

## Opportunity Clicks

By Donna J. Abernathy

Notch up your career with a few Web clicks.

The Web is changing your job. Are you ready to kick it up a notch? Here's a look at two natural career evolutions for trainers: consultant and coach—and a sampling of sites that can help you recharge your career.

### Becoming a Consultant

The inside scoop. According to Allison Rossett, professor of educational technology at San Diego State University, "To be sure, the Web is

changing what trainers do.... To survive the new e-world, training is evolving, as are trainers. A consultant might live in London and focus on change management in Eastern Europe and Asia. Another in India might be building a course for use all over the world."

Training consultants help organizations determine training needs, tailor programs to those needs, and evaluate the effectiveness of programs. If you

have experience with e-learning systems, you're doubly valuable.

According to consultant Jeffrey Drake of AchieveMax <|> [achievemax.com](http://achievemax.com), training consultants can enhance their skills and marketability by

- improving their training delivery skills
- evaluating programs and being able to provide sample evaluation results to potential clients


- maintaining a current reference list.

Drake adds, "Trainers should have practical experience in the industries in which they have expertise."

Salary survey. Consultant firm salaries vary widely by title and location. Independent consultants are paid in a variety

of ways, including fixed fee per project, sales commission, or hourly rate. It's not enough to calculate how much you'd like to earn; you have to determine whether the figure is realistic. Professional organizations, colleagues, and potential clients can lend a hand with that task.

For more information

 [www.astd.org](http://www.astd.org) (Consulting Practice under Learning Communities)

<|> [www.bls.gov/ocohome.htm](http://www.bls.gov/ocohome.htm)

<|> [www.consultant-center.com](http://www.consultant-center.com)

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## TIPS @WORK

One way to speed up a sluggish PC is to defragment its hard drive. Here's how: Select Start/Programs/Accessories/System Tools/Disk Defragmenter from the Windows task bar. Choose a target drive, then click OK. This is a must-do for home PCs, but always check with IT staff before performing PC maintenance at work.

# Becoming a Coach

The inside scoop. "A coach challenges you and takes the time to find out what winning in life means to you," says business coach Alison Hendren. "A coach is someone to hold you accountable for your life, to make sure you really do live up to your potential."

Coaches and mentors help people work smarter. They help clients establish, focus on, and reach new goals, such as improved time management, speaking, and strategy-development skills. Kodak, AT&T, and IBM retain coaches for their managers, as do many other organizations.

Coaches meet with clients periodically, usually in person or via phone, but the Web facilitates an increasingly vital communication method: email. Online coaching, a new trend in the field, is a blended approach that surmounts the "I'm too busy" executive excuse with the accessibility of the Internet.

Salary survey. According to the International Coach Federation, many business coaches charge individual clients \$200 to \$450 per month for one 30-minute session per week. Executive coaches charge more, and some clients work with coaches for an hour or two weekly. Corporate coaching programs cost

more, according to ICF, often running \$1,000 to \$10,000 monthly.

For more information

<|> [www.coachfederation.org](http://www.coachfederation.org)

<|> [www.coaching.com](http://www.coaching.com)

<|> [www.coachingnetwork.org.uk](http://www.coachingnetwork.org.uk)

<|> [www.coachu.com](http://www.coachu.com)

<|> [www.transitioning.com](http://www.transitioning.com)

## Ready, Set, Coach

Here's how you can put your coaching skills to work immediately, according to Jan Austin, president and chief coaching officer of Potential At Work.

1. Set your agenda aside. Get out of the way so others can grow and own their progress and accomplishments.
2. Act with the intention to create an environment of trust and collaborative relationships with others.
3. Promote discovery rather than provide solutions for others.
4. Listen as if you have never listened before.
5. Use the power of language to help people make dramatic shifts in their attitudes and behaviors.

<|> [Source/potentialatwork.com](http://Source/potentialatwork.com); *10 Ways You Can Be a Coach*