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**Overview**

This standard is for career development practitioners.

This standard is about understanding the market needs and requirements for career development services and being able to provide a service that is relevant, valued and sustainable. It includes planning, designing and negotiating the content and scope of service delivery.

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## Performance criteria

You must be able to:

1. identify the need and market for career development services
2. consult with clients and organisations to identify and explore their specific requirements
3. plan and design a core service offer based on need, best practice and practitioner skills and knowledge within resources available
4. communicate, influence and negotiate with clients and organisations on how the service offer can best meet their needs and provide most value
5. identify the outcomes and appropriate measures of success for proposed interventions
6. agree with clients and organisations appropriate contracts, proposals or agreements to define scope, budget and compliance with professional standards and code of ethics
7. work in collaboration with clients and organisations to design the service content, and identify how it links with other interventions
8. work in collaboration with clients and organisations to plan, deliver, monitor and evaluate the service
9. train others as required to deliver the service offer
10. evaluate effectiveness of service offer and plan improvements as required
11. act in ways that adhere to the ethical practice required within your organisation or profession
12. challenge any prejudice, use of stereotypes, discrimination and unethical or oppressive behaviour
13. encourage individual autonomy in the career development process
14. promote inclusivity, diversity and equality of opportunity
15. maintain confidentiality and security of individual information that meets relevant legal requirements and organisational policies
16. demonstrate understanding of legal requirements, local procedures and own accountability for safeguarding young people and vulnerable adults

## Knowledge and understanding

You need to know and understand:

1. legal, organisational and policy requirements relevant to your role and the activities being carried out
2. the current and emerging needs for career development services and the range of clients and stakeholders
3. how to provide evidence of the benefits that career development services offer to a range of clients and stakeholder groups
4. the key components of an effective career development service offer
5. how to plan and design the career development service offer to meet different needs and contexts
6. measures and indicators of success, and how to agree these for the service provided
7. how to write a proposal or contract that defines the scope, costs and quality assurance for the service on offer
8. awareness of a range of career development resources and techniques to deliver the service offer
9. the value and range of learning approaches
10. how to coach, train and mentor others to deliver aspects of the career development service
11. relevant ethical principles and codes of professional ethical practice and the consequences of not adhering to them
12. how to encourage individuals' ownership of the career development process
13. the boundaries and limits of own professional expertise
14. the boundaries of confidentiality, when it is appropriate to disclose confidential information to others and the processes required
15. measures to safeguard young people and vulnerable adults

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**Relevant Occupations** Careers Advisers and Vocational Guidance Specialists; Customer Service Occupations; Education and training; Executive Coach; Functional Managers; Helpline Workers; HR Staff; Learning Mentor; Managers and leaders with responsibility for interagency working; Personnel, training and industrial relations managers ; Professional Occupations; Research Professionals; Teaching Professionals

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**Suite** Career Development

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