



Work-life balance coaching framework: Clarity and alignment for MBA students in transition

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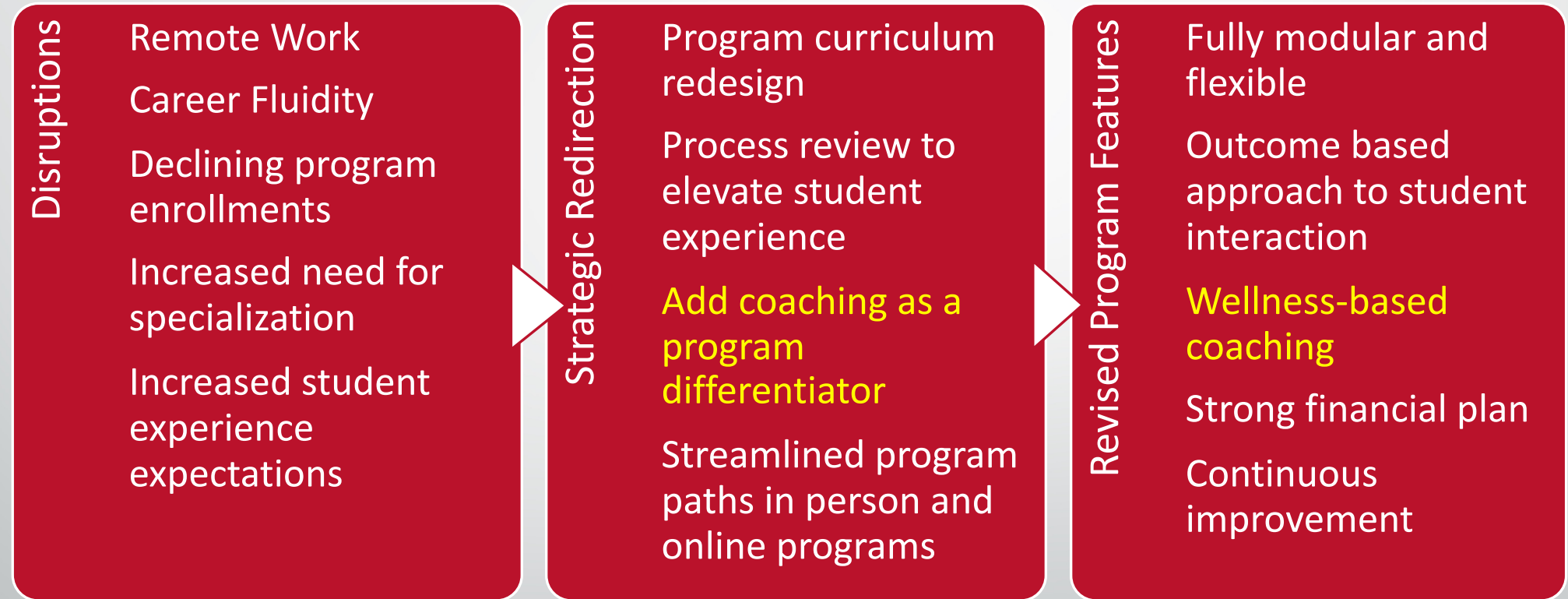
The Graduate Student Experience Conference, Asheville, NC

March 26, 2024



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MBA Program: Market Disruption & Response



Culture of belonging, positive programming,
support networks, and engaging learning

(Yusuf, Saitgalina, & Chapman, 2020)



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MBA Program: Success in a Turbulent Market

