



CASE STUDY

Career Coaching

From Pianist to Business Leader – A Career Transformation Journey



Challenge

A client (business coach and mentor) reached out to STM on behalf of a woman she had been mentoring for 20 years - let's call her Sarah. Sarah was a very accomplished pianist, music host on a local TV network, and served on some prestigious committees. She also volunteered at non-profits and taught private piano lessons on the side. As she was facing a potential layoff from the local TV network, her mentor asked if we could assess her strengths and provide some coaching as to what her next job focus could be.

Summary of Findings and Recommendations

There was no denying that Sarah had great musical talent, evident both from her professional experience and accomplishments, and her assessment results confirmed a high appreciation for aesthetics and creativity. However, we found that she also had a great deal of business and leadership potential which she was not tapping into.

Sarah was burning herself out with all her non-profit, low pay engagements, so we suggested focusing on her needs and desires, and consolidate into one role that addressed more of her talents. We provided the following recommendations regarding what to consider when searching for a new role:

- Utilize her creative passion and talent
- Look for for-profit work that pays well
- Look for a leadership role
- **Avoid** non-profits (particularly those that are not well funded and lack business acumen), teaching (unless it is well-paid), and roles that lack independence and fail to satisfy her business-oriented values.

Key Takeaways

- Sarah's case highlights the importance of recognizing the full suite of one's needs, values, and capacities, and leveraging those unique qualities in support of one's primary expertise.
- Through the assessment and coaching, Sarah identified the need to consolidate her efforts into a role that aligns with her strengths and ambitions, leading to increased fulfillment and effectiveness.
- By embracing her business acumen alongside her artistic talents, Sarah transitioned from identifying solely as an artist to embracing her entrepreneurial spirit, catalyzing her career growth.
- External guidance spurred Sarah to proactively revamp her career, leading to tangible improvements and greater earning potential.

Sarah found our conclusions to ring extremely true and to validate what she thought she knew about herself all along. She felt validated hearing that she is really a businesswoman first, and an artist second. But until now she was only identifying as an artist.

✓ Outcome

We followed up with Sarah a few months later and found not only did she not get laid off, but she revamped her entire role with the TV network to:

- be in charge of more things
- have more creativity and autonomy with her show (which has boosted her credibility in the music scene!)
- get paid during her time off when she does her own performances

She also learned some new skills and received some certifications, increased her rates for teaching, and dropped as much of her non-profit work as she could. She's even applied for some other more high-paying positions.

When Sarah was asked specifically how her consultation with STM spurred her to make the changes she did, she said "the fact that they told me I should be making \$160,000 per year and be in a for profit company."

Secure the career you deserve by leveraging our assessments and coaching services. [Contact STM](#) to get started today.



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