



AUSTIN  
ALLIANCE  
GROUP

# TOP TALENT DEVELOPMENT CASE STUDY

## Customized Strategy to Identify Professional Goals & Develop a Career Path

**Industry: Individual Career Coaching**

### Need

Individual career guidance and coaching to develop a clear vision and strategy for professional growth.

### Solution

In collaboration with the client, the AAG developed a customized career coaching strategy to define short and long-term professional goals, identify skills for the ideal career path, and create a professional brand for success. The strategy was implemented with six sessions over 90 days and included PXT Select and DiSC Management assessment tools and how to leverage skills and professional branding for new opportunities.

### Results

At the conclusion of the 90 days, the coach helped to guide the client to develop their ideal career path, including goals for continued development for the next three years. The sessions also helped to grow the client's confidence, which allowed them to exceed their own professional expectations.



#### **Lisa Blanton**

CEO & Business Strategy

*"This project stood out because it provided a tailored approach that empowered the client to clearly define their career goals and significantly boosted their confidence, ultimately enabling them to surpass their professional expectations."*