External Partnership-
Marketing

Clear Value Proposition
for Students

Coaching Connections

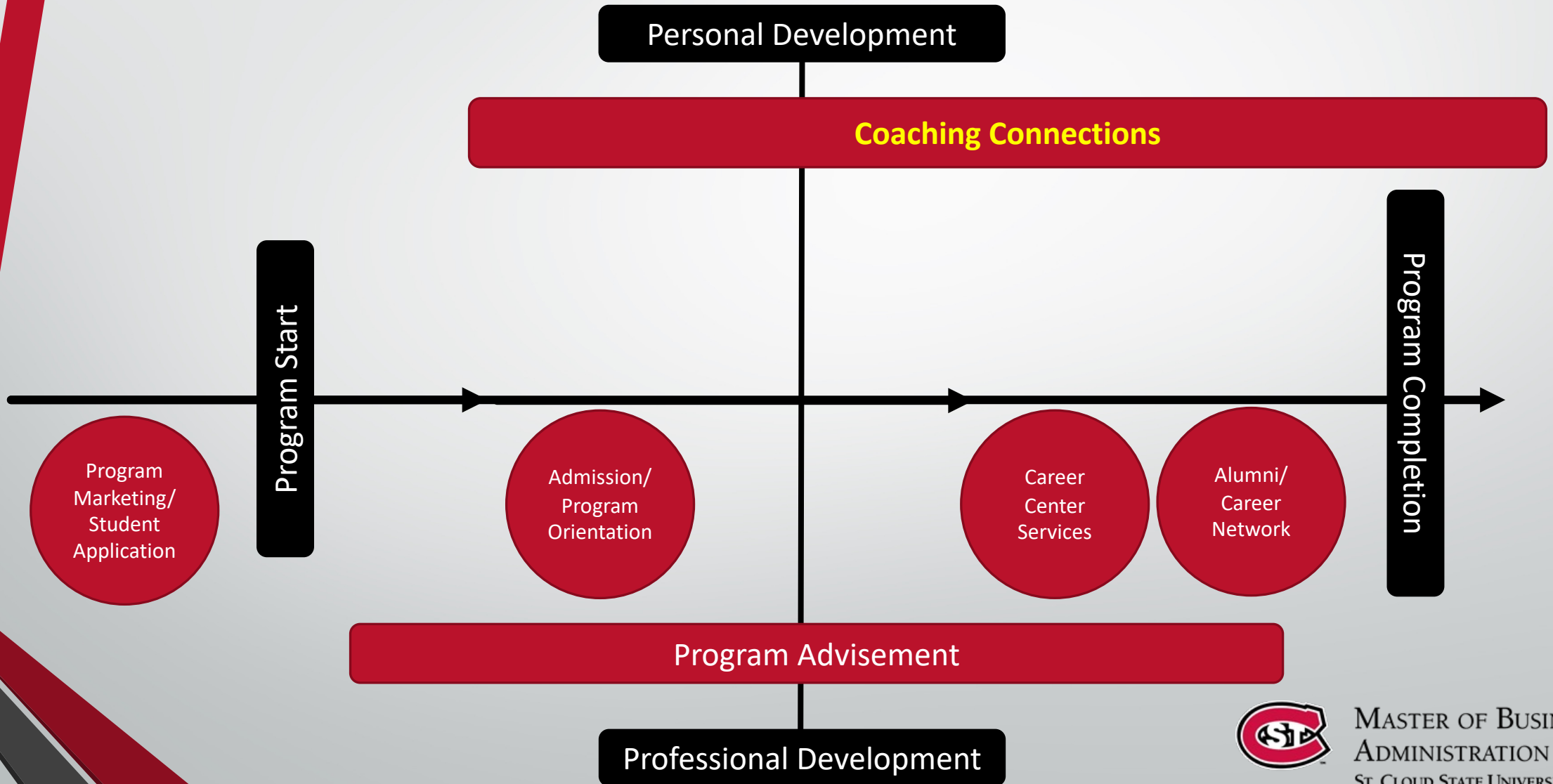
Streamlined Enrollment/Program Start

Career Network

Responsive Academic Advising



MBA Program: Coaching Positioning



MBA Student Expectations

- Promotion
- Increased salary
- New job
- Skills training

ROI



"They require more customizable programs and training in specialized skills." --AACSB, 2023



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MBA Student: Work-Life Disruption



Current



Transition/Overwhelming

"Failure to address stress-related issues in the business curriculum can exacerbate workplace problems..."

