



CAREERS IN CAREERS

Your Guide to a Career That Changes Lives



Contents

Page 3 - Introduction

Page 4 - What do Careers Professional Do?

Page 5 - #SoMuchMoreThanTalkingAboutJobs

Page 6 - What Kind of Jobs Are There in the Careers Sector?

Page 7 - More Than Just a Careers Adviser?

Page 8 - Skills to Succeed

Page 9 - Your Experience is Your Strength

Page 10 - Your Route into a Careers Role

Page 12 - Where Can You Find Opportunities in Careers?

Page 13 - Get Connected: Join the CDI

Page 14 - Discover #Careers Fest: The Ultimate Celebration of
Careers in Careers

Page 16 - Company Spotlights

Page 17 - Have You Heard of These Companies?

Page 18 - Company Spotlight: Morrisby

Page 20 - Company Spotlight: Springpod

Page 22 - Company Spotlight: Progress Careers

Page 24 - Company Spotlight: The Careers & Enterprise Company

Page 26 - Who Does What In the Careers World?

Page 27- Apprentice Snapshots

Page 28 - Case Study: From Art to Careers

Page 30 - Case Study: From HR to Rocking Careers Guidance

Page 32 - Case Study: From Uncertainty to Impact

Page 34 - Case Study: From SEND Support to Careers Coaching

Page 36 - Case Study: From Rural Roots to Global Careers Innovation

Page 38 - Where Could a Careers in Careers Take You?

Page 39 - Useful Websites and Resources



Supported by Morrisby, this guide highlights the wide-ranging opportunities available in the careers sector – a field where you can truly make a difference.

Introduction

The careers sector is unlike any other. For those of us working in it, we have the privilege of changing lives, supporting people to reach their goals, and build the futures they dream of. It's not just about big ideas; we're there for the practical steps too, helping clients figure out how to get where they want to go and what skills they'll need along the way. And our impact goes beyond individuals, we also support the economy, and society as a whole.



And the best bit about the sector? There's no one-size-fits-all role. Whether you enjoy one-to-one guidance, leading group sessions, running events, working with FTSE 100 companies, or creating resources and tech solutions, there's space for your strengths. With so many possibilities, the routes in can feel confusing, which is where this guide comes in.

Whether you're still in education, working in another field like HR, or already part of the sector and looking to branch out, this guide will help you explore your next steps. You'll also find more information at www.careersincareers.co.uk.

We look forward to welcoming you into the sector.

Caroline Green, RCDP and Assoc CIPD, The Talent Cycle

John Paley, RCDP, Resourceful Careers



**Scan or Click the QR
code to find out more!**



WHAT DO CAREERS PROFESSIONALS DO?



Help people make informed decisions about their education, career choices, and employment.



Provide information about education pathways, training opportunities, and career options.



Offer advice and guidance on CV writing, interview skills, and personal development.



Work in schools, colleges, universities, career centres, and community settings.



Key Responsibilities

- Conducting career assessments and personal consultations.
- Helping individuals create career development plans.
- Connecting clients to educational programs, apprenticeships, and job opportunities.
- Supporting transitions, whether from school to work, unemployment to employment, or career changes.

#SoMuchMoreThanTalkingAboutJobs

#SoMuchMoreThanTalkingAboutJobs is a global LinkedIn advocacy campaign for CDPs, co-created by **Bella Doswell CDDP, RCDP** and **Katherine Jennick RCDP**. Its aim is to empower Career Development Professionals in coming together to educate the public about who we are, what we do, and the benefits we bring to individuals, the economy and society.

Since its conception in 2023, the campaign has gone from strength to strength, reaching an estimated **3.3 million hits in 2025**, with CDPs from **30 countries worldwide** taking part.



CDPs have revealed their global presence, the unique strengths in their professional expertise with Clients, and shown the world what goes on behind the scenes in their work, all with the aim of increasing visibility and recognition for our profession.

Want to be a part of the exciting Global Movement for CDP Advocacy that is **#SoMuchMoreThanTalkingAboutJobs?**

Why not join the

#SoMuchMoreThanTalkingAboutJobs

LinkedIn Group - you will find many CDPs worldwide waiting to connect and share experiences with you.



