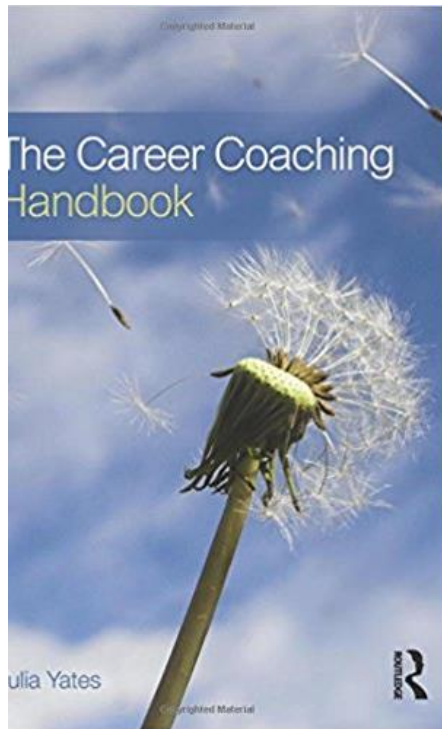


# Career Coaching



Dr Julia Yates

City, University of London



What is coaching?

What it looks like?

How it could add value to your practice



**What do you call  
yourself and why?**



# Career Coaching and Career Guidance

Which is more goal-orientated?

Which is more directive?

Which is more effective?

Which is more private-sector?

Which practitioner has more knowledge?

Which is more likely to one-off?

Which has the better image?

# What do clients think?

- People like the idea of a non-directive, person-centred career conversation
- They think they are more likely to get it with a career coach

HE student surveys in  
2010 and 2017  
n=120

# Coaching

“A one to one learning and development intervention that uses a collaborative, reflective, goal-focused relationship to achieve outcomes that are valued by the coachee”

Smither, 2011



# Career Coaching

“Collaborative conversation, grounded in psychological models of coaching and career development theories which lead to a positive outcome regarding career and/or personal fulfillment”



