

UCLA Alumni

Career Coaches Network and Webinar Series



2023 Circle of Excellence Award Nomination

Supporting Materials Deck

Starting the Network



Career Coaches Information and Interest Form

The UCLA Alumni Association is looking for Career Coaches around the world who are interested in serving the UCLA alumni community. As a featured Career Coach, we will share your information (contact, areas of expertise, and services) with alumni interested in working with a coach. All Career Coaches must submit their information and be vetted by staff, but we hope to highlight great coaching professionals and connect our alumni to effective resources. Our partnered Career Coaches offer our UCLA alumni a 25% discount, but are still able to charge for their services.

If you are interested in being a partnered Career Coach, please fill out the questions below. Our staff will be in touch with you to set up a telephone or video call to get a sense of your coaching philosophy and match for our program. Not all submissions are guaranteed acceptance.

For questions please email ace@support.ucla.edu.

 partnershipucla@gmail.com (not shared) [Switch account](#)

* Required

First Name *

Your answer

Last Name *

Your answer

UCLA Degree and Grad Year

Certifications / Relevant Degrees to Career Coaching

Your answer

Phone Number *

Your answer

Email Address *

Your answer

Location (City or Area / State) *

Your answer

Website / Webpage

Your answer

Cost of Services

Your answer

LinkedIn Profile

Your answer

Industry Expertise *

Your answer

Career Stage Expertise (select all that apply) *

- ☐ Entry-level
- ☐ Mid-Career
- ☐ C-Suite
- ☐ Career Pivot
- ☐ Management
- ☐ General Counseling / Coaching
- ☐ Other: _____

Communication Preference *

- ☐ In-person
- ☐ Phone
- ☐ Video Conferencing (Facetime, Zoom, Google Hangout, Skype)
- ☐ Other: _____

Starting the Network cont.



Career Coaches Vetting Questions

UCLA Alumni

Career Coaches Vetting Questions

- 1) Please tell me a bit about yourself and the services you provide clients and/or other organizations.

Follow-up: Are you just 1:1 coaching or do you offer workshops/seminars as well? What topics have you covered in workshop/presentation format? Are you comfortable serving as lead speaker in webinar format?
- 2) For many of your clients, what topics or areas of need do you get most frequently?
- 3) Do you have a primary or target constituent base for your services? Typical age range, career level/stage, etc.?
- 4) What are some of the key areas of growth/skill you seek to build in your clients?
- 5) What are your available coaching methods? In-person, phone, Zoom?
- 6) Do you offer a discount for UCLA alumni to use your services? Or a discounted/free introductory consultation? What's the rate for your services if someone wants to become a client?

Launching the Network



Career Coaches Website



Alicia Anagnostou '96

Alicia Anagnostou is a sociologist, creative nonfiction writer, serves as vice president of Client Loyalty and Retention for a Fortune 500 company and is the founder of First Edition Coaching, a values-based leadership organization. With more than 20 years of experience [...] [READ MORE >](#)



Marge Ang

Marge Ang is an entrepreneurial, innovative marketer with a passion for technology and all things marketing. She is also a career management and leadership development coach, focused on helping career professionals build confidence, develop leadership skills, and sustain rewarding careers. [...] [READ MORE >](#)



Austin Bauer '09

Austin Bauer, Professional Certified Coach (PCC), is an executive coach and founder of Simple Progress, a consultancy that helps organizations do better work by developing cultures of organizational listening, collaborative learning and internal innovation. Bauer has worked with [...] [READ MORE >](#)



Emily Baxt '92

Emily Baxt is an experienced, compassionate career counselor and coach who enjoys helping people figure out how their strengths can benefit the world. Many of her clients are early- to mid-career professionals, parents returning to work, or successful professionals looking for [READ MORE >](#)



Bill Benson '87

Bill Benson, LMFT, LPC, is a licensed psychotherapist, conflict resolution counselor and career clarity/negotiation coach. Benson pioneered [The Mental Gym](#), a Los Angeles-based private practice specializing in cognitive behavioral therapy and [...] [READ MORE >](#)



Susan Chang '99

Susan Chang is a seasoned career counselor and talent management professional who has a passion for helping individuals, teams and organizations leverage their strengths to do more of what they naturally do best. As an adjunct faculty and career [...] [READ MORE >](#)



Duncan Chapple '02

Duncan Chapple coaches alumni developing successful careers in Western Europe. He has 20 years of experience coaching graduates developing international careers, principally in France, Germany, Italy, Spain and the United Kingdom. He is a career strategist [...] [READ MORE >](#)



