



Career coach finds biz booming in recession

BY LINDA SADLOUSKOS • STAFF WRITER • JANUARY 7, 2009

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BERNARDS—Lisa Silvershein's career coaching business is busier than ever in this [economy](#).

In a thriving economy, Silvershein said Ark Career Coaching, the coaching business she launched at the beginning of 2003, was often contacted by executives who were "hungry" to move up the career ladder.

Now, Silvershein said she works more often with employees who are scrambling to keep their jobs.

"I am busier in a different way with the economy being down," she said.

She said she has been working with groups of clients, and addressing such issues as how an employee can make themselves seem essential in a company that is downsizing.

"I have people in their 50s who have lost jobs after 15 or 20 years with a company," Silvershein said.

She said she helps those clients "help themselves" in identifying their skills and desires for a job, a path that sometimes can lead into a new career field.

But the township resident, who said she has an extensive background in human resources and specific [training](#) as a career coach, does not only work with adults in the middle of their career.

She sometimes negotiates between parents and children in helping set a course for young working lives. Silvershein had written a small book on that subject for her clients, "20 Tools to Help Your Children Achieve Their Full Potential."

She said she sees publishing as a new branch for her business that will allow her to reach out to people who cannot afford private consultations.

She said she has been working recently with more women who have been out of the job market for a while but want to explore a reentry into the job market, particularly if their husbands have lost their jobs. She said she also works with clients seeking to transition into a productive [retirement](#).

Silvershein does not tell her clients what to do. Instead, she leads them toward researching and thinking about their goals and individual strengths, she said.

For example, she said she often hands out the assignment of a "research interview" in which a client must speak in depth with a person already working in a career field in order to obtain a realistic view of what that career is like.

Silvershein's own background is an example of an evolving career. She has a bachelor's degree in psychology, a master's degree in [human resources](#) and certification as a master coach from the Behavioral Coach Institute in Australia.

She said she had a background as a [director of human resources](#) for large companies in New York and New Jersey before becoming a consultant. Her previous job contacts put her in touch with her first coaching clients: high-level executives who needed to fill gaps in their management abilities as they moved up into further leadership roles.

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Staff photo by Ed Pagliarini

Lisa Silvershein, owner of ARK Career Coaching, is pictured in her home office in Bernards.

AT A GLANCE

Name of business: Ark Career Coaching
Address: Online and telephone consultations and coaching
Type of business: Student, career, executive and retirement coaching
Principal: Lisa Silvershein
How long in business: Six years
Number of employees: About three or four consultants
Telephone: 908-244-6485
E-mail: info@arkcareercoaching.com
Web site: www.arkcareercoaching.com

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