



# Career Coaching

**Prepared By: Arnold Shkaidy**

**Qualifications**

BA, BEd(Psych),

MEd(Psych)Cum Laude, MBA.



## What Does A Career Coach Do?

A career coach partners with clients to help them navigate career decisions, overcome challenges, and pursue fulfilling work. Using the International Coaching Federation (ICF) approach, career coaches focus on guiding clients in self-discovery, goal-setting, and practical action planning. Unlike career counselling or advice, ICF-certified career coaching is client-led. Coaches do not direct or provide fixed solutions. Rather, they use deep listening, insightful questions and constructive feedback to help clients arrive at their own answers and take control of their career journey.

### Career Coaching Offers Support In Several Core Areas:

1. **Clarifying Career Goals and Vision:** Career coaches help clients uncover what they truly want in their professional lives by exploring values, strengths and long-term goals. This process brings clarity and direction.
2. **Strategic Planning and Goal Setting:** With a vision in place, the coach supports clients in setting realistic goals, creating timelines and breaking down bigger goals into actionable strategies. The coach helps clients to keep themselves accountable and motivated.
3. **Skill Development and Growth Mindset:** A coach aids clients in identifying areas for skill development and encourages a growth mindset. This might involve enhancing communication skills, resilience, or leadership, enabling clients to achieve their career goals while developing lasting abilities.
4. **Navigating Transitions and Overcoming Obstacles:** Career coaches provide facilitation through transitions like career changes, job searches or promotions. They help clients address challenges, reframe setbacks and build resilience for sustained growth.
5. **Building Confidence and Self-Awareness:** Career coaches assist clients in building self-awareness, recognizing strengths and developing confidence. This empowers clients to make career choices aligned with their true values and aspirations.

The ICF approach is unique because it emphasizes the client's agency and potential without imposing external solutions. Career coaching with an ICF-certified coach provides a safe, non-judgmental space for exploration. Clients are empowered to make choices that are personally meaningful and sustainable.

Ultimately, career coaching helps clients find clarity and direction—not just in securing a job or a title, but in building a career path that reflects their authentic values and aspirations. It's a powerful process for anyone wanting to approach their career with purpose, motivation, and confidence.