What Kind of Jobs Are There in the Careers Sector?

Careers Advisers

Works 1:1 with students or adults to explore options, set goals, and make informed choices.

Enterprise Advisers

Links education with local employers. Arranges encounters, placements, and networks. Often part of the Careers Hub or LEP.

Careers Leaders

Coordinates the whole school or college's careers programme. Ensures it meets Gatsby Benchmarks and offers meaningful opportunities.

HE Careers Consultants

Specialist adviser in universities, helping students prepare for graduate careers, internships, and further study.

Employability Coach / Tutor

Supports people to get work-ready — writing CVs, preparing for interviews, and building confidence.

Labour Market & Progression Leads

Use data and insight to shape local strategy, improve destination outcomes, and embed employer voice in the curriculum.

IAG Professionals (Information, Advice, and Guidance)

Deliver impartial and high-quality support across sectors — in local authorities, charities, adult education, or employment services.

- **Career Coaches** – helping adults or graduates through transitions.
- **Progression Mentors** – supporting NEET young people or those at risk.
- **Outreach Officers** – promoting opportunities from universities or training providers.
- **SEND Careers Specialists** – offering tailored support for young people with additional needs.



More than just a Careers Adviser!



**CAREERS
PODCAST
HOST**



**CAREERS
CONTENT
WRITER**



**CAREER
SOCIAL MEDIA
STRATEGIST**



**CAREER
TECHNOLOGY
SPECIALIST**



**DIGITAL
CAREER
INFLUENCER**



**VIRTUAL
CAREERS
MENTOR**



**CAREERS
ASSESSOR**



**PERSONAL
BRANDING
CONSULTANT**



**OUTPLACEMENT
TRAINER**

Skills to Succeed

WHAT YOU HAVE

ACTIVE LISTENING

Listening attentively to clients' concerns, need and goals.



COMMUNICATION

Clearly explaining career options and educational pathways.



PROBLEM SOLVING

Helping clients figure out the best career path or plan based on their strengths.



EMPATHY, PATIENCE & ADAPTABILITY

Giving clients time to express themselves and make decisions without rushing them.



RESEARCH SKILLS

Finding the latest information on job markets, training and educational opportunities.



WHAT YOU'LL GAIN

EMPATHY & INSIGHT

Anticipate what someone is struggling with and offer deeper emotional support.

PUBLIC SPEAKING & WORKSHOPS

Running group career workshops, tailoring messages to engage diverse audiences.

CAREER STRATEGY DEVELOPMENT

Help organisations design tailored career programs.

MENTORSHIP & GUIDANCE

Mentor newer careers advisers or students, guiding them through more complex processes.

DATA ANALYSIS & FORECASTING

Analyse trends and forecast future job markets, helping clients make proactive decisions based on emerging industries or skill demand.

Your Experience is your Strength

You Might Already Have What It Takes to Be a Brilliant Careers Adviser.

Whether you've worked in schools, HR, support services, retail, or youth work - your existing skills could transfer beautifully into the careers world.

Here's how your background might align:

If you've worked in...	You bring...	You could ...
Teaching or Education	• Communication skills with young people. • Ability to explain complex ideas clearly. • Ability to build trust and manage a classroom.	Thrive as a Careers Leader or School-Based Adviser.
HR, Recruitment or Management	• Interview and CV knowledge. • Understanding of progression and skills. • Coaching and mentoring techniques.	Work in employability or career transition support.
Youth Work, Support Work or Community Services	• Empathy and active listening. • Experience supporting people through life decisions. • Knowledge of safeguarding and equality.	Bring real value to roles supporting NEET young people or adults returning to work.
Higher Education	• Understanding of student needs and progression pathways. • Experience supporting personal or professional development. • Strong communication, coaching, and guidance skills.	Work in HE Careers Consultancy or widening participation work.

Top Tip: You don't need to start over. Your next step might just be a qualification, a shadowing opportunity, or a shift in perspective.

Your Route into a Careers Role

Find the path that fits your experience...



University Degree

Many professionals hold **degrees** in education, psychology, human resources, or related fields, and have also completed a **Level 7 postgraduate or masters**.



