



Terry B. McDougall
COACHING

Interview with Terry B. McDougall, Career Happiness Coach

Give me a quick overview of who you are...

I'm wife and mother of three kids. I'm a former corporate executive who spent 30 years in the corporate world and the last 21 years working in financial services. The last 12 years of my career I worked for a bank in Chicago as the head of marketing for several businesses, serving on the senior leadership teams and advising the leaders of those businesses.

I was always serious about advancing in my career. I went back to business school at age 29 to earn an MBA. My husband and I were a dual career couple for many years until we decided he should become the stay-at-home parent. I worked full-time, continuing to advance in my career as my husband and I raised two sons and a daughter.

I am an entrepreneur at heart as well as kind of a "curious wanderer" who doesn't shy from change or disruption. During the bank merger mania of the 1990's and early 2000's, I was constantly presented with challenges that increased my own courage in facing change with an open mind and positive attitude. What I learned is that change, and disruption can lead to opportunity.

It can be disconcerting to get outside your comfort zone to make changes even when you may know you need to do it. As a coach, I help my clients summon the courage to embrace change by clearly understanding the cost of staying where they are and envisioning the benefits that they'll enjoy when they meet their goal.

What exactly is coaching?

Coaching is the process of helping someone identify goals, developing a plan to achieve them, then learning and perfecting a new set of habits that gets them on a path to realize that goal. I call it the journey from "Pain Island" to "Pleasure Island." Coaching is the vessel. As a coach, I'm an experienced navigator who can help you sail the boat to your own personal Pleasure Island.

How long have you been coaching?



As a manager, I coached and mentored for 20 years. I've been coaching professionally since 2017.

Who is your ideal client?

As a Career Happiness Coach, my ideal client is an experienced and successful professional who is not satisfied with his or her current situation. Typically, my clients are experiencing one of several scenarios:

- They are blocked from advancement in terms of title, responsibility or compensation and are feeling frustrated. Reasons can range from lack of growth opportunities within the organization, inability to showcase their capabilities to senior leaders, a need to develop next-level skills in order to be considered for promotion, and more.
- They have been promoted and need to get up to speed quickly in order to deliver on the expectations of their new role and want an objective partner to strategize with and confide in as they learn and perform.
- They are at a crossroads and not sure what the logical next step is in their career. They'd like help in identifying and exploring options before they make a move.
- They are experienced professionals who are in job transition and want support in determining direction, developing a strategic search plan, marketing themselves effectively through their resume, cover letter, LinkedIn profile, virtual and in-person networking, and in interviews.
- They want to regain their confidence after a negative event such as a lay-off, toxic work environment, a merger, or other traumatic or draining work experience.

Why do you call yourself a Career Happiness Coach?

Technically, I'm an Executive & Leadership Coach. Though my clients want to improve their executive presence, gain new insights to support their success or hone their leadership skills, the underlying motivation of my ideal client is to feel happier and more fulfilled with how they spend their time and energy at work.

When I was working, I fell into the trap of believing that when I got to the next level, I'd feel happier and I feel like I'd "made it." For a long time, I just worked harder to keep advancing, only to continually feel a sense of let down when my career advancement didn't truly satisfy me. I began to realize that aligning my values and purpose with what I did for living not only helped me to be more successful externally, but also aligned with who I authentically am inside. I help my clients find their own purpose so they can be as authentic and happy as possible in what they do every day.

How did you decide to get into coaching?

As a corporate leader, one of my favorite roles was that of coach and mentor – and I was good at it. The employee engagement scores for teams I led were consistently above average due to how I coached my teams. I believe that everyone has a special purpose for being here on earth and many of us have spent too much time trying to be the square peg in the round hole. It's okay to let our true abilities shine.

After leaving the banking world and spending some time as a marketing consultant, I decided to pursue a Certified Professional Coach training program. Though I've "coached" in the corporate world for decades, I started my professional coaching journey in 2017 and now I coach full-time.

Which industries and/or functions do you specialize in?

My entire corporate career I was a marketer. First in the publishing industry, and later as a marketing leader in financial services. After 21 years in banking, I clearly understand the challenges and dynamics of financial



services organizations and the marketing function. I work with professionals in other industries and functions as well.

Many of my clients work in financial services, professional services, marketing and advertising. I also work with IT, Sales, Operations, Strategy and Finance professionals in other industries.

