

# Transition Coaching

## An Interview with Jane Jackson

Jane Jackson is a career management coach, speaker and author based in Sydney, Australia. For over 14 years Jane has guided and coached over 1,000 clients in many countries worldwide. Some of her corporate clients include Rio Tinto, Credit Suisse, Westpac, BT Financial, IBM, ABN Amro, and the University of Chicago Graduate School of Business.

She is an International Coach Federation (ICF) Certified Coach, Coach U graduate, NLP Business Practitioner and qualified Image Consultant.

Jane is also a frequent speaker on different Media and runs corporate training workshops.

Her first book *Navigating Career Crossroads – How to thrive when changing direction* was recently published and reached #1 on Amazon Australia (Careers). After growing success implementing her own 7-step CAREERS programme Jane shares her key strategies “to help executives bounce back from redundancy and land their ideal role”.

“Change is the only constant in our lives and I encourage my clients to always remember that whatever any of us are going through, no-matter how good or how bad that, ‘this, too, will change’.”

Jane helps executives manage their careers, guiding them through key transitions in their professional life and also supports those aspiring professionals in their search for jobs at the beginning of their careers. Resume writing, communication and networking skills, negotiation, creation of a powerful LinkedIn profile, and the development of a strong professional network are some of the components of Jane’s programmes.

- **What do you find most satisfying about your work?**

What I find most satisfying is to assist my clients to achieve a successful outcome. Whether it is to gain clarity in their true career directions, to rebuild their self-confidence after a challenging time or to secure a new role, the smile on their faces when they realise that with clarity and confidence they can achieve their goals is what’s most rewarding in my role.

- **Have you always been a Coach or has there been a shift in your career that led you to what you are doing today?**

I started my career in public relations in Hong Kong and London. When I later moved to Singapore and became a mother, I made a shift from the corporate world into health and fitness and became a fitness trainer and aerobics instructor when my children were young. A highlight during that time was winning the Silver Medal in the Singapore Nike National Aerobics Championship, which led to a 2 year Nike Elite sponsorship to promote Total Body Conditioning across Singapore! Concurrent with that I launched my own personal training business and also set up a small retail jewellery business. When my children were older I returned to the corporate world and leveraged my

experience into corporate training and transition coaching. I found that what I always enjoyed most was working with people, helping them to achieve what they desired. In PR it would be more exposure and publicity for their brand, as a personal trainer it was to do with their health and fitness, with my jewellery business it was to make them feel beautiful and now with my coaching it's to do with empowering them to be the person they forgot they are!



- **For anyone interested in following your footsteps what is a typical day like as a Career Coach?**

I usually have between 1–7 client meetings scheduled each day. Each client has different needs so I like to tailor my approach differently depending on their personality, communication style and requirements. I work predominantly via Skype coaching as my clients come from all over the world. However for those based in Sydney, where I am, if required we can arrange for meetings in person. As each client will be at different stages in their life and career every day is different. On any given day I could be coaching someone on how to create a killer resume and powerful LinkedIn Profile, or working on rebuilding their self confidence if they've gone through a difficult redundancy, or discussing how to really work with recruiters, or going through interview preparation and practice.

The best part of my job is going through the negotiation stage when my clients receive a job offer (or sometimes two or three!) and strategising how to weigh their value to gain a win-win situation for themselves and for the company they will be joining.

Of course there is paperwork as I have to keep records on a daily basis and when I am not coaching I'll be working on my social media marketing, administration, book-keeping, having exploratory conversations with potential clients and writing blog posts for the online magazines I contribute to and also for LinkedIn.

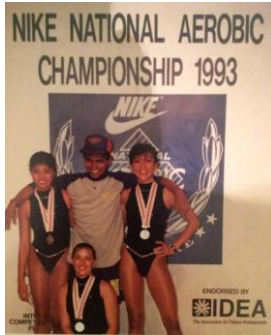
- **What do you like best about being an 'Enterprising Mind'?**

What I love is the world of possibility. I've realised that nothing is either black or white – I enjoy exploring what can be and keeping an open and curious mind to every situation I encounter. It's important not to be stagnant even when feeling comfortable in any situation. Change is the only constant in our lives and I encourage my clients to always remember that whatever any of us are going through, no-matter how good or how bad that, 'this, too, will change.'