Chris St. Clair '83

Chris St. Clair's passion is guiding her clients to find their strengths and their voice! She can help you navigate and recover from a job loss or career transition, as well as other transitional life experiences, faster and more effectively than you thought possible. [READ MORE >](#)

Monthly Career Programs E-Newsletter

THE BRUIN NETWORK

PROFESSIONAL RESOURCES, OPPORTUNITIES
AND EVENTS FOR ALL BRUINS

Introducing UCLA ONE's newest feature: **Businesses & Services**. The largest online network of Bruins is doing its part in rebuilding the economy one Bruin business at a time. Are you self-employed or want to promote your company's services? List it on UCLA ONE for free for nearly 44,000 Bruins to see. Let Bruins know you're open for business and see what this new marketplace has to offer for you.



We're excited to announce the launch of our new **Career Coaches Network** for alumni seeking individual coaching services to help strategically plan career goals and decisions. These diverse professionals have been vetted by our staff, and we're thrilled to recommend them in support of your career objectives and needs.

Social Media Stories

UCLA Alumni Career Engagement

FEATURED RESOURCE

Check out the UCLA Alumni Association's vetted list of professional career coaches who can help support your career strategy, plans and goals.

UCLA Alumni Career Engagement



Check out the UCLA Alumni Association vetted list of professional career coaches who can help support your career strategy, plans and goals this year.

Launching the Network cont.



Individual Career Coaches Profile

Kimberly Cook, M.P.H. '15

Education and Certifications

UCLA: Executive Master of Public Health, Health Policy & Management

UC Davis: Bachelor of Science, Neurobiology, Physiology & Behavior; Minors: English and African & African-American Studies

Member, National Résumé Writer's Association

Member, National Career Development Association

Graduate Certificate, Health Care Management & Leadership (UCLA)

Biography

Kimberly Cook, former UCLA Health Administrator and Hiring Manager uses over a decade of health care experience and insider knowledge to her client's advantage. She is passionate about seeing aspiring health care professionals and more experienced careerists thrive in the industry and achieve professional success. Drawing confidence from an impressive career at top-tier health care organizations and hiring for a broad range of positions from administrative to clinical roles, Cook knows what health care hiring managers look for in candidates and the keys to a successful health care career.

Clients across the United States trust Cook's knowledge and expertise to give them the ultimate competitive advantage and accelerate their health care careers.

Available Coaching Methods: Virtual (via video conferencing + phone)

Career Stages: Entry-level, Mid-Career, C-Suite, Management, General Counseling / Coaching, Coaching for entry-level and mid-career only, all others for résumé writing services

Industry: Health Care

Email and Website: info@bluepenresumes.com | <https://bluepenresumes.com/>

LinkedIn: <https://www.linkedin.com/in/healthcareresumewriter>



Launching the Career Coaches Webinar Series



Career Coaches Workshops Website

Thursday, Oct. 13, 2022 | Noon (PT)
How to Avoid Burnout with Lucy Tseng '12

"...then you wound up stranded needed to go? Versus taking a sison on how to recognize when your tank filled, the better you get



During the session, you will learn about:

- What burnout is and how it can affect you in many ways
- Steps to take when approaching and avoiding burnout
- Resources to help you maintain productivity and effectiveness
- How you can bounce back after experiencing burnout

[Watch the Recording](#)

Wednesday, September 28, 2022 | Noon (PT)
Breaking Bad Habits with Sami Toussi '11

Do you find yourself saying things like, "Starting tomorrow..." or setting a goal in the morning only to find yourself diving into the chip bowl? Whether it's oversleeping your phone, staying up late, binge eating, smoking, or others... you don't have to navigate breaking bad habits alone.

In this webinar, you'll learn how to:

- Create effective habit busting techniques
- Master correcting new habits to your usual routine
- Discover how starting small leads to long term gain
- Create strategies to maintain healthy boundaries

Facilitated by Board Certified Career Coach Sami Toussi, join fellow peers to learn about the science of getting rid of bad habits and making positive changes that will stick. Breaking Bad Habits for Good focuses on cutting negative behavioral patterns and implementing positive ones to align with your short and long term life goals.