Work

Specific courses like **Level 4 and Level 6 Diplomas** in Career Information, Advice, and Guidance.



Apprenticeships

Consider becoming a Career Development Professional through a **Level 6 apprenticeship**, which allows you to gain practical experience while studying.

These subjects can all help you develop useful skills for a career in careers.

Subject	How do it help with a Career in Careers?
English	Helps you communicate clearly and confidently.
Media	Teaches you to engage different audiences.
IT	Builds confidence using digital careers tools.
Psychology	Helps you understand people's choices.
Sociology	Explains how society shapes careers.
Business	Shows how employers and industries work.

Step-by-Step: Which Route Is Right for You?

Q1 - Have you worked in a people-focused role before?

Yes

Go to Q2.

No

Consider volunteering or entry-level support roles to build experience first.

Q2 - Do you have a degree?

Yes

Explore Level 6 or Level 7 Postgrad routes.

No

Start with a Level 4 qualification (e.g. IAG).

Q3 - Prefer to learn on the job?

Yes

Choose a flexible part-time or online course, the Level 6 Careers Development Professional Apprenticeship.

No

Choose a flexible part-time or online course.

Top Tip:

Many courses are built for people already working or switching careers - no need to go back to full-time study!



Where Can You Find Opportunities in Careers?

Shaping Journeys in Every Workplace...



PRISONS

Support rehabilitation by helping offenders develop skills and plan for employment after release.



CORPORATE COMPANIES

Guide staff progression and development within large businesses through in-house careers or L&D roles



UNIVERSITIES

Help students and graduates explore career options, gain employability skills, and enter the job market.



SCHOOLS & COLLEGES

Provide impartial careers advice and guidance to support young people's transitions and choices.



HUMAN RESOURCES

Apply your skills in staff development, coaching, and internal career progression within HR teams.



ACADEMIA & RESEARCH

Contribute to research into careers education, employment trends, and policy development.



DIGITAL & MEDIA

Create engaging online content, deliver virtual guidance, or work with edtech platforms and media.



TRAINING & DEVELOPMENT

Deliver workshops, CPD, and employability training to learners, jobseekers, or professionals.



Careers professionals work in every corner of the world of work – from education and training to business, prisons, and digital industries. With tools like Morrisby, we can better understand the routes in, and the impact we can make.

Get Connected: Join the CDI – Your Professional Hub for Career Development

Whether you're just getting started or growing your impact, joining the Career Development Institute (CDI) connects you to a powerful network of professionals, resources, and recognition.

What is the CDI?

The CDI is the UK's professional body for careers guidance and development, committed to championing high-quality, ethical practice across schools, colleges, universities, adult guidance, and employment support services.



Why Join?

- **Professional Recognition** – Become a Registered Career Development Professional (RCDP).
- **Exclusive Training & CPD** – Access webinars, expert workshops, Moodle courses and accredited qualifications.
- **Ethical Framework** – Be part of a profession with integrity, standards, and purpose.
- **Resources & Tools** – Stay ahead with policy updates, LMI insights, and sector research.
- **Career Progression** – Whether you want to specialise, write, research, or lead, the CDI supports your journey.

Career Matters Magazine

Get inspired by the CDI's quarterly publication packed with case studies, innovations, and sector updates.

Find Your Community

From online regional meetings to in person conferences, the CDI gives you space to learn, connect, and grow.

"The CDI gives careers professionals a voice - and a pathway to thrive."



Learn more and join today at www.thecdi.net

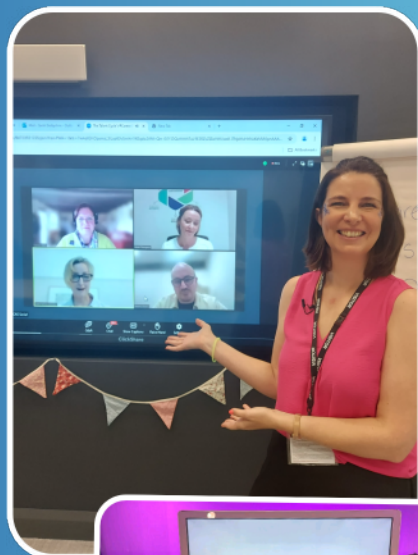


Discover #CareersFest: The Ultimate Celebration of Careers in Careers

If you're considering a career in the careers sector, there's no better place to start than at **#CareersFest**. This bi-annual party is the highlight of the year for Career Development Professionals (CDPs), offering a vibrant mix of inspiration, learning, and community. Held online, it brings together experts from various sectors to discuss the future of careers work, share best practices, and celebrate the impact of career guidance. Previous events have included key-notes from speakers like **David Morgan, CEO of The CDI** and **Ben Jordan, Director of Strategy at UCAS**.



