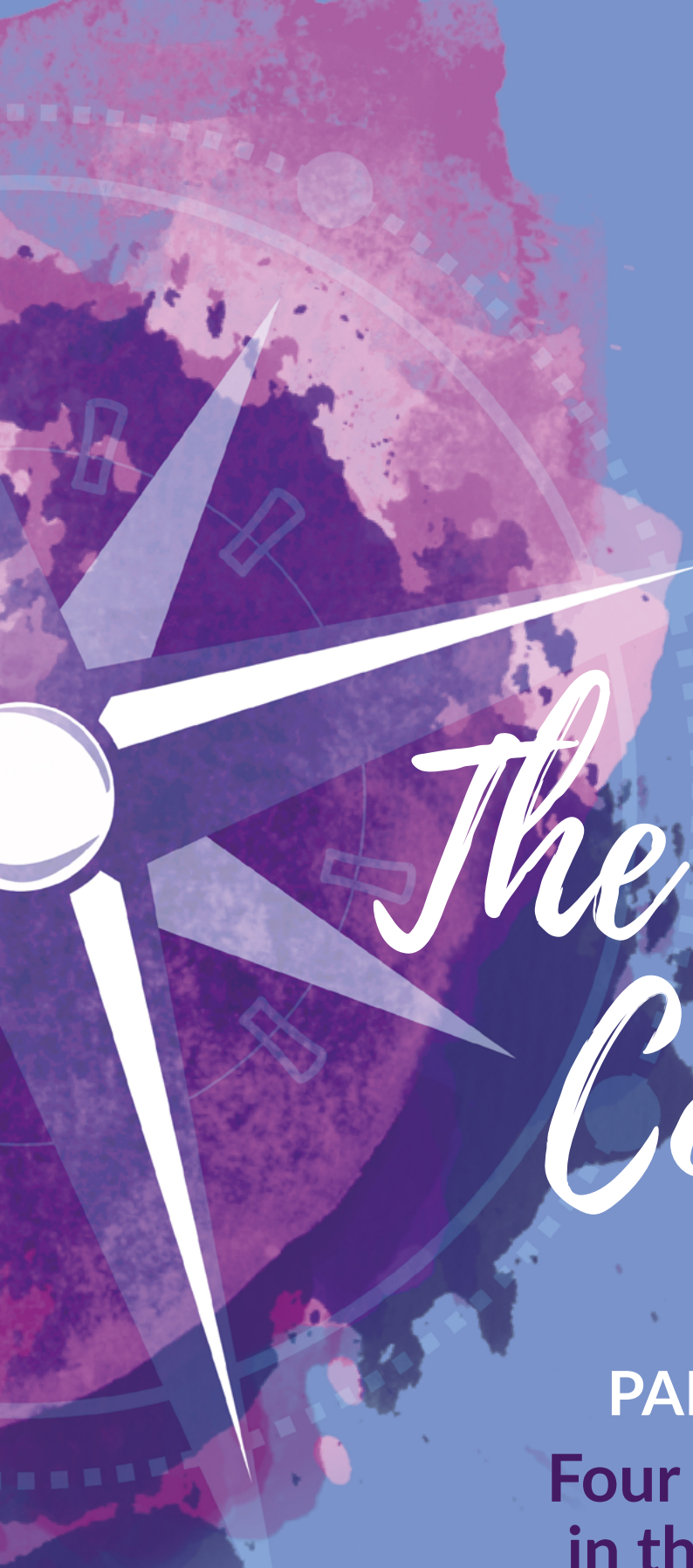


The logo for Helen Foster Coaching is a black hexagon with the name 'Helen Foster Coaching' written in a white, cursive font. It is set against a background of pink and purple watercolor splashes and is enclosed within a thin black wireframe of a tetrahedron.

Helen
Foster
Coaching

A large, stylized compass rose is positioned on the left side of the cover. It features a central white circle with four white, elongated, pointed arms extending outwards. The background behind the compass is a mix of pink, purple, and blue watercolor textures. A dashed white line forms a circular path around the compass, and several small white rectangular icons are scattered along this path.