**‘It’s unjumbled lots of things in  
my head’**



# Three elements of coaching



## **Coaching process**

- For example, the GROW model

## **Coaching skills**

- Skills such as asking powerful questions, active listening and summarising

## **Way of being**

- Person-centred approach, non-judgemental, UPR

# Areas of expertise

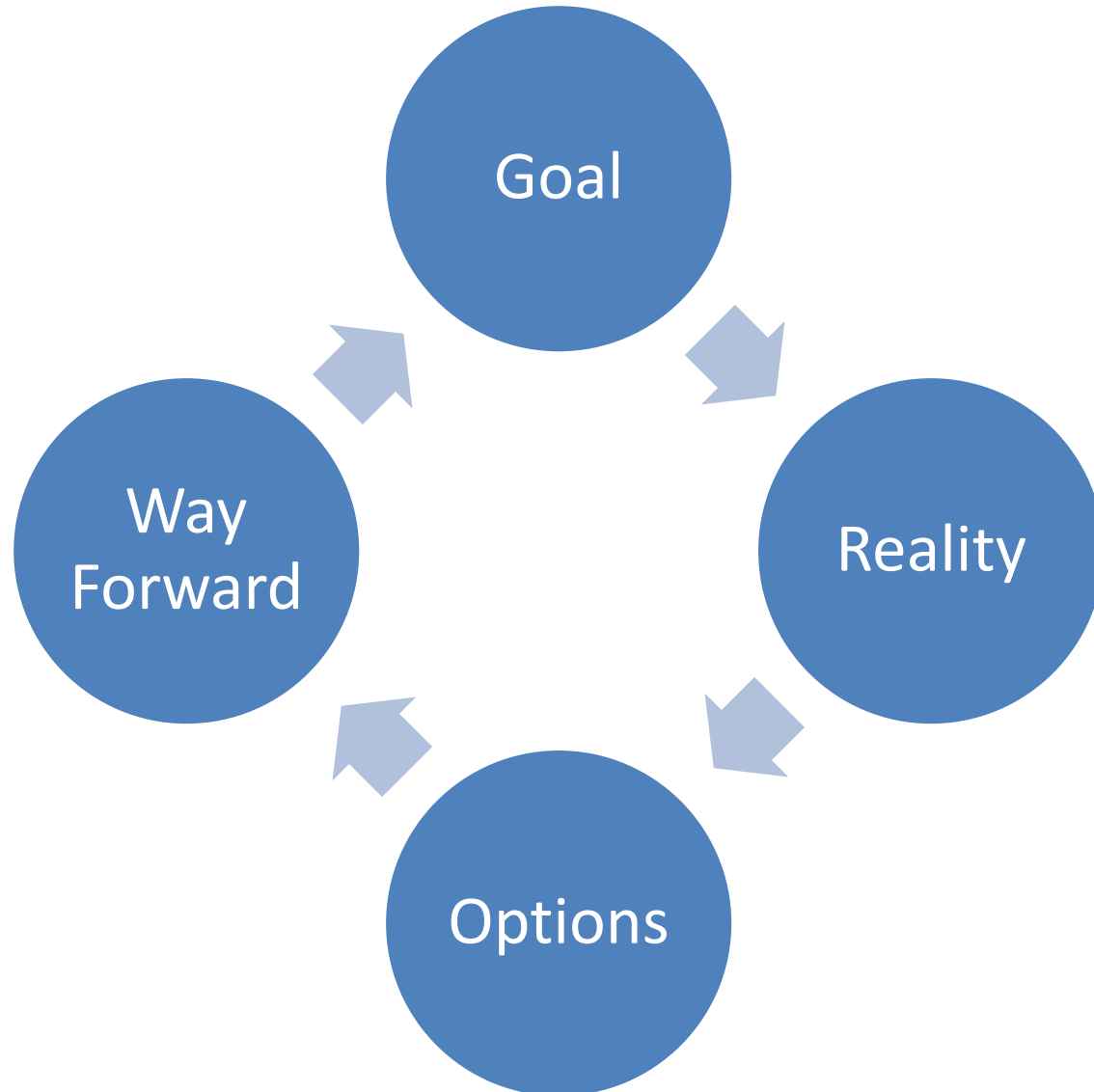
**The Client**

**The Content**

**The Coach**

**The Process**

# GROW



Whitmore, 1992

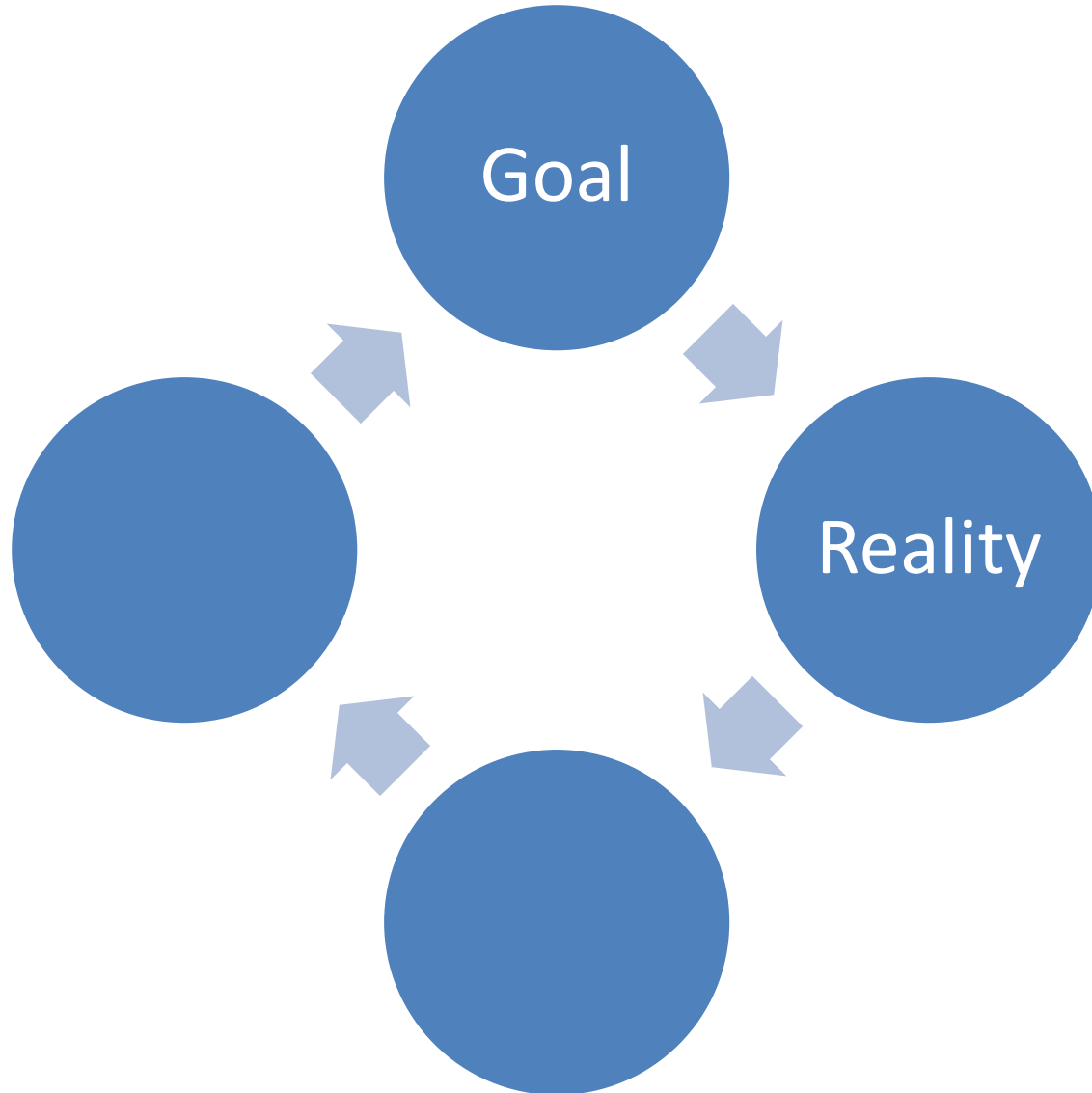
# GOAL



## Outcome for session

What do you want from this conversation?