Beyond the main stage presentations, **#CareersFest** offers interactive breakout zones, a virtual resources tent, and opportunities to network with like-minded professionals. And better yet, a bunch of awards are also up for grabs! It's a space where you can gain practical insights, discover innovative tools, and connect with potential mentors or collaborators, in a fun and collaborative environment. Whether you're new to the sector or looking to deepen your expertise, attending the festival is a fantastic way to immerse yourself in the dynamic world of careers work at this engaging event. Who said CPD needs to be boring?



For more information and to join the waitlist for upcoming events, visit www.careersincareers.co.uk.

Step inside the 2024 festival - see the highlights and the

Click to view

INTO
FILM



COMPANY SPOTLIGHTS



Have you heard of these companies?



COMPANY SPOTLIGHT



Pioneers in developing self-understanding & promoting aspirations since 1967.

FULL CAREERS & DESTINATIONS PLATFORM



Morrisby has been helping people understand their strengths, interests, and potential for over 50 years. From schools in the UK to global partnerships in Australia, they blend human insight with cutting-edge tech to make guidance meaningful and accessible.

WHAT THEY DO & THE DIFFERENCE THEY MAKE

- Support young people to discover careers, subjects and HE/ Apprenticeship options that meet their individual strengths and potential.
- Lesson plans and activities to deliver a complete careers education.
- Full coverage of UK HE courses and details of other leading institutions worldwide.
- Easy tracking of Gatsby Benchmarks and reporting to Compass+.

OUR IMPACT

100,000

profiles delivered annually - and growing.

Used in over

1400

schools worldwide, including all state schools in Victoria, Australia.



CDI Award winner "Use of Technology Award 2023."

WHO WE ARE...

We believe that everybody should have the opportunity to realise a fulfilling future. We match a deep understanding of individuals and their attributes with future career and/or educational pathway opportunities.

Key staff members are Level 6 and/or Level 7 qualified CDPs: guidance is baked into both our culture and our services.

We are Employee Owned: all staff benefit directly from the success of the business.



"We're helping shape future-ready students - and future-ready careers professionals."

OPPORTUNITIES FOR CAREERS PROFESSIONALS

- **Become a Certified Morrisby Practitioner:** use Morrisby Profile with your private clients to support meaningful conversations.
- **Upskill and learn about psychometrics** in careers guidance with our 4-hour Morrisby CPD course.
- **Shape the Future:** We often need experienced advisers to help us develop content or new products and services.



LOOKING AHEAD

As the world of work evolves, so does Morrisby. Their commitment to fusing adviser expertise with digital innovation means careers guidance can reach more young people than ever - without losing its personal touch.



**SCAN THE QR CODE
FIND OUT MORE**



COMPANY SPOTLIGHT

SPRINGPOD

"Helps you ignite ambition, power potential and kickstart careers."



We offer immersive, online career education experiences – from virtual work experience and subject tasters to career readiness programmes – that connect your students with top employers and educators. They'll explore real options, build confidence, and develop the skills they need to take their next step. All for free, and designed to support careers programmes.

SPRINGPOD IN NUMBERS...

Trusted by
800,000+
Verified
Students.

Used at
6630
Schools and
colleges globally.

In partnership
with **160+**
Employers and
Universities.

HOW THEY SUPPORT THE SECTOR...

1

Partners with schools, colleges, and employers to widen access to meaningful careers education.

2

Provides free, engaging content for students aged 13+ education.

3

Supports Gatsby Benchmark 6 (experiences of workplaces) in a virtual-first way.

4

Helps bridge the gap between classroom learning and real-world pathways.

ADVISERS USE SPRINGPOD TO...



