

What is Career Development Coaching?

At C2 we don't have a magic formula or an infallible technique which we apply to everyone. Although there are certain issues that commonly crop up when you are trying to develop or change your career, differences in individual circumstances and personality mean that there is no one approach that will work for everyone. Therefore, the coaching we do is different for every client. We try to tailor what we do with you to meet your unique needs. Having said that, there are certain key principles that we adhere to:

- **You have the power.** We don't "sort you out". We help you to develop the skills, knowledge and understanding you need to manage your own career. If all you need is a gentle nudge in the right direction, that's all we will give you.
- **You have the responsibility.** We don't "tell you what to do". We will help you to identify and evaluate your options thus enabling you to make your own decisions about your future.
- **You have the choice.** We don't "put you through a programme". You can choose to have as few or as many sessions with your consultant as you want. We will work with you until you feel confident that you are able to make progress towards your goals.

What does it involve?

In practice, coaching consists of one or more one-to-one discussions with an experienced career consultant. What is discussed in coaching sessions can range from the concrete and immediate (e.g. helping you to plan a tailored job hunting strategy or working out how to get the information you need) to the reflective and profound (e.g. uncovering reasons for your dissatisfaction with your job or exploring self-defeating patterns of behaviour in your career management).

During the discussion, your consultant will help you to identify some things that you can go away and do as a follow-up to your consultation. You may then wish to have a subsequent consultation to discuss the progress you have made and identify further steps.

How will it help?

Below is a list of some of the things that can commonly happen in career coaching sessions (it's by no means exhaustive):

- **You have a chance to talk and be listened to.** Some people just need to put their thoughts in order by talking through their situation. Our career consultants are skilled and impartial listeners. They will ask thought-provoking questions and help you look at things from different perspectives to bring about a better understanding of your situation and to clarify your ideas. We provide the sort of listening that friends and family can't manage because they are too involved or might not take you seriously.
- **You get a clearer idea of what will really make the difference.** Sometimes you're not sure why you are dissatisfied with your career or what you should be looking for in a new direction. Our consultants can help you to

reflect constructively on your experiences and clearly identify crucial factors which will determine your future career satisfaction. We help you to determine what questions you really need to ask yourself about any possible career option.

- **You gain a greater understanding of your potential.** It can be very difficult to evaluate the skills and abilities you have gained from your experiences and to understand how these can be used in other situations. We can help you to examine your achievements objectively and identify how you might use your talents in different settings.
- **You identify and evaluate potential options.** We are often able to suggest possible career options that you haven't already thought of. However, more importantly, what we will certainly be able to do is help you to think of ways in which you can generate those ideas for yourself and broaden your knowledge of the career market.
- **You get a detached perspective on your ideas and plans.** Our consultants have experience of dealing with a range of clients from diverse backgrounds facing a variety of issues. This means that they can help you to look at your own situation from a different viewpoint and gain new insights. They can also help you to see if you are on the right track.
- **You make important decisions.** Sometimes it can be difficult to choose between the potential options you have identified. As well as assisting you to weigh up the pros and cons of each option, we can help you to look more closely at your decision making and develop different approaches.
- **You find practical ways forward to achieve your goals.** Knowing what you want to do is half of the problem. You also need to find the best way of achieving your goals. Our consultants can help you to identify practical steps and the most effective strategies.
- **You are inspired into action.** You may have been thinking for a long time about making a change, but just haven't got round to it yet. Career coaching can help it all seem more real and achievable, making it more likely that you will do something about it.

Making the most of it

You may find that you get more out of your personal consultation if you spend some time thinking about yourself and your situation beforehand. Some things to consider are:

- the qualities, interests, skills, experience or motivations you would like to use in your future career
- significant experiences that have helped to shape you
- what your strengths and weaknesses may be
- particularly influential factors in your career choices; what you want to put into your career and what you want to get out of it