--Emerson, Hair & Smith, 2023



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Disruption: Internal Tug o' War

Loss-Based versus Gain-Based Life Events



Current Self vs. Future Self

"Life events are thought to trigger change in personality through changes in a person's everyday pattern of thoughts, feelings, and behaviors." –Buhler et al., 2023





"Educators should consider ways to help students effectively cope with these stressors, i.e., to enhance stress resilience...persevere and rebound under conditions of stress and adversity." --Emerson, Hair & Smith, 2023



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Wellbeing Assessment Areas

- Mindfulness
- Exercise & Movement
- Sleep & Relaxation
- Healthy Eating
- Family & Friendship
- Spirituality
- Mental Awareness
- Profession/Career
- **Unique factor: Small action steps to create new habits & celebration**

Where Are You Now?	Where Would You Like To Be?
Scale	Scale
<i>Describe Number Selection</i>	<i>Possible Action</i>

Coaching Session

"My journey took an unexpected turn, and [the coaching] kept me focused on being healthy and successful through the turbulence."

--SCSU MBA Student & Coaching Client



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What is Coaching? ▼
⚙️

🔗 Link

From the article: "The essence of coaching is raising awareness and responsibility to unlock potential and maximize performance."

Selecting a Mentor ▼
➔

Upload / Create ▼

Existing Activities ▼

Selecting a Mentor ▼
✓ 1, 202

🔗 Link

How to Find a Mentor ▼
✓ 29, 20

🔗 Link

Leader as Coach ▼
1, 202

Upload / Create ▼

Existing Activities ▼

The Leader as Coach ▼
✓

and addresses members skill level and needs. employee or team.

Examples/Action Steps: What is Situational Leadership from Indeed

Interested in Coaching on Situational Leadership Skills? Make a Coaching Appointment with Coach Lisa!



A career coaching program with a foundation in wellbeing and leadership provides the guidance for graduate students to gain clarity, establish new goals and take progressive action steps toward work-life balance and leadership development.

Coaching Services

- Strengths & Values/Who Am I?
- Work-Life Balance
- Career Vision & Alignment
- Leadership Development/Advisory
- Integrated Learning Experience: classroom, roundtables, work, resources
- Peer Connections: workshops, peer mentoring, community

"The coaching program helped strike [the] balance in work/personal life. It created a benefit to me as an individual as well as my team by helping me become a better leader. It also helped me gain traction, momentum and direction as I ponder what the future holds."

--SCSU MBA Student & Coaching Client



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Integrated Topic Areas

Wellbeing	Career	Leadership Dev
<i>Work-Life Balance Assessment</i>	<i>Strengths Assessment</i>	<i>Leadership Circle Assessment</i>
Values	Career Vision	Active Listening
Self-Care	Personal Branding	Assertiveness
Burn-out	Industry/Role Positioning	Delegation/Expectations
Mindfulness	Imposter Syndrome	Empowerment
	Resume/LinkedIn/Interview**	Executive Presence
Check-Ins	Group Coaching/Workshops	Facilitating a Meeting
	Peer Networking	Feedback Loops
	Roundtables (future)	Influence & Idea Presentation
		Prioritization
		Etc.