Recommend virtual work experience for students with barriers to in-person placements.



Support Gatsby Benchmark 6 when local employer links are limited.



Embed digital tasters into PSHE, careers lessons, or subject teaching.



Track student engagement and reflection through built-in analytics.



Offer follow-up 1:1s with students who've completed Springpod programmes.

WHAT'S IT LIKE TO WORK WITH SPRINGPOD?

The team includes careers professionals, digital innovators, and educators. It's a fast-moving, creative environment with a strong focus on impact, inclusivity, and tech for good.

“We believe ambition starts with exposure - and our mission is to make those experiences accessible to all.”

OPPORTUNITIES TO GET INVOLVED...

- Roles in content creation, programme delivery, and employer partnerships
- Freelance work for advisers with experience delivering workshops or virtual sessions
- Research and outreach roles linked to programme design



**SCAN THE QR CODE
TO VIEW EXPERIENCES**



**SCAN THE QR CODE TO VIEW
RESOURCES FOR CAREERS ADVISERS**



COMPANY SPOTLIGHT

PROGRESS CAREERS



Progress Careers delivers tailored careers guidance to 100+ schools, sixth forms, and specialist provisions across England, focusing on meaningful student engagement. They prioritise young people and invest in strong support for their team, who make a lasting impact daily.

PROVEN IMPACT, REAL RESULTS

Supported over...

14,000

Young people in 2023-2024.

Social Impact

£32m

Empowering vulnerable young people and strengthening local communities.



WINNER

Most supportive employer 2023 & 2024.

INNOVATION IN CAREERS GUIDANCE

The iProgress platform offers schools live data on student aspirations and destinations, with dedicated microsites for localised guidance.





**"It is not a strategy
but a culture - one
built on trust,
empowerment, and
recognition."**

Paula Thompson
Managing Director

A SECTOR LEADER WHO RECRUIT FROM TIME TO TIME

Meaningful Impact

Be part of a team that changes young lives, with a social impact valued at £32M.

Supportive Culture

Work in an environment built on trust, empowerment, and collaboration.

Wellbeing Focus

Enjoy give-back days, wellbeing days, and open support networks like the menopause café.

Vision for the future

Access professional development, apprenticeships, and mentoring to advance your career.



**SCAN THE QR CODE
FIND OUT MORE**



COMPANY SPOTLIGHT

THE CAREERS & ENTERPRISE COMPANY

Empowering Young People, Strengthening the Careers System

"Our mission is simple: help every young person find their best next step."



The Careers & Enterprise Company (CEC) is the national body for careers education in England. Since 2015, they've supported schools and colleges to deliver modern, 21st-century careers education at a national scale, powered by a strong network of local partnerships.

HOW THEY SUPPORT THE SECTOR...

- Raise the quality of careers provision in schools, special schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance
- Amplify apprenticeships, technical and vocational routes and connect careers provision to the needs of local economies
- Provide tools and data to support schools and employers with providing high quality experiences to drive impact.

INSIGHT DRIVEN STRATEGY

CEC harnesses robust data and infrastructure to strengthen CEIAG delivery, drive improvement, and expand opportunity—especially for the most disadvantaged students.

NATIONAL IMPACT, LOCAL IMPACT...

Nearly

250,000

Students completed the Future Skills Questionnaire (2023-24).

There are

44

Careers Hubs across England - covering 94% of schools

Work with

429

Cornerstone Employers &

4100+

Business Volunteers

WHAT IS IT LIKE TO WORK WITH THE CEC?

The team includes policy experts, former educators, data analysts, and regional leads. CEC fosters a collaborative culture with a clear social mission - to unlock potential through better careers education.

“We’re a bridge between education and the world of work. Every day is about removing barriers and building better futures.”

OPTIONS TO DEVELOP YOUR SKILLS & SUPPORT YOUNG PEOPLE TO FIND THEIR BEST NEXT STEP...

- Become an Enterprise Adviser and support school leaders to shape their careers programme.
- Partner with CEC and drive change in your area.



**SCAN THE
QR CODE
FIND OUT
MORE**

**THE CAREERS &
ENTERPRISE
COMPANY**

WHO DOES WHAT IN THE CAREERS WORLD?

