

Effective Date: February 11, 2014

Contact Person: Agency Planner

OPERATIONAL DEFINITION:

Operational Definition: Career Planning, Coaching, and Counseling

Part of the Workforce Solutions (WFS) MFIP/DWP Employment Services (ES) are to fold in career planning, coaching and counseling into the day-to-day pathways discussions with MFIP/DWP participants. Pathways are clear, measurable, and stackable goal paths in which individuals can expand upon their employment and self-sufficiency goals.

WFS Assisted Services units, Extension and DWP units, as well as their partner ES agencies, will be expected to incorporate career planning, coaching and counseling techniques and tactics into participant employment plans and pathway development strategies. When working with individual participants, the employment counselor will have to determine whether counseling or coaching is the best approach.

Career Planning Definition:

Career planning begins by listening to the self-defined needs of the participant. Career planning provides support, structure and accountability in assisting participant to achieve their goals.

Use career strength assessment and interest assessment in career planning and goal development. Enable participants to increase their “self-marketing” capacity. Each ES program can decide which tool(s) they would like to use for strength and interest assessment.

Hours toward this activity may be completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club.

Labor market intelligence, an important part of career planning, is the strategic use of data-based and area-industry supported Labor Market Industry (LMI) statistics and trends which accurately depict actual employment needs. Examples of needs include number of employees needed in a particular field, number of PT versus FT employees needed, locations of jobs, and specific credentials and other skills required for those available jobs. Attainment of labor market hours can be gained in a one-on one setting between the ES counselor and the participant, or in group settings.

The [Minnesota Department of Employment and Economic Development \(DEED\)](#) has many public-use resources related to the topics of career planning, assessments, and labor market intelligence. Additional labor market intelligence information, assessment and career coaching tools can be located on [iSeek](#) and/or ONet

Career Coaching Definition:

Career coaching is rooted in the belief that the participant is expert in his or her own life.
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The participant comes to their own answers to their questions. Selecting one's own course may be more powerful than being told what to do. Career coaching may include asking the questions of the participant to consider, plan for, and answer. Career coaching supports the participant to grow and develop, to make choices for him or herself, to self-discover and find career that excites the participant. Career coaching is building on the relationship between a coach and a participant; helps uncover values and sustainable outcomes that honors participant's belief system. It targets to help participant to determine a long term goal and ensure that participant has a measurable and achievable steps in place.

In career coaching, use a strengths-based approach to build upon. Use a client-driven approach to engage participants in developing short and long-range employment and education goals. Coach and support the participant by helping them break their goal into small, achievable steps. Educate the participant about choices, assist them in exploring impacts of choices, assist them in making more informed choices. Support their choices.

In career coaching, be in a champion and supporter role; help participants be accountable; help participants move toward education and employment. Career coaching lands on the side of supporting the participant's inspiration in creating his or her own path.

Hours toward this activity may be completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club. Remove and minimize obstacles. Listen to participant choices and write an EP based on those choices. Build on what the participant wants to do not on what you believe they should do.

Career Counseling Definition:

The career counselor is a subject matter expert and has expertise to offer. Career counseling is an approach that is more direct than coaching. Career counseling is rooted in the counselor actions of gathering information about the participant's skills, abilities, styles, and likes. The counselor helps the participant direct their job search and the selection of the right career path. The counselor resources include lists of possible careers and trainings, and different resources. Career counseling lands on the side of guiding the participant to be successful on their path.

Treat the MFIP/DWP participant as a person who adds value to today's workforce, and needs additional skills and education to do so. Help participants identify resources that address the needs of the family.

Hours toward this activity may be completed in one-on-one setting between the ES counselor and the participant, or in group settings such as in workshops or job club.