***with Career Services*



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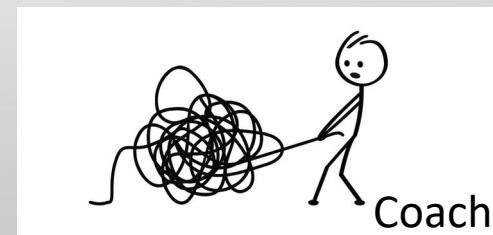
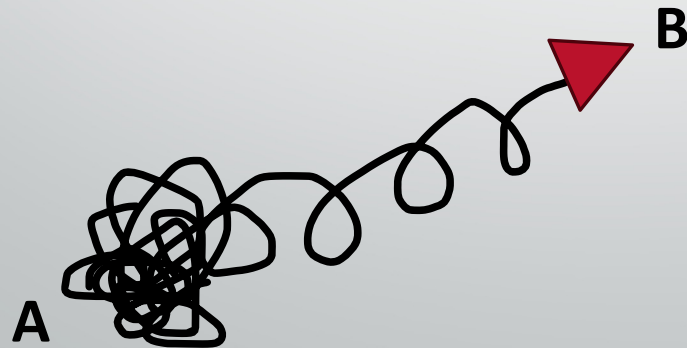
Coach Attributes

- Individualizes sessions & action steps
- Partners with client
- Provides evidence-based assessment learning
- Promotes self-discovery
- Allows space for introspection
- Facilitates goals & action planning
- Encourages accountability & celebration

Coach Qualifications

- Certified and/or trained coach in an assessment methodology/tool, such as Gallup Strengths
- Leadership background
- Wellness belief
- Learning background

A Coach does not need to be an expert in the challenge area. They need to ask good questions to help the client gain insights for clarity & define action steps to move forward.