Meet the Professionals Behind the Pathways

The careers sector is made up of many different roles — each one supporting people to build brighter futures.



APPRENTICE SNAPSHOTS

Six short insights from advisers who have qualified as an adviser through Progress Careers' Apprenticeships programme.



Naomi Moore

I'm halfway through my Level 6 Career Development Professional apprenticeship with Bishop Grosseteste University.

I love being able to learn while doing a job I enjoy. Applying what I study in real time really helps it stick and makes my learning feel meaningful.

It's also great connecting with other apprentices and supporting each other. The apprenticeship has helped me build my network and learn from experienced professionals.

I'd definitely recommend this route—it builds knowledge, confidence, experience, and valuable skills in a really enjoyable way.



Shannon Lidster

I'm currently doing the Level 6 Career Development apprenticeship and it's been a great experience.

I didn't know what to expect, but I've found the mix of study and real-life application keeps things engaging and practical.

I feel well-supported by my university tutors and mentor.

I'd recommend an apprenticeship to anyone—it's hands-on from day one and offers a really positive, challenging learning journey.



Josh Adesina

I'm about halfway through my apprenticeship, working with Year 9–13 students on their career plans, which is incredibly rewarding.

This role really matters—it helps young people make informed decisions for their futures.

The apprenticeship lets me apply theory in real-world scenarios, which has helped me grow as a Careers Adviser.

Coming from an HR background, I've been able to transfer existing skills into this new role, and I've found my feet quickly. I'd recommend it to anyone interested in supporting young people outside of a teaching role.



Sophie Short

My apprenticeship helped me qualify as a Careers Adviser while working and earning a salary.

Training on the job gave me real experience to draw on when completing assignments.

It wasn't always easy, but the support I received made a big difference. I now feel confident and capable in my role.

A brilliant way to learn and build your career at the same time.



Alison Pass

As an older apprentice, I wasn't sure I'd be taken on—but I was, and I've not looked back.

I'd worked with students before and wanted to get into careers work, so I looked into the Level 6 diploma.

I've now completed it, gone through the gateway, and have my professional discussion and final project ahead.

It's been tough at times, but incredibly rewarding. For anyone thinking of switching into career development, I'd say go for it!



Amy Green

I'm currently doing the Level 6 Careers Development apprenticeship and absolutely love it.

I feel really well supported, both by my tutor and my colleagues.

It's a great way to learn while gaining hands-on experience.

Having done other apprenticeships before, this one stands out—and I'm loving every bit of it!

*Read on for more
inspiring case studies!*

CHRIS TARGETT

FROM ART TO CAREERS

Chris is a passionate Career Development Professional who has spent over eighteen years making a difference in the lives of young people and students. His journey into the career development field wasn't a straight path; it's a testament to how unexpected career journeys can lead to fulfilling, meaningful work.



"I continue to love my job, having found that meaningful thing I was searching for."

Chris Targett

FINDING HIS PATH

Like many in the sector, Chris's entry into career development was largely by chance. Initially, he explored various careers before landing in the field. His interest in helping people sparked early during his time at college, where he studied Art at both Level 2 and Level 3. It was there that Chris found inspiration from his teachers, who not only helped him navigate his secondary school challenges but also supported him through his struggles with ADHD—something Chris didn't understand he had at the time.



At college, Chris considered different paths, including a career in driving aid lorries. However, a close friend persuaded him to continue his studies and pursue a university degree in Art, which Chris eventually did. His friend's perspective was a turning point in Chris's life, as he realised that there was more for him to explore after university. Little did he know that this decision would lead him on the road to a career in careers!

A CAREERS IN CAREERS

After completing his degree, Chris spent time traveling the world and became an exhibiting Fine Artist. Yet, he realised that art alone didn't provide the deeper meaning he sought. Returning to the UK, he worked in various roles, including being a Personal Tutor and Art Teacher in both Further Education (FE) and Higher Education (HE) settings. However, Chris soon realised that the directive nature of teaching wasn't for him, and he sought a new direction.



