



Living Your Dream

Career Development Coaching

Joanne Yawitz, MBA, MCRP

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Professional Background

Joanne Yawitz, founder of Living Your Dream Coaching, offers career development coaching for mid-level and executive clients, and workplace mentoring, workshops and presentations to groups seeking to reach the next level in their careers. Joanne has more than 30 years experience guiding candidates along the challenging path to successful job offers.

She helps people find the work that's right for them—their career calling. As someone who has had three successful careers, built a business while raising a family, and counseled people through job changes, Joanne knows the daunting challenges of making a successful career transition on your own.

Starting in Boston in 1985, Joanne conducted executive search engagements for companies seeking to fill senior management positions with top caliber talent. In 1990, she formed her own boutique executive search firm, Bay View Resource Group, in San Francisco, California. Joanne developed specialties in the life sciences, agro-biotechnology, IT and financial industries as a retained recruiter.

Rounding out her decades of experience as an executive recruiter, Joanne chose to expand her skill set and address the career issues of individuals. She completed her formal training as a life coach at the Coaching Training Institute (CTI) in 2004.

Joanne has a wealth of employment knowledge gained from her work in the private, public and nonprofit sectors. She's passionate about helping her coaching clients secure a job which matches their skills set, challenges them professionally and makes it a joy to go to work every day.

Joanne coaches individual clients in job interview skills, writing resumes which grab the reader's attention, effective networking, negotiating compensation, uncovering job openings, and embarking on a more gratifying work life.

Joanne also leads in-house mentor groups for employees seeking career advancement and leadership development in their current organization. This service helps employers retain their staff and significantly reduce costs stemming from high turnover.



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Joanne's professional forte is guiding clients to achieve greater fulfillment in their work and thus transform their lives into a win-win experience. In addition, she partners with clients transitioning into new positions so they quickly assimilate as effective managers, leaders and respected contributors in their new role.

Her background as an executive recruiter and training as a Professional Life Coach gives her a unique understanding of an employer's point of view and what it takes to land that next dream job. She coaches clients throughout North America and Europe.

Joanne received her MBA from Simmons School of Management in Boston, and a Masters Degree in City and Regional Planning from Harvard University Graduate School of Design in Cambridge. She is a graduate of the University of Rochester in Rochester, New York where she earned a BA degree in sociology with honors. Joanne has been an active member of the San Francisco chapters of the Healthcare Businesswomen's Association (HBA) and the National Association of Women Business Owners (NAWBO).

Joanne is also available as a speaker on a variety of topics related to career development. She has given presentations to corporations, nonprofits, professional organizations and universities across the country.