

Worklife Announces Exciting Changes to

Career Coach Certification Program

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Sydney, AUSTRALIA

Worklife International Pty Limited (“Worklife”) today announced exciting, client-focused changes to its Career Coach Certification Program (CCCP). Worklife will present this benchmark workshop, for existing and new career coaches, as a two-day workshop, effective from the next workshop in Sydney (August 2009).

In making this announcement, Worklife MD Peter Tobin commented:

“Feedback from past attendees and our 2009 Career Survey showed that workshop participants wanted reduced face-to-face contact during CCCP.

“The challenge was how to maintain our high standards of content and presentation without minimising the participants’ learning.”

Worklife has presented the CCCP workshop to an estimated 2,000 clients over the company’s 30 year history and many of those clients commented on the difficulty in taking three days out to attend. Worklife’s 2009 Career Survey also revealed that 77% of private practitioner career coaches view personal development as ‘extremely’ or ‘very’ important – finding the time for personal development was another matter.

Worklife’s Instructional Designer and Lead Facilitator, Scott Jacovou-Johnson, was charged with the task to make it happen.

“We love a challenge at Worklife...” commented Scott as he reflected on this project.

“Actually, it was quite simple. We design all our workshops as a series of interconnected, yet stand-alone, modules. This means I can select modules to fit together in many forms – just like a flexible jigsaw puzzle.

“With CCCP, we know the content is relevant and necessary to ensure the enhancement of coaching skills – we needed to select delivery methods that would meet our clients’ needs and expectations around time for the program.”

Delivery of the 10 CCCP modules now occurs through:

1. Pre-workshop reading;
2. Workshop Day 1;
3. Overnight homework between training days;
4. Workshop Day 2;
5. Post-workshop readings; and
6. An assessment task.

The focus during the two-day face-to-face learning is facilitation and debriefing Worklife’s unique Card Sort Discovery Tools along with exploration of career research methodologies, strategies to implement the career plan, and maintaining contact with clients. Outcomes of the CCCP workshop includes:

- Understanding the Career Development Process;
- Defining the role of the career coach;
- Preparing the coaching environment;
- Establishing coaching expectations;
- Guiding clients/employees through the process;
- Linking preferences to current work reality;
- Planning career moves; and
- Planning implementation techniques.

In addition to six stages of learning (outlined above), workshop participants also access:

- A 200+ page resource folder;
- CD of printable career coaching resources;
- Feedback on submitted assessment task;
- Ongoing email support;
- Post-workshop phone support;
- Set of six Card Sort Discovery Tool activities;
- Unlimited use of Worklife’s IP when coaching 1:1; and
- Worklife’s career coaching experts.

Tobin concluded:

“We are extremely proud of the revised CCCP. We know that we have met our clients’ expectations while maintaining the integrity of the workshop, its content, and valuable learning for our clients.

For more information, contact:

Peter Tobin
Managing Director
Worklife International Pty Limited
p: +61 2 8968 9368