

International Association of  
Career Coaches

# In-House Coaching Program

High-performance teams are  
built when individual and team  
potential is unlocked.



International Association of Career Coaches®



# Transform culture, transform your business



Coaching is one of the most powerful tools for unlocking potential—and when done strategically, its impact extends far beyond the individual. It elevates teams, strengthens culture, and drives business performance.

That's why we're committed to setting the gold standard for career coaching. Our global network of certified coaches has helped thousands of professionals grow in roles they love—fueling engagement, retention, and results.

We've seen firsthand how career coaching can become a competitive advantage. Now, we want to help you turn it into your organization's secret weapon—by equipping your people with the tools to coach effectively, when and how they need it most.

# Inside a Workforce Reinvention

## Training Recruiters as Coaches to Empower Internal Mobility

### The Situation

As a socially conscious organization committed to improving healthcare access and affordability, this major nonprofit health insurer faced the challenge of integrating advanced technology while supporting employees through significant change.

With long-tenured employees in roles vulnerable to automation and evolving operational needs, the company needed a more human-centered approach to talent mobility—one that treated employees with dignity, preserved institutional knowledge, and prepared them for the future of work.

### The Solution: Coaching-Led Internal Mobility

The Talent Program Director partnered with the International Association of Career Coaches (IACC) to fundamentally shift how the organization approached internal staffing and employee transitions.

#### Key initiatives included:

- **Training Internal Career Coaches:** IACC's President, Cara Heilmann, led a 6-day certification program, training 25 internal recruiters to become professional career coaches. These newly skilled coaches were equipped to guide employees through career transitions—internally and externally—with empathy and strategy.
- **Launching a Digital Career Transition Platform:** A new internal platform connected employees with hiring managers, enabling better visibility into open roles and facilitating personalized career pathing.
- **Implementing a 90-Day Redeployment Strategy:** With the support of certified career coaches and integrated systems, the company launched a structured 90-day program to help employees transition into new roles across departments.

### The Impact

- **Improved Internal Mobility:** Stronger internal candidate pools filled roles more efficiently.
- **Reduced Layoff Impact:** Career coaching allowed for respectful redeployment and minimized the need for external outplacement.
- **Increased Engagement:** Employees were empowered with tools, resources, and guidance to navigate their career within the company.
- **Future-Ready Workforce:** The organization now supports innovation while honoring its commitment to its people.



**We look  
forward to  
connecting with  
you.**



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