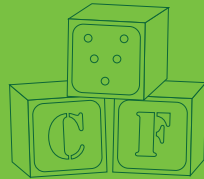




CAREER PROGRAMS

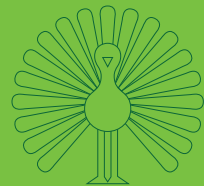
Personal success and happiness in your career comes when you do what you love, and you love what you do.



career counselling



career coaching



resume service



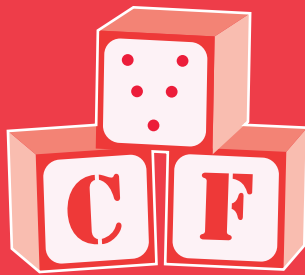
interview skills

"Twenty years from now you will be more disappointed by the things you didn't do than the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover."

Mark Twain

career foundations

It's Not What You Do. It's Why You Do It



We believe you will excel as a person when you do something you are passionate about for a living. After all, you spend most of your waking day at work.

The problem many people face is discovering what that “something” is. Some even find that the career they once loved has now become a chore.

A truly satisfying career isn't a job that just brings in the money. Nor is it about doing what you're capable of. It is about doing your life's work.

A fulfilling career isn't built overnight. It can take hard work, tenacity, a certain panache, clear vision, purposeful planning and a willingness to go after what you want. But it can also come naturally and easily when you love what you do.

WHO IS CAREER FOUNDATIONS FOR?

This program is designed for individuals who want to discover careers that suit their personality, interests and life goals. You may be suitable if:

- You are currently employed in a role but feel unconnected to what you do.
- You are about to embark on further studies and want some direction on careers that may suit you.
- You are re-entering the workforce after taking a sabbatical and want to pursue a new career.
- You are willing to retrain to pursue a career that you might be suited to.

WHAT YOU GET:

- Personal guidance through a structured process designed to help you identify suitable careers.
- Three sessions, each lasting one hour, held face-to-face or over the telephone.
- Discover what motivates you so you can choose careers that match your inner drivers.
- Get clear about the criteria that are important to you in a career.
- Identify career options that fit in with your life goals.
- Develop an action plan to get you started in a career change.
- Access to Harrison Assessments, a top end career profiling tool used internationally that measures over 200 of your personal traits and preference, well over the industry standard.
- A Career Report that lists potential careers that match your profile, each with a suitability score between 0-100.
- A customised personal profile relating to your career development. It includes your task preference, interests, preferred work environment, interpersonal skills, motivation, leadership skills and decision making skills.
- A report which compares your traits to what is required for success in a specific career.
- Written summary of each session emailed to you so you don't have to take notes. This means you can focus entirely on the coaching session itself.

“Kathleen provided me with invaluable advice to help me work out what area of work would allow me to have a career that is more meaningful to me. She helped me think through things in a logical way and to work out what it is I am really passionate about. I now have the confidence to make the necessary changes in my life that will help me achieve those goals and have a more fulfilling career.”

Lisa Davidson

career coaching

Thrive At Work. Plan, Pursue and Perform.



Opportunities come in many ways. They can pop up when you least expect them or you can actively put steps into place to create opportunities for yourself. When it comes to your work, it is always best to have clear career goals and be actively involved in paving the way for your future growth.

The main focus of Clever Fox's career coaching is to help you plan, manage and execute your career advancement strategies. There may be aspects of career coaching that overlap with career counselling and life coaching. Given our flexible working style, we are happy to incorporate other areas of focus if required - you are not locked into a career focus simply because that's what you started on.

WHO IS CAREER COACHING FOR?

You may be suitable if:

- You are starting a new job and want to be equipped with the skills and the mindset to thrive in your workplace.
- You are tired of being overlooked for promotions and want to "close the gap" that has been keeping you from moving forward.
- A personality clash at work turns your dream job into a nightmare. You want to learn how to handle conflicts, "difficult personalities" and office politics with a greater degree of professionalism and ease.
- You are in a leadership position and want to become a more effective manager and communicator.
- You have recently moved to Australia. You want to adapt effectively to your new work culture.
- You want to advance in your career by applying for new roles outside your organisation and would like to maximise your chances of succeeding in the job search.
- You want to learn ways of managing stress in the workplace when it occurs with minimal impact to your personal wellbeing.