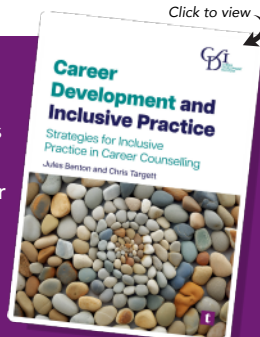
Returning from a trip to New Zealand, Chris applied for a role at Connexions Kent, inspired by Careers Adviser Vicki Love, whom he had met years earlier. Mentored by Vicki and Malcolm Scott, he completed his Level 4 LDSS and started delivering careers advice in schools. When funding cuts changed the sector, CXXK emerged as a careers charity, providing Chris with an environment where he could innovate. He completed his Level 6 Careers Diploma and developed the Lego Guidance method and Open Partnership Model, both published in Career Matters.

ACHIEVEMENT & IMPACT



Now Area Manager for the Young People's Careers Service in Kent & Medway, Chris balances leadership with careers practice. CXK's flexible working arrangements have also allowed him to support his two children with additional needs.

Encouraged by colleagues, he became a member of the Careers Writers Association and co-authored **Career Development and Inclusive Practice** with Jules Benton. In 2021, his contributions earned him the CDI UK Careers Adviser of the Year award.



Chris developed two innovative approaches to career guidance: Lego Guidance and the Open Partnership Model, both designed to make career discussions more engaging, creative, and inclusive.



Lego Guidance: Using Play to Explore Careers

A hands-on, visual method where individuals use Lego bricks and models to represent their career ideas, challenges, and aspirations.

How it works:

- Clients build structures that symbolise their skills, goals, or career paths.
- The metaphors in the models help them articulate their thoughts in a new way.
- Career advisers use open-ended questions to guide reflection and insight.

Why it's effective:

- Breaks down barriers in communication, especially for neurodivergent individuals or those who struggle with traditional conversations.
- Encourages creative thinking and problem-solving.
- Makes career discussions more interactive and engaging.

The Open Partnership Model: Collaboration for Better Guidance

A framework that brings together multiple professionals (careers advisers, educators, mentors, employers) to co-design and deliver career guidance.

How it works:

- Rather than career advisers working in isolation, the model integrates input from various stakeholders.
- Encourages collaboration between schools, businesses, and support services.
- Focuses on tailored support based on a young person's needs rather than a "one-size-fits-all" approach.

Why it's effective:

- Creates a more holistic, flexible, and inclusive careers service.
- Helps bridge the gap between education and employment.
- Empowers young people with a wider support network beyond a single adviser.

A FULFILLING CAREER

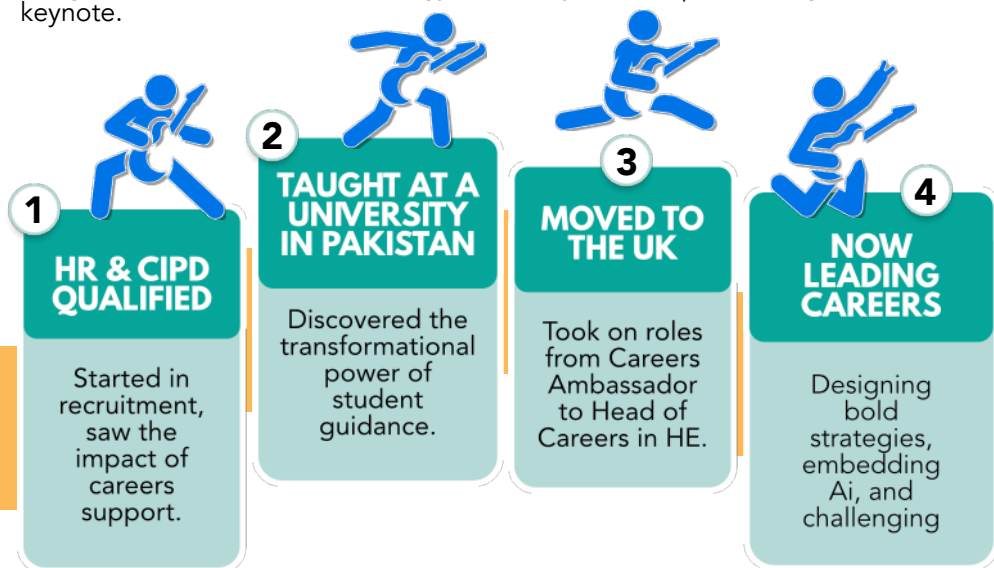
Chris's journey proves that career paths can be winding, but with the right support and opportunities, they lead to meaningful work.

