

## MOMENTS OF TRUTH, WHY ON-LINE ONLY TOOLS FOR CAREER TRANSITION WILL NEVER BE THE REAL DEAL

By Bev White

In this constantly connected world and one where procurement are increasingly looking for ever more 'value for money', it is easy to understand why there has been an emergence from new kids on the block online only career transition offers.

In a number of major markets around the world; the U.S and UK to name but two, we have seen the emergence of some cheap as chips and as easily discarded as the paper that wrap the chips, online only portals where you are promised that a password is all you need to prepare and present yourself for another job.

Often these new offers are repackaged material from the internet; something many people could easily find themselves. Occasionally there are some tools offered as part of the portal that are designed to keep you motivated to work hard on your job search. For most people this is simply not enough and frankly speaking is a big disappointment to the organisations who buy these services for their exiting employees and also for the individuals themselves. We know how enthusiastic we can all get when we sign up for a gym membership and for many the good intentions go by the wayside when we slip back into our well ingrained habits. A number of gyms have a service to provide support via online too with reminders and tips. How different it is though when we have a gym buddy or personal trainer who keeps us focused and won't let us give up. The results can be extraordinary. We discover goals and outcomes that we had never imagined at the beginning of the journey.

This is also true of career transition. Well-structured and supportive on line tools are an important part of getting the best possible outcomes and the most important and valuable part of the service is with the coach. There is nothing to say that meeting your coach via Skype or similar won't get the same results as meeting face to face either. We live in a connected world where people are increasingly comfortable with the virtual world.

It got me thinking though how poor an online only service could be when compared to the 'real deal' of in person and online supported services by reflecting on very different journeys and outcomes for a number of clients.

*(continue below)*



Bev White  
Author 'MOMENTS OF TRUTH'



### Christmas message from the President



If like me you are reflecting on what has been achieved this year, you are probably counting the numerous client stories of where lives have been changed for the good.

Without the work that companies like yours do, many clients would never reach their potential, or take that brave step that allows them to do work they really love. It is therefore so important that we speak up about the work of our industry so that as many clients as possible around the globe get the advantages that our clients get today; great support and an exciting future.

The work of the ACF will therefore be focused on getting our voice heard and promoting the advantages that the ACF members bring to clients, as well as sharing best practice. In the meantime have a peaceful, joyous and relaxing Christmas.

Bev White, President ACF Europe

### LAUNCH NEW ACF EUROPE WEBSITE!

By the end of this month our brand new website will go live with a different look and feel and a more dynamic way to promote and locate the offices of our ACF Europe Members.

I will also include newsletters and a Members Only area where industry related topics will be published, exclusively for our members.



(continuation)

Take the client who had spent her entire career at a bank and where the process of separation had been very tough for her to handle. She felt low and dispirited. Her coach worked with her to explore all the options, helping her think through areas she had never considered and yet had the transferable skills to achieve. She called her coach recently and was very excited to tell of her new job at the Red Cross.

Another client reported that after her first meeting she went home and submitted her application for London School of Economics. She received confirmation that they have awarded her a place on the MSc in Organisational Behaviour. She is delighted and said that she honestly didn't think she would have done it if it hadn't been for the conversation with her coach.

I personally worked with a client who couldn't see beyond having to go find a job just like the one she had been doing for years and the thought didn't thrill her. Her passion in her free time is to race boats. She threw away a passing comment that if only sailing paid well she would love to spend her life doing that. With a different look at options she applied and successfully got a job as COO for an International yacht broker which she loves.

It is these stories, which as you read this you probably have dozens of your own you can recall, that remind me that as an Industry we do great and valuable work with our clients. We help people realise their potential and I can't believe for one minute that an online only solution can do that for the people we work with each and every day.

Bev White

Managing Director HR Consulting at Penna Plc, UK  
President ACF Europe  
President UK Chapter ACF Europe  
Chair of Board Career Star Group

The ACF Europe Newsletter  
of January 2013  
will feature an article  
by Henry Armstrong entitled:

### 'CAREER CROSSROADS - HOW TO PLOT THE JOURNEY'

Henry is Board Member  
of ACF Europe and Member of  
the UK Chapter of ACF Europe

### JOIN OUR LINKEDIN GROUP

As part of our focus to create a dynamic discussion platform for our members, we recently set up an ACF Europe LinkedIn Group.

You are invited to actively participate in our group discussions and keep colleagues informed about developments in our industry.

Please join our group:  
[Association of Career Firms \(ACF\) Europe](#)



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[acf europe@gmail.com](mailto:acf europe@gmail.com)

