

## THE BENEFITS OF GETTING A CAREER COACH

A career coach assists with skills and tactics to navigate the highs and lows of your career and workplace relationships and dynamics in a way that is beneficial for your career advancement. They also contribute to the following:

- Accountability
- Heightened self-awareness
- Clarity in translating your goals to actions
- Experiential learning

### HOW TO BECOME A CAREER COACH

Certified Coach and Change Management Professional Zandile Gampushe says that the credible and effective way to become a coach is to enrol in a relevant course or qualification with a recognised institution. She recommends a qualification that comprises both theoretical and practical elements. Once you have a qualification or you are certified, you then need to train your coaching muscle through lots of practice.

### A CAREER COACH IS AN INVESTMENT

Career coaching is about focusing on the present and future, and encouraging immediate action; it's a partnership relationship, a sounding board for exploring choices and a process of self-discovery. Getting a career coach is one of the most important investments you can make for yourself regarding your career. The job market is changing rapidly and significantly. The economy and industries are changing, the job market is becoming more competitive, and you need to prepare and gain knowledge and insight on how to navigate it and achieve your future goals.

## MEET THE EXPERTS



Zandile Gampushe is a COMENSA and ICF certified Coach and Change Management Professional with over a decade's experience in people engagement and development roles.



Mamodike Funde is an accredited career coach who strategically assists young people by connecting them with employment opportunities and supporting them in preparing for job interviews.



Career coaching is a relatively important aspect of the professional world, and an opportunity for you to expand your career path and keep you agile in an ever-changing workforce. We explore the benefits of having a career coach and the possibilities when becoming one yourself.

### THE RELATIONSHIP BETWEEN CAREER COACH AND MENTEE

A career is a long-term pursuit, and a career coach is trained and has the soft skills, knowledge and level of experience to guide you in your career journey. Mamodike Funde is an accredited career coach who says, a career coach partners with and guides you to discover and reconnect with yourself and holds you accountable for decisions and plans regarding your career goals. 'The purpose of a career coach is personalised support in your career planning, assistance on how to build a personal brand, job search, find footing in a new role or new job, identify and work on strategies to enhance career development and learn how to set boundaries to identifying opportunities,' says Mamodike.

### CAREER COACHING IS LIMITLESS

Career coaching is ideal for anyone who is intentional about what kind of career they want. 'Individuals as young as Grade 10 start choosing subjects that will determine what they will study after matric. It becomes ideal to have a career coach who is there to guide and help you understand who you are and the kind of career that better suits your values, long-term goals and aligns with your strengths,' says Mamodike.

Individuals who are already

thriving in their careers can benefit from having a career coach to help them navigate the everyday intricacies of corporate, and explain how to stand out and thrive in your field and in your workspace. Mamodike says that everyone needs a coach for their own reasons and in different phases of their career journey. Investing in a career coach for your child in high school or for yourself as a young professional can help you gain good insight and avoid making uninformed decisions about the most important part of your life.



*Did you know?*

As a career coach, it is a good idea to work with a mentor or supervisor who will help you master your craft and continuously improve.

# CULTIVATE YOUR CAREER

*with a Coach*

Career Coach: The ABCs of getting one and becoming one

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