

# UNLEASHING POSSIBILITY

Hello. And, welcome to Jane Genova Career Coaching. Together, we identify the assumptions, memories, dreams, people, places and things blocking your success. Small changes in your mindset and behavior can have big results.

## **The Approach:**

The answers are all within you. The mission of coaching is to give you access to them. Soon enough, you'll be your own coach.

Together, we will ask the questions:

- What stories are you telling yourself about yourself?
- What stories are you telling the world about yourself?
- Do you really believe your setbacks are your teachers?
- Have you been losing confidence?

## **The Edge:**

The edge I bring is my background in marketing and sales. That means you learn to think, write, and talk like salespeople. In addition, like salespeople, you come to understand that success entails the ability to pick up on and seize emerging opportunities.

## **Experience:**

- Paid career coaching for diverse professionals and students in the U.S., China and Canada.
- Pro bono coaching for displaced lawyers, long-term unemployed over-50 and for mothers in recovery returning to workplace/education.
- Paid communications coaching for employees at AT&T, Chevron and Chrysler.
- Coordinator for Detroit Recorder Court, Wayne County, Michigan Job Training program.
- Graduate assistant for two Dale Carnegie courses. Objective was to motivate students to leave comfort zone.
- Created marketing/sales content for RiseSmart, a global outplacement/career transition firm. That includes talking points, white papers, email blasts and blogs.
- Career columnist for AOL and Wall Street Journal Jobs Report.
- Lecturer on career transition at the New York State Bar Association.
- Adjunct professor in communications at the Universities of Michigan, Pittsburgh and Connecticut.
- Served on board of directors of the American Marketing Association.
- Co-author of career guide "The Critical 14 Years of Your Professional Life." It's still in print.
- Published hundreds of human resources articles.

## **Education and Training:**

- Awarded fellowship for advanced studies in counseling and interview techniques at Case Western Reserve University.
- Member of the Association for Coaching.
- Completed three Dale Carnegie seminars – Fundamentals of Communications, Elevator Speeches and Marketing and Sales. Won first prize for presentation of elevator speeches.
- Awarded fellowship for seminar in advanced financial communications provided by McGraw-Hill.
- First-year student at Harvard Law School (left to ghostwrite series of books on regulation).
- Awarded Fellowship for MA/Ph.D. Candidacy in linguistics, University of Michigan.

### **The Best of Published Articles:**

<https://odwyerpr.com/story/public/14797/2020-08-27/how-jed-rubinfeld-could-restore-his-reputation.html>

<https://www.aol.com/2011/01/10/ambition-what-employers-want/>

<https://www.aol.com/2010/12/16/your-boss-was-fired-what-now/>

<https://www.odwyerpr.com/story/public/13689/2020-01-23/seo-2020-zero-clicks-long-tails-featured-snippets-six-tips.html>

<http://www.odwyerpr.com/story/public/10553/2018-04-26/ageism-audits-rebranding-clients-as-age-neutral.html>

<http://www.odwyerpr.com/story/public/10495/2018-04-16/ageism-bites-both-workers-businesses.html>

<http://www.odwyerpr.com/story/public/10844/2018-06-19/mutt-branding-side-hustles.html>

<http://over-50.typepad.com/over-50/2018/03/phone-interview-how-not-to-sound-old.html>

### **Recent E-Books:**

<http://over-50.typepad.com/over-50/2018/08/outwitting-ageism-to-land-hold-and-move-on-to-better-work.html>

<http://over-50.typepad.com/over-50/2018/05/outsmarting-your-comfort-zone-free-book.html>

<http://over-50.typepad.com/over-50/2018/04/ageism-bites-.html>

[http://lawandmore.typepad.com/law\\_and\\_more/2018/04/ageism-next-bigbusiness-crisis.html](http://lawandmore.typepad.com/law_and_more/2018/04/ageism-next-bigbusiness-crisis.html)

### **Social Media:**

<https://www.linkedin.com/in/janegenova/>

[https://twitter.com/Genova\\_Jane](https://twitter.com/Genova_Jane)

<http://lawandmore.typepad.com>

<http://over-50.typepad.com>

<https://yourcareercoachingwithjanegenova.blogspot.com/>

### **Testimonials**

Mark Misercola – Corporate Executive

“For the past two years, Jane has helped me age more gracefully by opening my eyes to new opportunities and endeavors that will serve me well when I eventually retire. And some – like writing about my passion for collectible cars – I’ve already started on.”

Tara Belsare – Physician

“Jane encourages me to examine aging with depth and wit. She encourages me to write about the process. She has opened my eyes to the fact that I am, in fact aging.”

Name Confidential – Disbarred Lawyer

“Nearly 70, I was able to move onto a new career path.”

### **The Next:**

Please take advantage of a complimentary consultation (appointments through [janegenova374@gmail.com](mailto:janegenova374@gmail.com)).  
Phone, E-Mail, Text, SKYPE (genovajane) and Zoom.

Client list and sessions confidential. NDAs signed.

Sliding scale fees.