

**HIGH PERFORMANCE
CAREER FITNESS COACH TRAINING©**



**Created and Delivered
by Jackie Howell and Fiona Dowling**

High-Performance Career Fitness | Coach Training Programme

January - March 2024

We are delighted to officially launch our Certified High-Performance Career Fitness Coach Training Programme. With many years in development and design, embedded in research and practical application, this unique and comprehensive programme designed and delivered by Jackie Howell and Fiona Dowling, presents you with the opportunity to be one of the first coaches to complete the 4-day Certified Coach Training Programme and earn a lifelong Career Gym Licence to use our framework and tools with your clients.

What's the context?

In the contemporary world of work 'job security' has been replaced by 'career security' and to achieve career security means ambitious individuals need to become and maintain their career fitness levels. A useful way to think about career fitness is to compare it with physical fitness and wellbeing - it's a baseline level that facilitates optimum career performance, options and choice.

As the future of work evolves, continually focusing on the knowledge, skills and competencies that contribute to future career success is key. The High-performance Career Fitness Workout will competitively boost the individual's talent strategy by challenging them to flourish, grow and accelerate their career success. Both a career fitness strategy and activity is a proven differentiator in an individual's career success.

What's the context?

The Workout philosophy and approach encompasses: -

- A Framework built around three key Career Fitness Zones, 1) Mindset, 3) Capability and 3) Branding.
- Four High-performance Career Fitness Competencies which complement functional and behavioural competencies and are the must do elements running through and supporting every aspect of the workout.
- Fifteen specific Career Fitness Workout Exercises that enable you to become and maintain your Career Fitness levels.



Who is it for?

The High-Performance Career Fitness Coach Training Programme is designed for qualified coaches who want a leading-edge, user-friendly and comprehensive toolkit which enhances and differentiates their coaching offering when working with ambitious clients focused on accelerating their career success and career security.

What will you experience?

The programme starts with YOU evaluating and connecting to your OWN career fitness levels and Career Fitness Index (CFI) score through our 360 'High-Performance Career Fitness Assessment' tool, which focuses on your Mindset, Capability and Branding and measures you against the four proven Career Fitness Competencies.

Our experiential training design is built around our 'High Performance Career Fitness Framework' which will comprehensively guide you through each stage of your client's career fitness workout, from 'Career Fitness Assessment' to Accelerated Career Success.

You will experience first-hand the 'Career Fitness Workout' – which includes 15 individual Career Fitness Exercises, designed with a unique, consistent and practical approach.

The programme is delivered online across 4 dynamic training days, Q&A sessions and practice pods, with a 'Completion Project' required for certification.

How will you benefit?

This coach training programme is designed to enable you to work with ambitious and motivated clients to achieve career fitness, accelerated career progression and career security.

You will finally have the answers to how capable and competent professionals do not always enjoy the career success and advancement they deserve and importantly, know how to empower your clients with a proven step by step methodology which focuses on their Mindset, Capability and Branding and overall Career Fitness levels, to change their career story forever.

As you embrace the learning opportunities through each part of the programme, experiencing the tools for yourself, you are also investing in your own career fitness levels, which will impact your success as an independent coach or in your role with your employer. You will be provided with a detailed Coach facilitator guide on how to use the framework and tools with access to all future resources and updates to the training materials.

Programme Details | Content

- Career Gym High-Performance Career Fitness Programme - 4-days Application Training.
- Career Gym High-Performance 360 Career Fitness Assessment online tool.
- Career Gym High-Performance Career Fitness Toolkit - White Paper Tools.
- Three 1-hour Community Mentoring Sessions.
- Three 45min module Q&A Sessions.
- Three 1-hour Practice Pods.
- One 1:1 end of programme Mentoring Session.

For those of you interested in obtaining a Certification Licence, a completion project which includes pro bono activity is an additional post training requirement.

Certification Licence

- Career Gym ‘Career Fitness Coach’ Certification Award for use on all marketing materials.
- Lifelong Career Gym ‘Career Fitness Coach’ Licence and use of the Framework and White Paper Tools and 10 Assessment Credits.
- 25 Career Gym CPD coaching hours.

Training Only

- Use of Framework and Career Gym Tools and Assessment Credits x 5.
- Certificate of Completion plus 25 Career Gym CPD coaching hours.