WHAT YOU GET

- 6 x 1 hour personal coaching sessions.
- Identify your short, medium and long term career targets.
- An understanding of what is involved in pursuing your career outcomes. This enables you to think through the cost and consequences of achieving your goal and how it may impact you personally. The process helps you move forward congruently, achieve better results and avoid the regret of a poorly managed transition.
- Customised strategies that are relevant to your situation and support to guide you in the process.
- Discounts on career assessments, resume packages and interview coaching.

"I wasn't sure really what to expect but what I got was nothing short of immense inspiration and motivation. Kathleen's style is both nurturing and pragmatic in just the right combination and with her guidance I've identified some directions which I am now following. I really looked forward to the coaching sessions...she's a fun person and is passionately interested in helping her clients find what they are looking for."

E. Casey



resume service

Market Yourself For The Career You Want



RESUME WRITING SERVICE

We hear it often enough. "I know I'm good at what I do, but I just can't get job interviews".

In most cases, your resume is being scanned for elimination. Within seconds of looking at your resume, a decision is made on whether it lands on the cutting room floor with the majority - or makes the shortlist.

A DIY resume created using outdated tips from books, the internet, or the advice of well meaning friends could mean losing your dream job to someone not necessarily more competent than you, but someone who has been able to sell themselves more effectively.

As Certified Advanced Resume Writers (CARW), we create professional resumes according to industry best practice to maximise your chances of getting the job you want.

WE CREATE RESUMES TO:

- Make a positive first impression.
- Stand out for the right reasons. Your resume has to be visually pleasing and formatted suitably for your industry.
- Be worth paying attention to. Once you've grabbed the reader's attention, your resume must be interesting enough to keep them reading until the end.
- Position you as the best person for the job. It has to show, not just tell, your skills and achievements.
- Communicate your value and your monetary worth succinctly in just a few pages.
- Create a desire to know more about you to maximise your chances of being invited for an interview.

WHAT YOU GET:

- Customised information gathering sheets. Powerful questions that will hone in on your "value" and give you an edge at job interviews.
- Career Marketing Strategy. One-on-one consultation with Clever Fox's principal coach and marketing expert, Kathleen Alexander, to discuss your positioning and personal branding strategy.
- Your resume personally crafted by Kathleen, one of only a handful of resume writers in Australia awarded the Certified Advanced Resume Writer (CARW) credentials.
- Up to two text revisions based on your feedback.
- Resume provided in two formats - Word and PDF.
- Reference Sheet. A reference sheet in a style that visually matches your resume.

"Kathleen, you've changed my perspective on resumes - from a document that provided an overview of my education, experience and achievements to an important marketing tool. The methodology you used helped me to think in detail about what my achievements were, and what tangible results they had created. It's helped me clarify what "my story" is when meeting with recruiters and potential employers. Highly recommended for any executive who wants a compelling resume."

Tim W

"Your questionnaire was brilliant. It made me think about what I actually achieved in a whole new light! I would never have highlighted those results without your prompting."

Grant E



interview skills

Present Yourself Confidently



JOB INTERVIEW COACHING

People who contact us wanting job interview training often state that nerves get the better of them, they don't know how to answer questions to demonstrate their capabilities, or they ramble through the interview aimlessly. The result is the same - disappointment and failure to secure the job they were aiming for.

Others tell us they are articulate and confident during interviews. They are able to build rapport and manage the interview process with ease, yet are puzzled as to why they aren't offered jobs.

To succeed at job interviews, it is important to understand the various elements of interviewing and the "art and science" of demonstrating your skills, personality and competence through the responses you give, both verbally and non-verbally.