The Career Compass

PART 1: DISCOVER

**Four Steps for Women
in the Media Looking
for a New Direction**

www.helenfostercoaching.co.uk



Welcome

WELL DONE on taking the first step to your new professional life by reading this guide. It takes courage to acknowledge you need help to make changes. If you've felt stuck where you are for some time, I hope you're feeling a sense of relief now you are here.

I had known for a considerable length of time - years! - that my job was moving from London to the North West. However, I did nothing about it until the year of the move. By which time I was paralysed with anxiety and uncertainty, like a rabbit in headlights, not knowing what to do or which direction to go in.

I think the total time I spent being stuck was four years. Four years! Who has got four years to be stuck? Certainly not me, and I bet you don't either.

It's no good talking to friends and family. They don't hold you accountable, and they usually have their own ideas, which are not yours. They may make some suggestions of course, but how practical and useful are they? And, do they have the insight that come from working for 20 years at the BBC?

I offer women like you a place to think and explore what it is you want to do and work out how you are going to do it. You'll be able to talk through and consider your options, weighing them up with an impartial observer and listener.

I enable you to find your answers, not to give you them.

So, where or how are you stuck? Are you being overwhelmed by the level of redundancies where you work? Might you be one of the people left behind to pick up the pieces after your former colleagues have taken the redundancy?

Maybe you should "take the money and run" too? But if you do, what will you do next?

Perhaps your company has merged with another, and you're feeling your position is under threat?

You may be wondering "I've reached as far as I want to go... what next?" Or "Why am I no longer getting promoted?"

If any of these scenarios sound familiar, then read on.





Ultimately, we all want to feel clear headed and confident about the decisions we are making when it comes to our careers.

Whatever industry you work in - my experience is in the broadcast media - you may have worked damn hard to get there, so why would you want to give it up?

Maybe you don't have to.

Maybe what you need is to clear your head, identify what you really want, work out what is important to you and make a plan of action.

Once you have this information, you will have a far better idea of what you want, where you want to go and how you are going to get there.

To be in control, you need to be in the driving seat, with an up-to-date map of how to reach your destination.

Successful professional development does not happen overnight.





My Mission...

My mission is to help people like you to find out what it is you really, truly want to do. And then help you to identify how you are going to achieve it.

I want for you what I have had. The courage to pivot my career four times in my life - theatre stage management, Public Relations, BBC Producer and now an Executive Coach.

In between times I've travelled the world - (yes, I gave up my job for six months to do this), I ran the London Marathon on minimal training (I don't recommend doing it like that, but at least I've done it!), and spontaneously travelled to Berlin to get myself some pieces of Berlin Wall history.

You may not want to do any of the above yourself. That's fine. Your life is different to mine, but my mission is to help you to get what YOU want.

Transformation will happen. Former clients have written books, set up their own businesses, found new careers, gained promotion and taken off on adventures of a life time.

With my guidance and your self-knowledge, you will get what you really want.

I am excited to share my Career Compass with you in this guide, and it's my hope that you once you have read it, you will have a better understanding of how I can help you make the changes you want.

Mistakes... I've made a few

I was one of 12 people who beat 5,000 others to get my first job at the BBC. It was honestly one of the greatest achievements of my life.

It wasn't plain sailing to get there. I went off piste with no real plan several times. At one point I went to work in PR as I needed some cash (we have to pay the rent/mortgage after all). PR wasn't a great success. I was an average 'Account Executive as I was called. I enjoyed writing; I wined and dined journalists from prestigious newspapers at some of the best restaurants in London, but I didn't really believe in it. My heart was not in it.

And that's been the most important lesson I have learnt. You have to do a job that you believe in, or which makes you happy.

If you don't believe in what you are doing it makes it very hard to do it well.

If you want to read more about my story, go [here](#).





Career Compass Method

What is the Career Compass Method?

The aim of this guide is to stimulate your thinking, examine your ideas, and gain greater self awareness of what you actually want to do.

There are four points on a compass and there are four steps to the Career Compass Method.

They are...



