

Coach DQ Case Study: Julia S.

Q: What was the problem/situation which drew you to Coach DQ's services?

A: I was in the midst of a career change. I had been working as a chef for fifteen years. I knew I didn't want to cook anymore, but I still wanted to stay in the food industry. I had been struggling to figure out what my next steps were. By default, I was falling into the world of "consulting," and I didn't want that. To me, consultants help other people create things, but don't actually have anything to show for their work. I wanted to start a business where I actually created something.

Q: What specific issues did you hope to address during your coaching sessions?

A: I wanted to have a clear vision of what I wanted to do with the next phase of my career.

Q: What was the best part of the coaching experience for you?

A: Having someone hold me accountable to making progress was very valuable. Each week, I make a commitment to certain tasks which I will complete before our next coaching call. Knowing that I will have to check in helps me push myself a little harder.

Another great benefit is having someone to help me outline action steps. One of my challenges is that I know where I want to be in the end, but I don't necessarily know how to get there (or, more often, I get overwhelmed by the enormity of the task). Dawn really helps me break down the process into more manageable action steps.

Q: What was the most challenging part of the coaching experience for you?

A: Just as above: having someone hold me accountable to making progress.

Q: Was the issue you originally intended to work on resolved through your coaching sessions?

A: Yes, and no. As we worked together to figure out my next career path, Dawn and I did some exercises around discovering my ideal work situation. While I was really fighting the idea of being a consultant, it turns out that consulting was really where I wanted to be in terms of the work I most enjoy and the work-life balance it provides me. One of the issues I resolved was coming to terms with the fact that I *am* a consultant—I enjoy the work, and there's nothing wrong with that.

I still don't have a concrete product to sell, but I'm working on it. Over the course of my work with Dawn, I have tried out several ideas—most of which haven't panned out. But I'm currently working on several products that I think have potential, including a mobile phone application, I've been ghostwriting and presenting at industry seminars and conferences.

Q: What was the outcome of your work with Coach DQ? Did it meet your expectations?

A: I'm still a work in progress. I'm still developing my consulting practice and my products, but I do feel I'm on a much clearer path to what I want to be doing.

DQ definitely met my expectations. I've worked with many coaches over the years, some with greater success than others, and I definitely felt I made solid progress while working with Dawn. Her style is a great balance: she pushes me to figure out what I want to do, but also jumps in with concrete ideas on how I might help myself. Her high energy is contagious and keeps me on my toes.