Where & When

Date	Time	Location
Friday 19th Jan 2024	10.00-16.00 GMT	Online
Saturday 20th Jan 2024	10.00-16.00 GMT	Online
Friday 9th Feb 2024	10.00-16.00 GMT	Online
Friday 1st Mar 2024	10.00-16.00 GMT	Online

Investment

Fee: €2,500 (flexible payment options available)

For the January-March 2024 programme launch we are offering an early bird discount of 20% for payments in full by 30th November, 2023. To optimise the learning experience places are limited to 20 per programme.

Interested?

Please email jackie@careergym.ie or fiona@careergym.ie and either Jackie or Fiona will organise a call to discuss the opportunity for you to join the programme.

Feedback from our Coach Pilot Programme – April - June 2023

“Thank you, Fiona Dowling and Jackie Howell for the opportunity to join the pilot programme for Career Fitness. It was wonderful to be in such great company with a wonderfully diverse group of coaches. You have absolutely identified a unique approach to, and developed a product that addresses the need for an integrated and holistic approach to career management for top talent, high performers and emergent talent. Can't wait to see the final version! Well done to all involved”

Orla Berkley, Executive Leadership Coach | Accredited Team Coach | Founder Dragonfly Coaching & Career Services, Ireland

“Managing one’s own career is the new norm and the Career Gym Programme provides career coaches with a holistic, grounded and rigorous approach to guiding their clients through a series of stimulating and thoughtful exercises to help clients achieve career clarity and work satisfaction. I highly recommend the Programme to coaches, HR practitioners and work psychologists working in the career and talent development spaces.”

Dr Neville Goldin, Consulting Psychologist, Johannesburg, South Africa

“Extraordinary learning for a comprehensive system that allows coaches to really fully support high performers' aspirations and career path. Engaging!”

Andria Salva, Ph.D, Executive Leaders Coach, Positive Intelligence and Leadership, Peurto Rico

Feedback from our pilot programme

I recently had the pleasure of diving into the Career Gym coaching tool, and I'm genuinely impressed. As someone who's passionate about leadership coaching and HR, I can't stress enough how invaluable a tool like this is, not just for me, but for the clients I work with.

🎯 **Career Fitness Assessment:** Let's start with the first Zone Mindset, which includes assessing the client's current 'career fitness.' The precision and comprehensiveness of this initial step set the stage for a meaningful coaching experience. The on-line 360 assessment tool is designed not merely to evaluate but also to prompt introspection, which I appreciate.

🔧 **Competency Building:** Moving on to the second Zone, Career Gym doesn't just identify the gaps; it offers actionable steps to build on those competencies. The plans are adaptive and offer room for customization, which, for a coach, is invaluable. Every client is different, and this tool respects that.

🌟 **Personal Brand Building:** Finally, the third Zone of brand building is what seals the deal. It's not just about getting ahead but also about creating a lasting impression in your professional circle. The tool has a fantastic way of giving actionable insights for any ambitious and career-oriented professional.

What stands out for me is the tool's ability to adapt to each client's unique career stage. Whether you're working with someone just starting their career, a mid-level professional considering a pivot, or a seasoned executive, this tool has something for everyone.

The flow from one Zone to the next feels like a well-thought-out journey rather than isolated stages. It truly covers the career development landscape in a holistic manner. ***Kelley Brakstad - Leadership Coach - USA***

Feedback from our pilot programme

“Have really enjoyed being part of the Career Fitness Coach Training Pilot program over the past number of months. This is a very comprehensive and engaging resource for career coaches and provides a very detailed pathway to career management for top talent, high performers and emerging talent. Look forward to the completion and launch of this very exciting product.”

Maeve McGrath, Learning and Development Specialist, Mentor/Coach, Ireland

“Really enjoyed being part of the pilot programme! Very innovative and comprehensive approach to career management. Looking forward to seeing the final version being rolled out to the market!!”

Brendan Manix, Executive Coach, Management Consultant, Ireland

My initial view of the Concept is that it addresses a gap in the market for a holistic approach. I see the application of it at different career stages-early [perhaps graduate programmes]-mid and at a career change time. I see it as a valuable retention tool that could be used as a gradual process over time. As an outplacement tool I believe that it would be really useful. Working in this area already it would give me added value with a more comprehensive tool.

