

# Coaches: How can you help coachees navigate the changing job market?

One thing that I've always found helpful as a coach is to take the time at the onset of the connection to first explore with the coachee what is their understanding of a coaching partnership. Once the roles are established and the commitment is affirmed, both the coach and coachee are now able to steer the ship in the same direction, allowing the coachee to navigate the job market. Or one could say, in 2024, the multiverse of career marketplaces.

Let's drop our anchor on the usage of the word navigate for this article. Navigate is defined as “**plan and direct** the route or course of a ship, aircraft, or other **form of transportation**, especially by using **instruments or maps**”. This definition is loaded with levers that will move the coachee through their career journey. The job market is dynamic, especially with the impact and influence of AI, and part of a coach's job is to acknowledge this with the coachee to enable them to confidently steer with the ebb and flow that the market offers.

I offer that professionals shall consider a few things before they embark on navigating the job market with a coach:

- Are they ready to play an integral role in the coaching relationship? (Are you coachable?)
- Are they dropping, wading, or retracting their anchor in the job market? (Plan/Direct)
- What talent mediums are they adept in to move through the journey? (Form of Transportation: LinkedIn, networking, alumni relations, etc.)
- What instruments or tools do they actively have in their toolbox? And are the tools viable for their plight? (Instruments/Maps: resume, deliverables, relationships, etc.)
- How do they plug and play what is in their toolbox into their strategy to determine the gaps in achieving their plan?
- Are they ready to exercise a different or new mindset and behaviors to yield the outcome they earnestly desire? (Take risks and responsibility)
- Are they willing to sustain the attitude, grit, and spirit that was needed to achieve their goal of getting a new career once they start performing in the new role?

Working with a suitable coach while navigating the job market with the right attitude and best intentions will be the best experience a professional embark on.

