

Ireland Report for ICCI Conference Call -02-5-2017

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What is happening in the country?

Our Country –We have a Government without an overall majority for the past 12 months so a lot of difficult policy decisions are being fudged in the interest of staying in power and avoiding another election. The [International Monetary Fund \(IMF\)](#) has said it expects the Irish economy to grow by 3.5 per cent in 2017 and 3.2 per cent next year. This is below the Department of Finance’s revised estimate of 4.3 per cent growth for 2017. The IMF upped its forecast for global growth this year due to buoyant financial markets and a cyclical recovery in manufacturing and trade.

Structural impediments

We have an imbalance in the country with the Greater Dublin area which is the capital attracting the majority of the jobs. This has led to weekly job announcement by American tech companies looking to grow or set up an EMEA HQ here.

This has led to a lack of appropriate housing and very high rental prices for employees. The city is struggling to keep up with demand and this is the greatest restriction to even further growth. A balance Government approach needs to create an alternative option on the west coast of the country in Limerick and Galway and construction is afoot for this happen but maybe too late for many new jobs.

Brexit

No one really knows the impact Brexit will have here. It could be disastrous for our exports to the UK, many already under a lot of pressure with a weaker sterling. We remain an open economy and attractive as an English speaking country in the EU. Insurance firms like Lloyd’s Allianz have moved to Luxembourg for their EU HQ’s because of lighter financial regulation. Copenhagen and Ireland seem to be the strictest regulators at present and I have been told off the record that we will not attract UK financial institutions moving from the City as a result of Brexit. It’s definitely going to be turbulent in the coming years and who knows. We have a land border with the UK and nobody wants to go back the border being put up again between Northern Ireland which will cause a return to militants on both sides.

What is happening in career coaching?

Career Coaching is a growth industry. There are a number of areas of growth. In organizations where career coaching is aligned to future career move planning, promotions and first 100 days coaching. Career coaching is also seen as an option to assist with change management and employee engagement and we have seen particular success ourselves.

Privately more people are accessing career coaching to enable them to move from organizations where they don't feel a cultural fit anymore.

I am finding a lot of people calling themselves career coaches but few have a comprehensive career coaching toolkit to assist people in transition. They believe because they have a psychometric assessment qualification they have a tool kit. There is little by way of standards to distinguish one coach from another. It is easy to become a member of a coach body and claim to be a professional coach. So for the private citizen seeking support it is hard to decipher the good from the bad only by personal recommendation.

Career coaching is something people rarely specialize in and they tend to have a breadth of coaching they offer from Executive, Business to career coaching to cover all bases. Recruiters are seeking to offer career coaching to attract new candidates as the talent market is drying up.

What is going on in professional career coaching?

We have two global players who dominate the corporate outplacement market as we all know, LHH and Right Management. The trend is to automate the career coaching and reduce the face to face coaching hours.

This has led to an increase for quality face to face career coaching and we have found a number of very large global corporates come to us and seek an alternative as feedback is poor from the global providers.

The trend globally is definitely toward a digital coaching solution but we have found that millennials actually prefer face to face rather than online only. Being able to achieve a healthy blend of digital coaching with face to face is the best solution in our mind.

We are using blended technology with remote career coaching and it is working well. It is meeting the needs of the modern busy person in organizations.

We are also focusing on combining career coaching, financial advice and resilience into our coaching services.

We have also been asked to provide outsourced career week solutions with a menu of career talks for staff to clients

What are career coaches using to compete?

A new annual awards ceremony has been set up by coaching bodies to recognize Coach of the Year type awards. While these are great public acclaims, I wonder by some of the winners if these are coaches choosing coaches to be award winners instead of clients. We have stayed away from sponsoring these awards having been asked as I would not be sure about the legitimacy of the award.

Career coaches are training in psychometrics and many different assessments.

Career coaches who are starting up as independent traders are spending a lot of time on website development to distinguish themselves. My sense is there should be a national coach platform to help all coaches switch on their profile and area of specialism rather than having to go to the expense of setting up individual website, especially for those who just want a lifestyle coaching business. Career coaches are also using home videos to profile their credibility. A lot of these are amateur looking and may not portray the coach in the best light.

What we personally find best are sharing well researched blogs monthly which have increased visibility and attracted us to be asked to speak at many events. Below are blogs on career coaching we have contributed as an example. <http://www.harmonics.ie/news-and-views/>