone to enjoy the experience and support each other. I feel we all came away from the day with a new sense of confidence and optimism about our potential and what we can achieve.

I would have no hesitation in recommending her seminars as a means of improving, developing, learning and focusing on our life objectives. The follow up was also excellent and very supportive.

Ruth Zug - Switzerland