



Creative Career Coaching: Theory into Practice

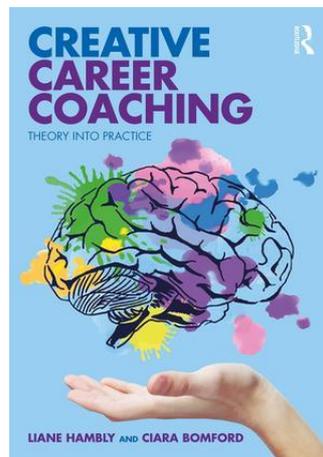
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A resource for career development professionals



Hambly and Bomford, provide an overview and a personal account of their new book on career coaching.

Creative Career Coaching: Theory into Practice (Hambly and Bomford 2018) aims to inspire both students and experienced career development professionals to ignite their creative spark and consider innovative ways to support their clients. In writing this book, our aim was to build on a solid foundation of theory and research, sharing practical tools and techniques that engage reluctant clients, help clients access their intuition and build the confidence and resilience needed to negotiate a rapidly changing labour market. Traditional Western approaches to career decision making focus on rational matching of interests to occupations but having worked for the first ten years of my professional life in a multi-cultural London college (with over 100 languages spoken by students), I knew that these approaches

did not reflect the approach taken by many of my clients. This sparked an interest in community interaction theory, the role of family, and culture in career decisions, especially the work of Gideon Arulmani (2006; 2012). Both Liane and I also have an interest in how spirituality, prayer and meditation can influence career decision making (Hambly 2012). We explore these themes throughout the book and encourage our readers to examine their own personal constructs and assumptions, in order to truly listen to their clients with an open mind and heart.

I first met Liane Hambly in 2006 when she was training the Welsh Careers Service in a new approach to guidance. I was immediately enthused by her ideas; she had so many practical techniques that

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were specifically devised for careers professionals with the unique challenge of engaging people who are sometimes demotivated or have complex barriers, often with only an hour to achieve their outcomes. The three stage Creative Career Coaching model that Liane developed is now widely used in UK careers organisations, and her creative techniques to make better use of intuitive decision making (using visualisation, metaphor and kinaesthetic approaches to action planning) are now part of many career development practitioners' toolkits.

I have trained many practitioners using her ideas and model, whilst also exploring the links with neuropsychology, personal development, resilience and mindfulness. When Liane asked me to write a book with her to share these ideas more widely, I was really excited. I knew, from my observations of practice, what a difference these techniques can make, both to the clients, who develop valuable career management skills and insights, and for the professionals themselves, who often discover a new sense of excitement and enthusiasm for their work.

Creative Career Coaching: Theory into Practice is the only book which discusses the Creative Career Coaching model developed by Liane Hambly (influenced by Gerard Egan, Bill Law, and constructivist thinkers). We summarise the theories which have influenced the development of the model so that readers understand the rationale for the approach. We have kept a balance throughout between referencing the theories which have traditionally influenced the careers

profession, whilst also drawing in insights from other disciplines, particularly neuropsychology. Current research into how the brain works and how this influences the way we make decisions is very relevant to careers practitioners and should form part of our professional knowledge.

We wanted to write a book that was rooted in theory, and was an engaging read, giving readers practical skills and tools they could apply immediately with their clients. There are a variety of case studies, many of which illustrate how the techniques can be used with marginalised clients (including unemployed people, offenders, people struggling with poverty, refugees and people facing redundancy). We also demonstrate how techniques can be used with clients of all ages, from school pupils to late-career professionals. We introduce a range of practical and creative approaches which can be used to help clients build their motivation, listen to their intuition, find their own solutions to problems, engage with occupational information, present themselves confidently and build their resilience. There are illustrations and diagrams throughout which will appeal to more visual learners.

Both Liane and I have been involved in supporting careers services through the transition from face-to-face guidance/coaching to delivering on digital platforms. Based on these experiences, we have also included a chapter on how to adapt practice for digital platforms, such as video conferencing, live chat and telephone.

About the authors

Liane Hambly is Director at Liane Hambly Associates, with over 20 years of experience in the career development field. She is the lead trainer for the Career Development Institute in career theory, guidance practice, motivational techniques and telephone guidance. To date she has trained over 9000 practitioners throughout the UK.

Ciara Bomford, is the People Development Manager at Careers Wales. Her specialities include careers writing, career guidance, training, quality assurance, change management, learning and development. She is a registered Career Development Professional with the Career Development Institute, UK.

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