

Chapter 3

Career Coaching as a Catalyst for Youth Development: Navigating Career Paths and Cultivating Civic Skills

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ABSTRACT

The chapter focuses on exploring the potential of career coaching for young people as a supportive method for (a) determining a future career path after graduation (b) as a method with the potential to directly develop youth civic skills. Based on desk research and coaching experience, the authors processed an extensive database (600 respondents) of their own data identifying the attitudes, needs and problems of young people in these areas. The research sample consisted of high schools and universities students during 2018-2024, of which 200 in the so-called post-covid period (2022-2024). The result of the research is the presentation of the design of career coaching aimed at young people in the form of a presented casuistry of a model case. The secondary result is the identification of the link between career coaching and the development of citizenship skills. The chapter thus identifies links through the mapping of values in the creation and change of young people's careers from a wider - societal, civic point of view.

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BACKGROUND

In the context of employability, we (as lecturers and coaches) often come across young people who show passive, anxious or apathetic behaviour in education and coaching. These students lack motivation, inspiration and the courage to pursue their own ideas and find happiness within the limits of reality. The current educational system offers few opportunities for students to dream, discuss aspirations, confidently explore ways to achieve them, make decisions, reflect, learn from mistakes and develop their skills.

The pre-designed curriculum often lacks real-life relevance, resulting in low motivation and passive student engagement. Teachers act as mentors to pupils/students, offering guidance and support as they navigate students' personal and professional development. This can inhibit their ability to think critically, make decisions, take ownership of their life choices and feel satisfied with their progress. Challenges in education and counselling processes reflect these dynamics.

It is crucial for secondary and higher education institutions to equip students with the skills and knowledge needed to navigate the complex labour market. Developing employability skills helps students make a smooth transition and meet the demands of their future roles.

This chapter explores the potential of career coaching as a support tool for young people. It focuses on two key areas: 1) guiding them towards appropriate career paths after secondary/university education and 2) supporting the development of citizenship skills. Drawing on existing literature and their coaching experience, we have developed a database to identify young people's attitudes, needs and challenges in these areas.

Managing an individual's educational and career path is an ongoing process requiring various competencies. Education quality at the secondary or university level is shaped by factors like socioeconomic status, school culture, teacher quality, and the pressure of standardized tests (CCR, 2020, p.1). This raises the question: what skills and competencies do students need to succeed and contribute to society?

This chapter aims to establish a strong foundation for exploring career coaching for young people, highlighting its dual role in guiding career paths and developing civic skills. We claim that career coaching not only helps shape career trajectories but also plays a key role in building citizenship skills. The goal of considering the carrier coaching in education is to offer young people individualized support on their educational and career journeys through a solution-focused approach.

Deciding whether to continue studying or enter the workforce is a major challenge for young people, students, and graduates¹—our research sample. This choice (to pursue further education or enter the labour market), especially in their graduation

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