[The coach] "is like a guiding light!" --SCSU MBA Student & Coaching Client

MBA Student: Work-Life Disruption



Transition



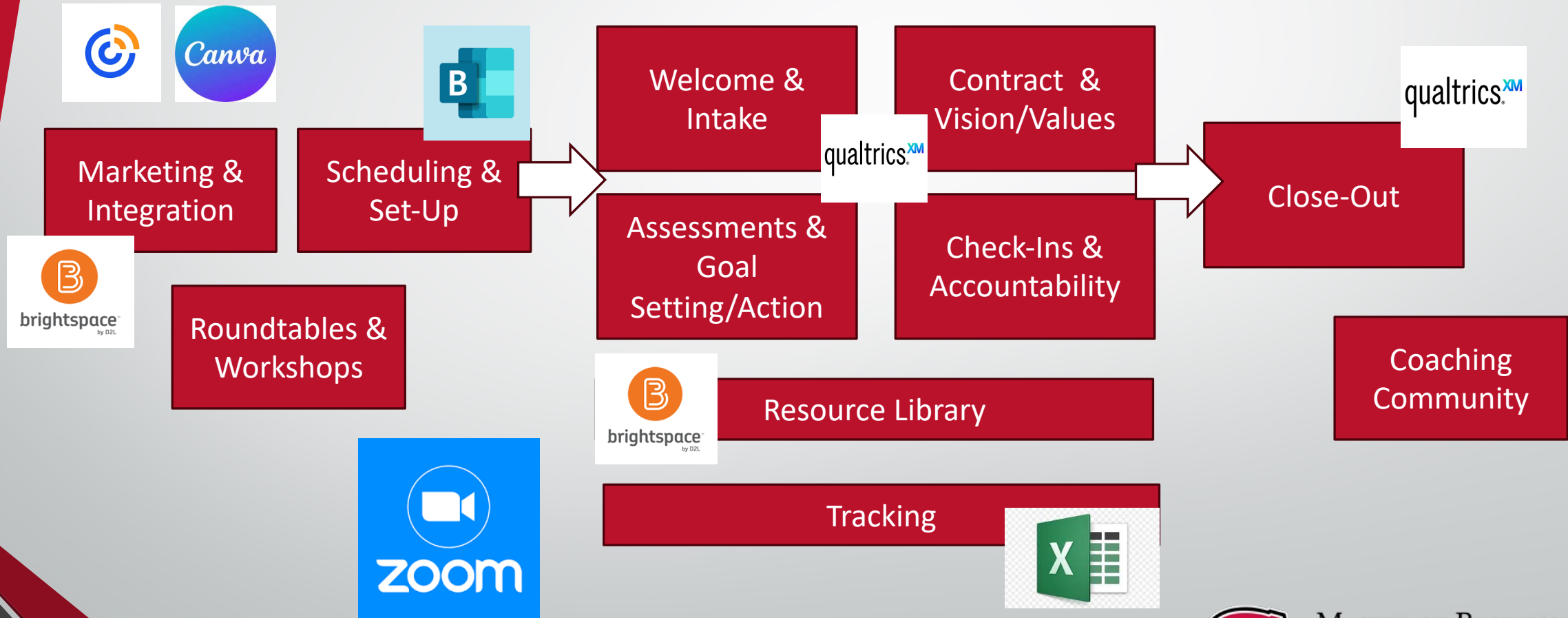
Vision/Strengths/New Habits

Coaching Value Proposition: Clarity, Focus & Balance
Meeting Student Expectations of an MBA ROI



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Coaching Operations Workflow



All Virtual

What is Measured

- # of Unique Clients
- # of Assessments
- # Jobs/Promotions (pre-graduation)
- # Conversion from marketing/learning
- # Participants (workshops)
- # Engagement completion
- # Surveys
- # No-Shows
- Topics of interest
- Types of colleague interactions
- Coaching Engagement Satisfaction
- Open-ended Questions: benefit to work & life; alignment; results; accepting a new job/promotion; other comments

Surveys & Reports

- Semester Survey
- Leadership & Career Reflection
- Prep Form
- Engagement Survey
- Workshop Survey
- Annual Program Evaluation (internal)

The logo for Qualtrics XM, featuring the word "qualtrics" in a lowercase, sans-serif font with a registered trademark symbol, and "XM" in a smaller, blue, uppercase font to its right.

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Outcomes: Oct 2022-Mar 2024

- 82 Unique Students, Individual Coaching
- Trendline: 30
- 20% Jobs/Promotions (higher-level)
- 35% completed full coaching engagement (6+ sessions)
- Satisfaction with coaching experience: 97.93%
- 22 Unique Students, Group Coaching

Culture of belonging,
positive programming,
support networks, and
engaging learning.

(Yusuf, Saitgalina, & Chapman, 2020)

Value Proposition: Clarity, focus, listening, guidance, realize strengths, balance

"While classes and interactions with professors and fellow students can provide good insight and learning, a personalized coaching experience provided the individual perspective that is needed for non-traditional, experiences students."

--SCSU MBA Student & Coaching Client



"Today's MBA students want to enroll in **flexible programs** that accommodate their schedules, and they expect to realize a clear return on investment by **acquiring highly marketable skills**. To remain relevant and succeed in today's market, business schools must meet these demands by differentiating their programs, allowing students to **customize their degrees**, and offering training in the most in-demand skills." --AACSB (2023) [How MBA Programs Are Changing With the Market | AACSB](#)



**DO YOU WANT
TO BE A**

COACH?



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Activity Score

Start with 100 points

Area	Points Deduction
Did not ask what & how questions	Deduct 15 points for each time
Did not draw out client thoughts	Deduct 10 points
Finished all the questions	Deduct 10 points
Did not summarize	Deduct 10 points for each time
Did not reflect	Deduct 10 points
Did not leave space to answer	Deduct 15 points
Felt rushed	Deduct 10 points
Asked 2 questions at one time	Deduct 10 points
Conversation went down a rabbit trail	Deduct 10 points
Did not feel like Coach was a partner	Deduct 100 points!



Questions & Answers

"Coaching definitely helped me to recognize and lean into my strengths to find more self-confidence."

"The coach really helped me find my direction. Now I am focusing all my energies into shaping the life that I want."

"[The coach] brings wonderful perspectives on leadership, business growth, and important reminders to celebrate wins big and small."

"Since working with the coach, I have expanded into new spaces along with received a promotion in my current work."



Thank you!

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Coaching Connections Webpage

www.stcloudstate.edu/graduate/mba/online-mba-coach.aspx

BE BOLD. BE YOU. BE A HUSKY.



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