INTERVIEW COACHING CAN HELP YOU:

- Understand the psychology and strategy behind interview questioning.
- Latest interview techniques - what employers are looking for when they ask you specific questions.
- Articulate your answers according to your personal experience, rather than provide "template" responses that sound contrived.
- Tricky "questions" - how to address perceived weaknesses such as returning to work after a personal sabbatical or changing careers.
- Answer open ended questions effectively and succinctly while highlighting your strengths.
- Demonstrate your suitability to the role, the team and the company.
- What to do before, during and after the interview to maximise your chances of being offered the job.
- Create a positive emotional response - give your potential employers the confidence that they are making the right decision by selecting you.
- Be believable by communicating congruently verbally and nonverbally (including gestures, body language, tone of voice, intonation, pitch, facial expressions, dress style).

WHAT YOU GET

Choose from one or two sessions:

Session One - We will take you through specific interview strategies, help you identify the type of questions for your specific role, and set up an initial mock interview. We'll give you honest feedback based on our observations of your performance. You can ask us any questions you may have about your concerns regarding the interview or perceived weaknesses you may have. (1 hour)

Session Two - A second mock interview that will give you the chance to utilise what you learnt in the first session and fine tune your interview performance. (1 hour)

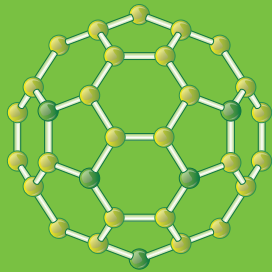
Your personal interview training will be facilitated by Kathleen Alexander, a Certified Employment Interview Consultant (CEIC). She is proficient in all aspects of interview planning, preparation and salary negotiation.

"I have a new job! You'll be pleased to know that I outscored all the other candidates by a significant amount on my resume, selection criteria and interview".

The above client engaged our career counselling services and retrained as a result. We also wrote her resume, key selection criteria and coached her in interviewing skills that helped her get a job in her new field of work.

about us

Things To Know About Your Coach



MEET KATHLEEN ALEXANDER

When you get to know Kathleen, you will discover a person who can't be easily pigeonholed. She's unassuming, quick witted and has a good sense of humour. A self confessed geek who excelled academically, Kathleen keeps her "head" in check with a healthy dose of activities driven by her "heart". Whether it's exploring a new place for the first time, climbing a tree despite her fear of heights, or working with her clients on their business and career development, Kathleen approaches life with a rare and infectious sense of enthusiasm.

The Call to Adventure

After completing a BA in Business Management in the US, Kathleen started her first job in a reputable advertising agency in Kuala Lumpur. She then moved to Hong Kong where she worked in marketing for some of the world's largest media companies, relocating to Sydney in 2000 to accept a promotion as Marketing Director.

Whilst the rise up the corporate ladder was everything she had wanted, she soon realised it wasn't all she thought it would be.

After a period of "wandering in the desert" as she calls it, and tossing between the safety of following a well-trodden path and heeding the call to adventure, she finally decided on the latter. Much to the horror of her mother, she resigned from her job and embarked on a journey that involved retraining in the area of human behaviour, moving to Melbourne and setting up Clever Fox.

Synthesis

Clever Fox has evolved from being a purely coaching business to one that offers a host of related solutions that help individuals advance in their personal and professional lives. Kathleen thrives on the multiplicity of her role as personal change catalyst, career marketing strategist, confidante and coach to her clients. She loves her work and the opportunity it affords her to fluidly blend business with her personal interests and talents.

Credentials, Awards and Industry Appointments/Memberships

- BA in Business Management
- Master Practitioner of Neuro-Linguistic Programming
- Visual Thinking (Mind Mapping)
- Certified Advanced Resume Writer (CARW)
- Certified Employment Interview Consultant (CEIC)
- Australian Achiever Award - Highly Recommended for Excellence in Customer Service (2008)
- International Committee Member - Career Directors
- Brefi Group - Associate

CONTACT

If you are serious about progressing in your career, please contact us to discuss how you can get started.

Telephone: +61 407 238 246

Email: kathleen@cleverfox.com.au

Website: www.cleverfox.com.au

Address: Suite 2, Level 1, 253 Lonsdale Street, Melbourne, VIC 3000 (by appointment only)