With that in mind we live our lives as entrepreneurs—being open to the world of possibilities and creativity.

- **Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?**

There isn't a formula that I can recommend as every situation is different. However, there is a pattern when it comes to attitude that I've noticed with entrepreneurs. Entrepreneurs are enterprising, they are curious, they are driven and they are exceptionally passionate



about what they do. They are resilient, determined and hard working. They make connections – with people, with opportunities– and they set up sound systems to guide them through the challenging times.

I firmly believe that without passion and true direction, we will all be lost. I encourage everyone to take the time to discover their passion and direction and that will guide them towards success.

- **How long do you stick with an idea before giving up?**

That depends on the idea! If I have a pie in the sky idea that just doesn't get traction, I take a long hard look at it, gain feedback from trusted mentors and if it's better to cut my losses, I will make that decision to walk away and focus on what will work.

- **Your book has been recently published and is now [No. 1 Best Seller on Amazon Australia \(Careers\)](#). Would you briefly explain why you decided to share your work and who you seek to help?**

I am so passionate about what I do and I know how it helps so many in a way that changes their lives for the better. I was working one on one with so many people and conducting group workshops from 5–200 attendees at a time however I felt that I needed to reach even more people. Not everyone can afford to be coached or to attend group workshops so I decided to write my book so that I can make career guidance accessible and affordable to everyone who needs it globally.

- **How did you find the process of writing and publishing a book for the first time in your career?**

Very challenging! It took so much discipline and drive. I had so much information and stories to share that I had to make a huge 'brain dump' and then filter through all of the information. I set myself a goal of 1,000 words a day for over a month and that got me through the bulk of the book and the really hard part. Then I continued writing until I reached 70,000 words and after that it was time to edit, refine, rewrite parts of it and then get on to publishing. I was really lucky to find a great editor and publisher and now my book is available globally through Amazon and numerous bookshops as well as on the dedicated [webpage](#).

- **An important part of managing one's own career is building a strong professional network. What would be in your view the most important tools for success?**

The most important tools for success are a positive attitude, personal resilience, good interpersonal communication skills, the ability to listen, and consistent follow up. Networking is all about relationship building. Make acquaintances initially and then develop those relationships. Maintain those relationships and one day, you may find you can form business partnerships for mutual benefit. If all else fails, you will have made a new friend!

- **What are the most common mistakes people make when looking for that 'dream job'?**

1. They don't know what they really want before they start looking.
2. They don't prepare sufficiently as they don't know how to create a strong written and oral communication strategy.

3. They haven't explored all of the most effective job search strategies.
4. They don't conduct enough research to know what their true value is in the current market place and therefore are not able to negotiate effectively.

“You can't stop the waves but you can learn to surf.” – Jon Kabat-Zinn

- **Would you share with us a couple of job search strategies?**

Networking is THE most effective job search strategy – remember though, that the time to develop your network is BEFORE you are looking for a job! This is where the hidden jobs will be found.

Target marketing is another effective strategy especially when combined with networking.

Recruiters and Executive Search firms can assist; as will the online job boards as through those avenues a job seeker will see where the open roles are.

- **What has been your most satisfying moment in business?**

My most satisfying moments come quite often! It's when my client calls me to tell me how good they feel about themselves as a result of our work together, or that they have landed their dream job!

- **And finally do you believe 'Extraordinary' is possible?**

Extraordinary is what we all should aim for! And, yes, it is possible! In fact, I have a Keynote speech that is called, “Face Your Fears for a Life Less Ordinary.” This is a talk about my life and my journey and shows that we can all lead an extraordinary life if we just say, “Yes, I Can!”

One of my clients gave me a paperweight that has engraved on it the saying, “Real leaders are ordinary people with extraordinary determination.” That's my motto for all of us!



For more information on Jane's work you can visit her [website](#). For updates of news and events see [here](#). You can also find Jane [here](#).

**By Patricia C. Prada Jimenez**

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