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Not only does the CDI ensure quality at the time of admission to the Professional Register, but it insists on 25 hours a year of high quality continuing professional development, echoing John Ruskin's comment that "Quality is never an accident. It is always the result of intelligent effort."

Following a successful but unfulfilling seventeen-year career in business working in property, software and publishing, my own very painful and protracted career crisis eventually led to me retraining as an HE career development specialist and practitioner. Since then, I spent fourteen years working with students, graduates and staff of all ages both in a one to one and group context to help them identify their career path and next steps.

For the last three years under the auspices of my own business, Career Alchemy, I have been able to take the recurrent themes and concerns heard during my time in HE and develop them into my own all age career coaching framework which I use via universities with groups of students and graduates and also with private clients on a one to one basis.

Called INSPIRED and used in an eight-module programme, it enables a unique and proven coaching structure for early stage and established career professionals alike to be fully supported as they explore, understand and develop their sense of their Identity; Needs & Wants; Strengths, Talents & Skills; Passion & Interests; Impact & Contribution; Relationships, Environment; and Direction including goal setting. The use of the title "INSPIRED" is deliberate and reflects how I want my clients to feel once they have worked through it to identify their authentic career.

Coaching is a sacred space where client and coach can work together safely and confidentially to help the client to explore and create a better working life which is a truer reflection of who they are and wish to become.

Whether you are an early stage career professional, looking to change direction mid-career, or seeking a better work life balance with clear purpose as you move towards the later stages of your



"As Aristotle said: "quality is not an act, it is a habit." It is for that reason that I am a firm supporter of the CDI's Professional Register. It provides an independent yardstick of quality to ensure that clients get the very best possible support and service. It is particularly important at times of career challenge whether you are experiencing a lack of meaning and fulfilment in your career, being at risk of redundancy, needing to rebuild your career confidence and mojo, or wanting to rebalance your working life, to work with an expert. That's what choosing a member of the Professional Register gives you – the peace of mind to know that you are in safe hands."

career and want, the INSPIRED framework enables you to develop clear and achievable plans based on insight and reflection.

As well as my Career Alchemy coaching and training practice for adults, I also run www.careersadviceforparents.org. Designed to help parents understand the new world of the gig economy and the fourth industrial revolution, so they can enable their teenagers to develop an authentic career, the website is also home to the [INSPIRED Teenager video programme](#) which parents and carers can work through together.

I am the grateful recipient of the annual CDI Careers Adviser/Career Coach of the year award 2017, received as the result of a nomination by a client and judged by judges of national standing to be providing an outstanding service for my clients.

I also hold business start-up and learning and teaching awards. As well as being Registered Career Development Professional, I am also a Fellow of the Royal Society of Arts, of the Higher Education Academy, and the International Enterprise Educators' Programme, a Trustee/Non-Executive Director of NASES, the National Association of Student Employment Services and a national trainer in career coaching for AGCAS.

I am honoured to serve as the representative for Welsh members of the CDI and am responsible for facilitating CPD and training in the latest developments and techniques to ensure continuous professional development of the highest standard.