Deirdre Murray, Training Specialist, Coach-Management, Ireland

Feedback from our pilot programme

“For those interested in specialising in career coaching, the career fitness concept is a comprehensive framework that covers all aspects of what you might encounter in the field. Jackie and Fiona are experts in their field, and this model showcases the wealth of experience and understanding they bring to the table. Throughout the programme they bring powerful examples from their coaching practice and helpful tools and techniques. This is the most comprehensive toolkit for career coaches that I have seen, and their model and training programme ably walks you through this. I would highly recommend working with Fiona and Jackie.”

Aileen Gleeson, Executive Coach, Team Coach, Trainer, Ireland

JACKIE HOWELL - Career Gym's founder and Principal Coach



Jackie is a leading Career Strategist, Executive Career Coach and Leadership Coach. Over the past 20 years+ her wealth of expertise has impacted the careers of Executives and Leaders at all stages of their career journey.

She has an impressive track record across private and public sectors both locally and internationally, working with ambitious and dynamic individuals and organisations in their pursuit of outstanding results. She holds clients in a secure and dynamic space, encourages open, honest self-assessment and a curious and focused approach to unfolding insights and opportunities to reveal true talent.

It is her work directly with individuals and in organisations across all things career related and her depth of knowledge and expertise from both sides, which others report as invaluable. Her expertise is enriched through a credible blend of business acumen, international experience and senior HR background.

Jackie knows what it takes to be both successful and happy in your career. She has a deep understanding of human nature, organisation dynamics, high-performance and career fitness strategies. Before establishing the Career Gym in 2001 specialising in executive coaching, training and HR consulting, she held various senior HR roles, within Financial Services, Fund Accounting, Manufacturing, Retail, Professional Services and Consulting including, UK Head of Recruitment for KPMG Consulting. For the past 17 years, she has played a leading role in the training and development of Career Coaches internationally.

Jackie is a graduate in Human Resource Management from the National College of Ireland, a Qualified Coach – Irish Lifecoach Institute, Training and Continuing Education Graduate – National University of Ireland, Master NLP Coach Practitioner – PPD Learning UK. Belbin qualified Team Coach, British Psychological Society, Certified Ability and Occupational Psychometric Assessments and ICF qualified Consciousness Coach.

FIONA DOWLING - A lead Partner with Career Gym



Fiona is an accomplished and experienced coach, mentor, facilitator and trainer with an extensive track record of imparting specialist skills through training, coaching and mentoring.

She is also an accomplished financial services professional with 25+ years in a business and finance environment where she designed and delivered numerous programmes to 150+ finance professional, a skill she now uses to train coaches.

Fiona's one to one coaching approach is about empowering professionals to be more strategic as they step into leadership roles. She utilises a wide range of professional skills and tools to support business leaders build their skills and confidence to meet a range of leadership challenges head on. A key area of expertise is helping clients navigate the world of work by optimising their strengths to become authentic leaders, creating a shared vision and strategy to achieve business goals. She loves working with teams and uses her facilitation skills to enable them to optimise the power of the collective intelligence, build team competencies, and develop personal leadership within their team.

She is an experienced relationship manager, and business writer with a strong track record in managing customer relationships both nationally and internationally and is a winner of a leadership award.

As a performing artist for over 30 years, Fiona also uses her stage experience, voice and dance training to help her clients to maximise their presence and become more confident communicators when they take to the stage.

Fiona is delighted to have had the opportunity to collaborate with Jackie Howell in the development of this unique High-Performance Career Fitness Coach Training programme.

Fiona is an EMCC Accredited Senior Coaching and Mentoring Practitioner, a graduate of IMI in Executive Coaching, an ILI Certified Career Coach and a qualified Corporate Trainer with a QQI Special Purpose Award. She is a certified emotional capital practitioner. She is also a certified NLP coaching practitioner, is WBECS Coach Master Toolkit certified and is BPS certified in psychometric assessments. She is an Inner Hero Facilitator with certifications in Career and Life Coaching and is also a Qualified Financial Advisor. She is a certified Sprint Master and is currently studying Positive Intelligence.