



When Evelyn Jabri, Ph.D. left the academic world for a position with the corporate sector, she quickly realized she had to alter her communication style to interact effectively in a business setting. The change was a slow process, riddled with trial and error, until her first AWIS coaching session. During that coaching call, Evelyn and her coach, Marlanda English, Ph.D., explored how she interacted with and related to others in her workplace. Together they brainstormed strategies to improve her effectiveness in dealing with specific work situations. Evelyn left the call with a keen awareness of how important it is to communicate with others in a way that they can hear and understand.

Evelyn says that unlike attending a seminar or workshop, she likes the fact that coaching focuses on where she is as an individual and what she can do right now to move toward her goals. Because Evelyn verbally identifies and commits to specific actions at the end of each coaching call, she stays focused on her personal development goals. The added element of accountability is a real plus for Evelyn.

Evelyn's only regret was not having worked with a coach earlier in her career. She realizes coaching could have shortened learning curves during her early career transitions. She would recommend coaching to any professional who finds herself asking, "what now?" or "how can I improve myself?"