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Coaching program for the newly hired aims to create top performers and increase employee retention.

The Orange County chapter of the International Coaching Federation, the premier organization for certified coaches in Orange County, is partnering with the nonprofit WHW to help individuals overcoming unemployment and underemployment successfully transition through the critical first 90 days of a new job.

SANTA ANA, California, September 14, 2015 – While recent news of unemployment statistics appears to have a positive note, turnover continues to be a problem for both employer and terminated employee. The cost of turnover to employers can be significantly higher than the salary of the employee whose employment is terminated. The cost of finding a new job to an employee, when leaving is not their choice, can be devastating. This is particularly true when the separation happens in the first 90 days of employment, a period that many refer to as the “probation period.”

The goal of WHW’s Top Performer program is to assist the newly employed with proactively addressing retention issues and successfully assimilating to their new job. Top Performer is a one-on-one coaching opportunity, which matches a WHW client with a certified ICF coach who will provide 6 hours of pro-bono coaching to help those individuals effectively deal with new co-workers, adapt to different communication styles and adjust to new workplace cultures.

According to ICF, Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Cheryl Kitchner, a Certified Coach who focuses on NeuroLeadership, and who originally came to WHW with the idea of providing pro bono coaching to the newly hired said, “While most of us want to put our best foot forward every day, when stressful times hit - and they always do, we often become overwhelmed and disconnected. Coaching can bring clarity and help us come from a place of strength and make better decisions. And better decisions generally lead to better outcomes.”

Said one WHW client about his coaching experience, “My coach has been extremely helpful! He encourages me to think critically, allows me to see things in a different perspective and holds me accountable for doing the things I say I will do! This has been a great resource for my professional development!”

WHW’s Top Performer program is only one of the ways WHW addresses the retention issue for their job seekers. They also provide an Employment Incentive Program, which rewards clients for staying on the job and an Alumni Alliance, which is for clients who are working and seeking professional growth and development as a means to career advancement and leadership.

“WHW addresses employment retention as part of our mission because getting the job is only the first step,” according to WHW Director of Programs, Robyn Williams. “Equipping our clients with resources to help them sustain their position is what is going to propel them forward. This is essential because WHW’s mission isn’t just to help job seekers secure employment but to achieve long-term sustainability.”

About WHW. WHW is a 501(c)(3) whose mission is to provide the unemployed and underemployed the skills and services they need to get and keep a good job. Since 1993, WHW has served over 70,000 job seekers referred by over 275 partner agencies at no charge. Each year more than 8,000 job seekers participate in programs focused on making them the most marketable candidate for the job they seek. Programs include: Employment Readiness Workshops, Computer Training, Job Placement Assistance, Employment Retention Assistance and Professional Apparel. For more information on WHW and how to support their job seekers, please visit www.whw.org.

About ICF, Orange County. The purpose of ICF, Orange County Chapter is to provide community, continuing education and resources to practicing professional coaches in building thriving and impactful businesses. ICF is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification and building a worldwide network of credentialed coaches. For more information, go to: <http://coachesfororangecounty.com/>.