# GROW



# REALITY

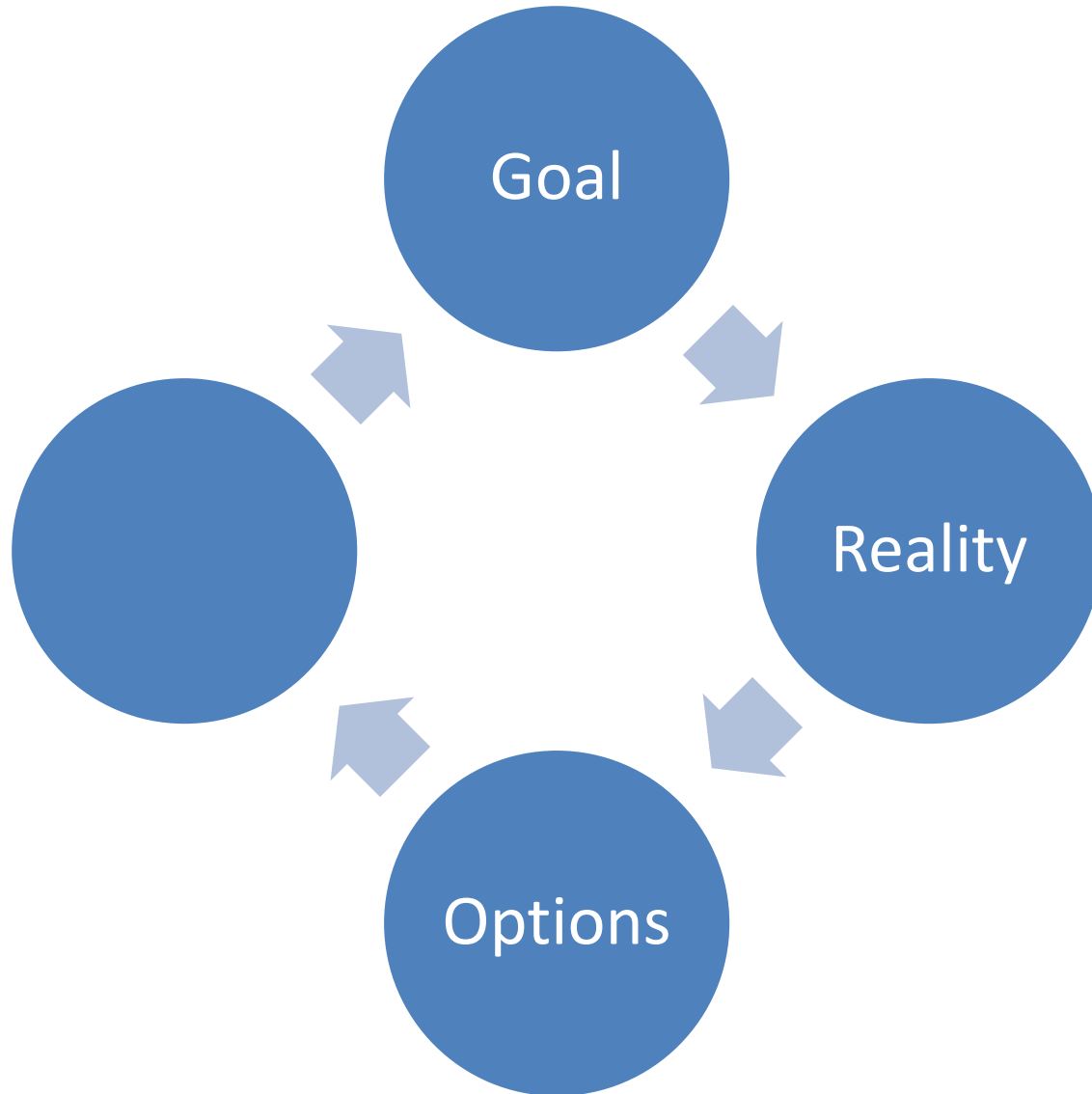


**What is going on now**

Tell me your story so far?



# GROW



# OPTIONS

## Identifying a number of options

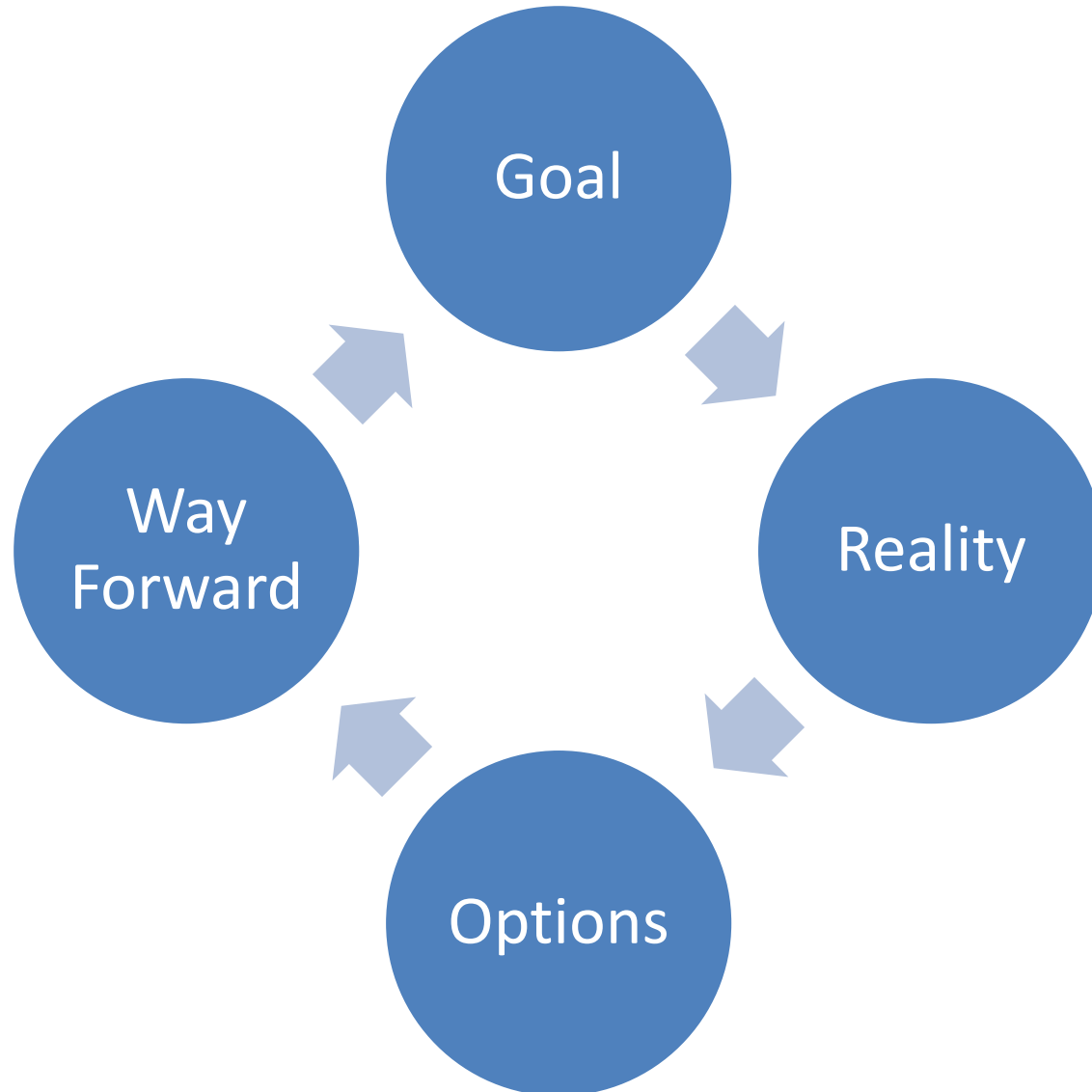
What are your options? What else?