How can you help me if you haven't worked in my industry?

In coaching engagements, the client is the expert on their own situation. As the coach my job is help you clearly envision your goals, determine the gap between where you currently are and where you'd like to be, identify obstacles that may stand in the way, identify options, and to help you take meaningful action to get there. The process is the same regardless of your industry.

Is there anyone you think your type of coaching wouldn't be good for?

Commitment is critical to the success of any professional who engages a coach in order to achieve their goals. Coaching will not work if there is an expectation that one can "buy" results simply by hiring a coach without follow-through and consistent action.

I offer free, no-obligation consultation calls to learn about prospective clients, to allow them to learn more about me and how I work. At the end of those calls if we both feel there's a good fit, I share what working together looks like from a process, agreement and financial investment standpoint. That is usually a good indicator of compatibility.

There are lots of executive, leadership and career coaches out there. What differentiates you from other coaches?

In addition to being a Certified Professional Coach who completed a rigorous coach training program, I also worked 30 years in the corporate world. My clients find that they don't have to explain much to me about their situations. I get the picture quickly because I understand the dynamics and politics of business. I worked with people at every level during my career and often had to influence without authority to get things done. I have a lot of first-hand knowledge and insights that I bring to my coaching engagements.

If I work with you on career transition coaching, how long will it take me to get a new job?

This is a question that I get very often and one I can't answer with any certainty. Each client and each coaching engagement are unique. There are many variables that can impact the length of a job search such as industry, role, level, demand for the skill set, the client's motivation and work effort, etc.

I have had clients get new jobs within weeks of us beginning to work together. They developed a job search plan, consistently worked their plan, and recognized that they needed to be resilient in the face of disappointment.

Though there's no way to test that working with me will decrease the amount of time it takes you to get a job, here are some of the benefits of working with me during your job search:

- A solid job search plan;
- A brainstorming partner who can help you match skill sets with opportunities;
- A safe place to practice networking and interview skills;
- A place to express and process your job search anxiety so you don't need to worry friends and family;



- An objective ally who is in your corner who won't give you "advice" unless you specifically ask for it;
- A supporter who believes that you know what's best for you and even when you're not sure will hold the space while you figure it out.

What's it like working with you?

Depending on the program you select, we'll meet either weekly or every other week. We'll spend our first session getting to know each other. I'll want to understand clearly what you expect to get out of the coaching engagement, any blocks or obstacles (internal or external) that may impact progress, details about your personal and professional background, and any other information you'd like to share to help us move forward towards your goals with pace.

The Energy Leadership Index Assessment is included in all coaching packages. It is an assessment that helps us quickly gain insights into where you may have beliefs that are hindering your progress towards your goals. When we understand these blocks and the underlying beliefs, we can work together to replace them with beliefs that are aligned with the goals you'd like to achieve. This is very important to achieving lasting change. When people focus only on the external results without changing underlying beliefs, often they find that they backslide on hard-won goals after their focus has moved on to other projects.

Typically, we will meet by phone or videoconference, based on your preference. Occasionally, we may meet in person if location allows. At the start of each session I will want to know 5 things in order to set the agenda:

1. What you want to work on during the session.
2. Your goal as it pertains to the topic.
3. Why it's important to you.
4. What could get in the way of progress.
5. What success looks like by the end of the session.

My style is accepting, non-judgmental, intuitive, pragmatic, direct and positive. I will challenge you and hold you accountable if I think you're making excuses or trying to wiggle out of doing something you have committed to. I'm a big believer that what you want is possible, and I'll keep you focused on that so you are motivated to keep going until you achieve your goal.

Tell me more about the Energy Leadership Index (ELI) Assessment.

I am a Core Energy Coach and my goal is to help clients free the energy they need in order to achieve their goals. Energy can become blocked due to beliefs that we hold in our subconscious. Any change that is lasting must include strategies for changing your internal beliefs or you'll find yourself in a "boomerang" situation where you may be able to achieve results through sheer will, but once the focus is off your goals the situation reverts to the previous status quo.

The ELI Assessment provides you with useful insights into your unique energy profile and energetic stress response, as well as the thoughts and beliefs that drive them. When you become aware of your underlying motivations, you can begin to consciously address unconscious habits that have kept you stuck in unproductive habits and situations.