[Watch the Recording](#)

Thursday, Aug. 18, 2022 | Noon (PT)
Skill Up: Empowering Individual Development Plans to Advance Your Career and Engage Your Direct Reports with Emily Baxt '92

How can you move forward in your career when promotion opportunities aren't immediately available? Managers, how can you keep your best employees engaged? Individual development plans provide a way to measure career progress and increase engagement by helping employees identify where they want to grow, and the steps they need to take. Emily Baxt, career coach and principal at Baxt Consulting, will discuss how to create individual development plans to get you and your direct reports excited about work again.

Through this session you will:

- Better understand how individual development plans can help increase motivation and engagement
- Design a framework to discuss professional goals with your manager or your direct reports
- Learn to how to create metrics to effectively measure professional growth and progress

[Watch the Recording](#)



Thursday, March 17, 2022 | Noon (PT)
Uncover Your Authentic Personal Brand with Alicia Anagnostou '06

Uncover your authentic personal brand through review and reflection on the life stories that make you who you are. Recall two or three pivotal moments in your life and work through a visualization exercise to understand the values that continue to resonate with you today. Understanding your individual stories is the first step in identifying and articulating an authentic brand in both life and in the workplace.

The session will address:

- What makes a personal brand authentic?
- What is the difference between a personal brand and an authentic personal brand?
- What are the elements of an authentic personal brand?
- What role does story play in building an authentic personal brand?

[Watch the Recording](#)

Wednesday, Feb. 16, 2022 | 5 p.m. (PT)
You created your LinkedIn Profile. Now what? with AJ Eokstein

If you are like most professionals, you created a LinkedIn profile, but it is half complete, you don't receive many inbound messages, you struggle with networking, or you don't know how to grow on the platform. Join coach AJ Eokstein, someone who interviews Recruiters on his career podcast, as he shares insightful tips and tricks to solve these issues and the most common mistakes to avoid. With over 10,000 followers on LinkedIn and 1,000,000 content views, Eokstein knows how to harness the power of LinkedIn.

During the session you will learn how to:

- Post content on LinkedIn (how, when, and why)
- Conduct in-depth research using advanced filtering that can be useful when reaching out to network or preparing for an interview
- Effectively network to actually receive responses and not get "ghosted"

[Watch the Recording](#)

Tuesday, Jan. 11, 2021 | Noon
Career Success Strategies for Women in Tech – Truths and Myths With Marge Ang

Have you been considering a career pivot into tech but feel overwhelmed by what it may take to break in?

Join career management and leadership development coach, Marge Ang who will offer insights and strategies to help you navigate some of the truths and myths surrounding the tech industry. What are some common misconceptions about achieving career success in tech? Is there truly a glass ceiling? She'll discuss practical tips and advice to help you gain confidence, clarity, and position yourself for a thriving tech career.

Key takeaways from this session:

- Debunk common myths about what it takes to succeed in tech
- Why failure is your best friend (and perfectionism is your enemy)
- The power and impact of mentoring

[Watch the Recording](#)



Launching the Career Coaches Webinar Series cont.



Thursday, July 21, 2022 | Noon (PT)

Résumé Writing for Career Changers with Kimberly Cook, M.P.H.'15

There are many reasons for career changes: the realization of a new passion, a need for more financial freedom or the desire to find a more fulfilling job, to name a few. Whatever the reason, a career change is common. In fact, the average professional changes their career 5-7 times over the course of their lifetime. While changing careers can seem daunting, armed with the foundational knowledge of the hiring process and the right résumé strategies, you can transition to a new role with ease.

During this session, you will gain:

- The true purpose of a résumé
- How the hiring process works
- Strategies to create a compelling résumé

[Watch the Recording](#)



Wednesday, June 15, 2022 | Noon (PT)

A Better Way To Find An Alternative Career with Markell Morris

Are you struggling to find an alternative career to the one you're in now? Changing careers can sometimes feel like an endless cycle of filling out applications, attaching your resume, hitting submit, and waiting. End your frustration by following the same tips Coach Markell Morris uses with her clients to help them attract better opportunities and a career they are truly excited about.

During this workshop you will learn how to:

- Define your career goals and preferences
- Research options that align with your natural strengths and values
- Utilize mindset tools you may need in order to stay encouraged and motivated

[Watch the Recording](#)



Tuesday, May 17, 2022 | Noon (PT)

Position Yourself for a Promotion with Octavia Goredema

This workshop will show you how to create a promotion push strategy.

