

The Modern Career Coach

Tagline: *A specialization program for coaches who guide career journeys with clarity, confidence, and ethics.*

Program Overview (8 hours):

Module 1: Set the Foundation – Understanding Career Coaching (2h - synchronous)

Core Competencies: 2. Embodies a coaching mindset, 4. Cultivates trust and safety

Module 2: Explore the Terrain – Assessing Career Clarity (3h - synchronous)

Core Competencies: 5. Maintains Presence, 6. Listens Actively, 7. Evokes Awareness

Module 3: Guide with Intention – Crafting Your Career Coaching Offer (3h - synchronous)

Core Competencies: 2. Embodies a coaching mindset + Resource Development

Pre- & Post-Program Learning: Reading, Peer Practice, 'Crafting Your Career Coaching Offer' Assignment (2h – asynchronous)

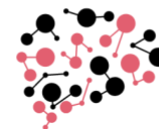
Program Purpose:

To equip professional coaches with the tools, theories, and ethical practices to specialize confidently in career coaching.

Program Metaphor:

You are a lighthouse:

- standing firmly on ethical foundations
- offering clients a stable point of orientation
- never steering their ship, but always providing light for safe passage.



☆ Module 1: Set the Foundation – Understanding Career Coaching

🕒 Duration: 2 hours

🎯 Goal: Establish professional, ethical, and theoretical foundations for career coaching

🔍 Learning Objectives

By the end of this module, participants will be able to:

- ✅ Distinguish between career coaching, life coaching, mentoring, and consulting
- ✅ Recognize when to coach, guide, or refer
- ✅ Apply ethical principles and maintain professional presence in career work
- ✅ Reference key career development theories when working with clients

🕒 Module Flow

1. 🗣️ Opening Discussion (10 min)
2. 🧩 Distinctions Exercise – What Hat Are You Wearing? (15 min)

Goal: Clarify role boundaries between coaching, mentoring, consulting, and therapy.

Activity: Role Card Sorting

3. 🧑 Ethics and Coaching Presence (15 min)

Tool: Ethical Dilemmas Quickfire

4. 📖 Foundational Models Deep Dive (50 min – 10 for each tool)

The 5 foundational models every career coach should understand: Super's Life-Span, Life-Space Theory, Holland's RIASEC Types, Krumboltz's Learning Theory, Deci & Ryan's Self-Determination Theory, Bronfenbrenner's Ecological Systems Theory

5. 🧰 Practical Tools Demo (20 min)

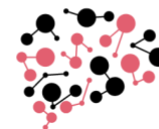
Tool 1: Career Ecosystem Map

Tool 2: Coach–Consultant–Mentor Compass

6. 🧩 Reflection & Close (10 min)


Assignment (between sessions):

- Observe one real coaching session
- Journal which theory/tool came into play and what posture you held







☆ Module 2: Explore the Terrain – Assessing Career Clarity

 Duration: 3 hours








 Goal: Help coaches recognize signs of misalignment, uncover hidden career blocks, and use reflective tools to support client clarity.

Learning Objectives

By the end of this module, participants will be able to:

-  Recognize verbal and behavioral clues that signal misalignment in a client's career
-  Identify hidden blockers behind “career confusion”
-  Use coaching tools to explore values, energy, identity, and roles
-  Apply narrative and value-based models in career sessions

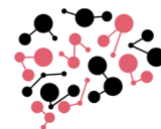
Module Flow

1.  Warm-Up Reflection: Spot the Clues (20 min)
2.  The Context of Career Clarity (25 min)
3.  Tools for Assessing Career Clarity (25 min)
 -  **Tool 1: Career Values Sort**
 -  **Tool 2: Professional Identity Map**
 -  **Tool 3: Life Roles & Energy Audit**
4.  Trainer Activities (90 min)

These are designed to give participants hands-on practice, peer learning, and theory-into-action experiences.

- 1. Partner Coaching Practice: Spotting Disengagement Clues**
- 2. Group Workshop: Career Values Sort**
- 3. Peer Work: Life Roles & Energy Audit**
- 4. Debrief: Professional Identity Map Creation**

 Module Conclusion – Clarity as an Emergent Property (20 min)



☆ Module 3: Guide with Intention – Crafting Your Career Coaching Offer

🕒 Duration: 3 hours

🎯 Learning Objectives

By the end of this module, participants will be able to:

- ✅ Define their niche and unique coaching promise
 - ✅ Create aligned, clear service packages for clients
 - ✅ Hold natural, ethical sales conversations without scripts
 - ✅ Integrate their own professional identity as a career coach
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🧠 Tools and Frameworks Backbone (30 minutes)

1. Value Proposition Design
2. Authentic Sales Principles
3. Tribe Positioning & Remarkability

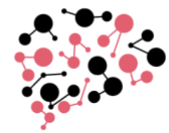
🧩 Activities (90 minutes)

1. Workshop: Build Your Career Coaching Value Proposition (20 min)
2. Group Brainstorm: Menu of Offers (20 min)
3. Peer Practice: Authentic Sales Conversations (20 min)
4. Case Study: From Values to Offer (20 min)

🔧 Practical Tools

- 📁 1. Value Proposition Canvas for Career Coaches
- 📁 2. Menu of Offers Template
- 📁 3. Authentic Sales Script Builder

🌀 Module Conclusion – From Alignment to Visibility (10 minutes)



**DIVERSITY FOR
PERFORMANCE**
PROFESSIONAL COACH
TRAINING CERTIFICATION

Post-Program Assignment: Crafting Your Career Coaching Offer (2h)

For coaches to decide their niche, and the tools and techniques learned throughout the course they will be applying in their new journey as a career coach. This reflective practice must be submitted as part of the program's final requirements, ensuring that participants not only complete the course but also internalize and apply the learning in meaningful ways.