The ELI is an 80-question online assessment that takes about 20 minutes to complete and includes a 12-page custom report, and hour-long debrief. With the awareness you gain after taking the ELI, you will spend more time enjoying positive, healing energy and less time experiencing negative, depleting energy.

Do you have a pre-determined program that you take clients through?

Each engagement is customized to help meet your goals. I have a variety of tools, exercises and worksheets that I may assign to you as you go through your coaching journey if they will be helpful in meeting your goal. Coaching works best when there is a firm commitment over the course of at least 3 months so that you can get clear on your goal, develop a plan, identify and overcome obstacles, and take action to achieve your goal.

The real work of coaching happens BETWEEN sessions. In sessions, we'll review the results of things you've tried, brainstorm what you'll do next, develop plans based on what you've learned, and increase your awareness of your underlying beliefs that may be causing blocks to your progress. The coaching sessions serve as a touchstone to mark your progress and make course corrections as you continue to head to your goal. Remaining focused and consistent over time is how coaching works best and is also why coaching engagements of at least 3 months are ideal.

What kind of training and accreditation do you have?

I attended IPEC*, one of the top-rated coach training programs in the country. The training consisted of 90 hours of in-person training, and more than 230 hours of virtual training (webinars, coaching practicums, self-study, written assignments, etc.)

The IPEC program is accredited by the International Coach Federation (ICF), the governing body of the coaching industry.

I earned the designations Certified Professional Coach and Associate Certified Coach, both overseen by the ICF. I was required to coach a designated number of hours prior to taking both the oral and written exams to earn these designations.

*The Institute for Professional Excellence in Coaching – www.ipeccoaching.com

Are your results guaranteed?

Because my client is the one who does the work and I have no control over that work, I cannot guarantee specific results. However, I do offer a money-back guarantee after the first session if after trying it my client doesn't believe that coaching is right for them.

Here is what I can guarantee: if my client follows the program that we design together they will make noticeable progress towards their goal. There will be mindset shifts, a-ha moments of increased awareness, new ways of seeing their world, and an ability to see a broader array of options in their life. They will recognize that they have more choice than they previously believed.

How do you determine your rates and how do I know it's a good investment?

I set my rates based on several factors:

- The perspective, experience and value that I bring to the coaching relationship after working 30 years in the corporate world helps my clients get results much more quickly than if they were working on their own or with a coach without my experience;
 - For example, you may find a less experienced coach who charges a lower hourly rate, but if you need to spend twice as much time explaining your complex situation, the “cheaper” coach may cost you more in the long run and your results may come about more slowly than if you worked with me;
- The rate needs to be high enough to keep clients focused on the work to reach his or her goal – people tend to value what they pay for;



- *For example, when coaching services are “cheap”, clients tend to not take it as seriously and often don’t do the work. Charging rates that may pinch a little, keep clients focused and engaged in their work, thus getting to their goals more quickly.*
- The rate is commensurate with the return the client will receive when they reach their goal. Many people look at the cost of coaching as an expense. It should be viewed as an investment that will pay off at a future date – often in dollars that are a multiple of the original investment.
 - *For example, if you engage a coach who helps you get a promotion that comes with a raise that is 10x the investment in coaching, you’d probably agree that’s a worthwhile investment.*
 - *From a quality of life standpoint, what price would you put on improving time management skills so you can get home in time for your child’s soccer game, or on enjoying a stress-free weekend without bringing work home with you? How much have the coping mechanisms that help you deal with the stress of work cost you? Think retail therapy, happy hours, therapy visits, doctor’s visits, etc.*

What payments do you accept and how are payments structured?

I accept payment through PayPal, Stripe and ACH. Paying for your engagement upfront is the least expensive option. I also offer pay over time options.

If I’d like to proceed, what are next steps?

We’ll do a discovery call to make sure there’s a good fit between what you’re looking for and the type of coaching I do. I’ll send you a proposal that offers several options that you can choose from in terms of length of coaching engagement and payment plans. Once you’ve signed the agreement, you’ll receive a link through which you can pay in full or set up your recurring payment. You will then be able to set up your first coaching session which will take place by phone or videoconference through a calendar link as well as be sent the link through which you’ll take the ELI assessment.

***I hope you’ve found this interview helpful in getting to know more about
Terry B. McDougall Coaching.***

***If you still have questions, set up a free, no-obligation discovery call with me through
my calendar link: <https://terrybmcdougall.as.me/discovery>***

I look forward to talking with you!