You will learn:

- How to set yourself up for success
- How to make the ask for a promotion
- How to be prepared for pushback

[Watch the Recording](#)



Wednesday, Nov. 10, 2021 | Noon

Finding Work-Life Balance With Sami Toussi '11

Do you find yourself saying, "I have too much to do," or "I'm so overwhelmed?" Maybe you know you need more balance in your life, but you don't know how to achieve it? The good news is you are not alone. If the above sounds like you, this session will help you optimize your time and close out 2021 strong.

Receive advice on how to:

- Identify your top goals
- Say "no" to the things that don't matter
- Create strategies to stay focused and maintain momentum
- Devise action plans, time management and organization strategies — especially when you are feeling overwhelmed
- Create room in your life to do things you are passionate about

The workshop focuses on a three-step process to discover which areas of your life are misaligned with your long-term goals. We will explore where you are today versus where you would like to be, and how to close that gap to step into the best version of yourself. Join us for a 60-minute interactive and fun webinar to master lasting and long-term change. Registrants for this workshop will receive a workbook to help you put the steps to achieve your goals into motion.

[Watch the Recording](#)



Tuesday, Feb. 9, 2021 | 6 p.m.

The Mid-Career Comeback: Finding Clarity and Opportunity When the Unexpected Happens With Jim Hjort '04

The turmoil of 2020 brought much change in the way we work, and even the way we think about work. For some, the changes have been welcome. For others, including companies and entire industries, they brought disruption, hardship and uncertainty about the future. If you're thinking that now's the time for that career reimagining you've been pondering, if you've been affected by a layoff or reorganization, or if you're just feeling a touch disoriented, you need to join us for this presentation.

UCLA alumnus Jim Hjort will help you understand the psychological buttons of yours that are being pushed at this time, and give you simple tools for responding to a vocational crisis in a way that promotes your long-term career growth and satisfaction.

[Watch the Recording](#)



Friday, Feb. 15, 2021 | Noon

Take Your LinkedIn Profile to All-Star Status With Emily Taylor, MBA '08

Whether you are a job seeker, a business owner or a seasoned executive, this workshop will enable you to best market yourself through LinkedIn. You will learn recruiting secrets taught at the top business schools, as well as plenty of profile hacks to stand out from the crowd. You will make real-time changes to your profile, so that so that your outreach efforts yield a higher response rate and you appear in more recruiter searches.

Emily Taylor, founder and head career coach at NextStep Careers, will be our guide in this program. She previously taught career management to 2,500 MBAs at UCLA Anderson and was a vice president of talent at a high-growth EdTech startup.

[Watch the Recording](#)



Marketing the Career Coaches Webinar Series



Targeted Email Campaigns

UCLA Alumni Career Engagement

Know Your Worth and Accelerate Your Career



Do you feel stuck in a career rut? Maybe you know what you want, but don't know how to get there? Whether you're looking for a new job, targeting a promotion, pivoting into something new or returning from a break, building a career is hard. The good news is you don't have to navigate it alone. This session will show you how to create a plan that aligns with your goals.

You'll receive advice on how to:

- Cement your career values and set new goals
- Research and negotiate your salary
- Overcome setbacks and build your career confidence

Knowing your worth matters because your career is one of the most valuable, and the most personal, investment you'll ever make. Join us to learn how to do your best work and unlock your potential.

Register below to receive the Zoom link and password in a follow-up email. This webinar will also be recorded for you to view at a later time.

EVENT DETAILS

Tuesday, Sept. 14
Noon (PT)
Via Zoom

RSVP

Recordings for On-Demand Viewing



Curated Career Stage Playlists

Mid-Career Topics



Speaker: Siria Gutierrez
How to make better decisions using the 3Bs: breathing techniques, brainstorming and boundaries.



Speaker: Jim Hjort '94
Learn simple tools for responding to a vocational crisis in a way that promotes your long-term career growth and satisfaction.



Speaker: Emily Taylor, MBA '08
Learn recruiting secrets taught at the top business schools, as well as plenty of profile hacks to stand out from the crowd.



Speaker: Octavia Goredema
Create a promotion strategy and set yourself up for success.

Dedicated Social Media Stories

UCLA Alumni Career Engagement



Join Ellie Tabibian, career coach
for an online workshop -
"Turbo Charge Your Career
Success with Clifton Strengths."

Wednesday, June 16
5 p.m. (PT)

UCLA Alumni Career Engagement



Join award-winning career coach
and writer Octavia Goredema,
for an online workshop -
"Knowing Your Worth"

Tuesday, Sept. 14
Noon (PT)