1 DISCOVER



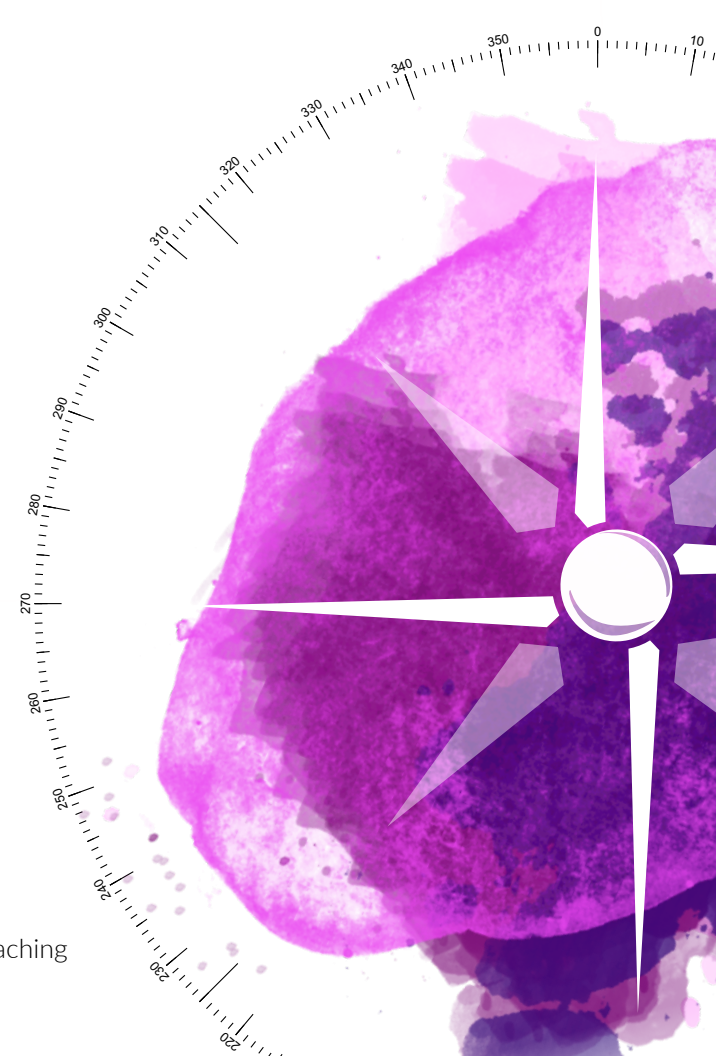
2 VALUES & MOTIVATION



3 BEATING THE OBSTACLES



4 TAKING ACTION





1. Discover

Step 1 is a process of working out what you want.

It's the springboard from where you will move into the next phase of your career. Work hard here and you will create the foundations for the rest of your professional life.

For example - where are you now in your professional life? What is good about it? What's not so good? What do you love? What do you hate?

Here are some experiences which might sound familiar:

- Feeling trapped or stuck in your current position, feeling overwhelmed and uncertain about how to get a different job or promotion?
- Wondering "Is this it?" as you find yourself doing the same job you've been doing for five/ten years.

I'm sure every one of your friends and family have suggestions about what you could or should do. I remember I did.

However, nothing hits the mark does it? Stacking shelves overnight in a supermarket is looking more attractive than where you are now, yes? I know this to be true, because I thought it as well!

The Discover Step will help you unravel what it is that you really, really want to do. It's crucial for helping you have more creative thinking and open your mind to new ideas and options.

Have a go at the following exercise - The Blob Tree and see how it can help you find out where you are now and where you want to be.*

** Once you have completed this exercise, simply photograph it and WhatsApp or email it to me and I can give you feedback by telephone. Remember to include your name and contact details. Then I will send you Part 2 of the Career Compass.*

** This is a simple exercise you can do at home. It's not a substitute for working with a professional coach like myself who drills right down to find out what you really want, but it is a start.

*** The Discover Step is as long or as short as it needs to be. It always depends on the individual.

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Blob Tree



These 'people' are known as Blobs. They are neither male, female, right or wrong. They are simply Blobs. Which Blob are you and where are you on the tree? What are you feeling when you look at that Blob? Circle your Blob or Blobs and note down your feelings.

Now circle a Blob where you would like to be? How is this Blob different to your first Blob(s)? What feelings do you have when you look at this Blob? Note down what might help you to reach the new Blob's position.

For the record, there is no right or wrong answer.