## Evaluating options

How are you going to decide which option to pick?



# GROW



# WAY FORWARD



## What comes next

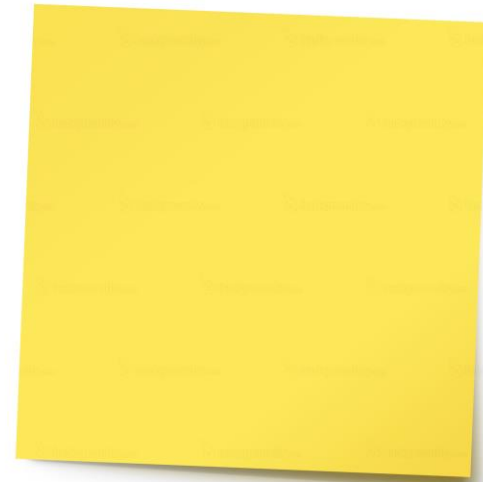
We've talked about a lot of things today. What are you actually going to go away and do?

# What's different?

- In what ways is GROW similar or different to the guidance model you use?
- In what ways could it add to your practice?

# Why I use the GROW model

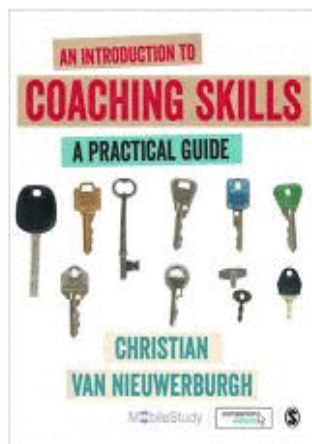
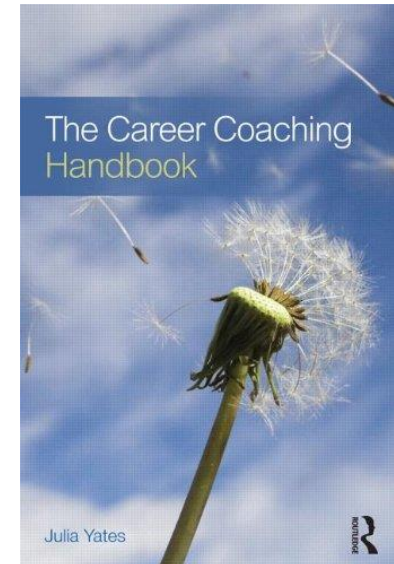
- It's easy to communicate to my client
  - Easier transition from one stage to the next
  - A more collaborative partnership
  - Clearer expectation of roles



# Want to learn more?

Van Nieuwerburgh, C. (2014). *An Introduction to Coaching Skills*, London: Sage.

Yates, J. (2013). *The Career Coaching Handbook*, Hove: Routledge.



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