CXK's inclusive, creative environment has played a pivotal role in his growth, allowing him to inspire young people and fellow professionals in the careers field.

Danny Mirza

FROM HR TO ROCKING CAREERS GUIDANCE

Danny didn't want to just give advice—he wanted to transform lives. Inspired by the belief that careers support should be fun, creative, and empowering, he brings full-on School of Rock energy into every workshop, coaching session, and keynote.



WHAT I LOVE MOST...

- **Lightbulb moments:** Watching students go from "I have no idea what I'm doing" to "I've got this!"
- **Making careers guidance exciting:** Injecting humour, creativity, and rebellion into every session.
- **Pushing the profession forward:** From AI in guidance to rewriting how we 'do' careers in universities.



"Careers guidance shouldn't be dull - it should be bold, exciting, and full of energy!"

Danny Mirza

CHALLENGES I'VE FACED...

Breaking the "Careers is boring" myth

Made guidance sessions creative, interactive, and fun using storytelling, gamification & tech.

Bringing Ai into the sector

Led national workshops, trained staff, and showcased real-world AI success stories.

Challenging outdated

Used data, student voice, and employer insights to drive innovation.

SKILLS DANNY USES DAILY...

SKILL	WHY IT MATTERS
 Empathy	You're helping real people with real worries. Listen deep.
 Confidence	You've got perform and connect - especially with big audiences.
 Problem Solving	No cookie-cutter answers- ever journey is different.
 Adaptability	New world of work = new ways to support it. Stay curious.
 Creativity	Think beyond Cvs - make guidance inspiring.
 Knowledge	Be clued in on jobs, industries and what's coming next.

TOP ADVICE FOR FUTURE CAREERS PROFESSIONALS

- Ditch the tick-box approach
- Make it your own - be a motivator, strategist, or full-on showman
- Stay future-ready (AI, remote work, portfolio careers - be on it!)
- Be a multipotentialite - mix your skills, passions & energy

"A student once told me: 'I never thought I could do this.' And then they did. That's what this job is really about." - Danny Mirza



JOANNE CARRINGTON

FROM UNCERTAINTY TO IMPACT

Joanne Carrington's journey into careers education wasn't linear - and that's exactly what makes it relatable.

Like many young people, she left school and even went through university unsure of what her future career would be.

1

**University
(Maths Degree)**

Unsure of her path but driven to make a difference.

2

**AimHigher
Experience**

Encouraging girls to study maths sparked her interest in guidance.

3

**Widening
Participation &
Student Engagements**

Gained experience working with young people.

4

Teacher Training

Realised her passion lay in supporting aspirations, not teaching curriculum.

5

**Level 3 in Advice
& Guidance
(Self-Funded)**

Supported the careers information role held at LSE (London School of Economics).

6

**Level 7 Postgrad
Certificate
(While on maternity leave!)**

Led to trainee role at LSE (London School of Economics).

7

**Joined Morrisby
in 2018**

Combined careers experience with EdTech, and strengths in logic and guidance.

8

**Now Head of
Guidance**

Shapes guidance tools that reach thousands of students daily.



“I realised I loved talking to young people about their futures.” Joanne Carrington



WHAT I LOVE ABOUT MY ROLE...

"Helping students better understand themselves and their options is the most rewarding part."

- **Careers Expertise** – Designing programmes, leading workshops
- **Technical Skills** – Learning SQL, giving UI feedback, shaping product features
- **Impact** – Bringing careers insight to the tech space for wide-scale student benefit

SKILLS JOANNE USES DAILY...

SKILL	WHY IT MATTERS
 1-to-1 Career Guidance	Supports students to explore options and grow in confidence.
 Programme Design	Creates scalable, engaging careers programmes.
 EdTech & Digital Fluency	Uses tools like SQL and data to improve careers platforms.
 Strategic Thinking	Connects big ideas with practical delivery.
 Stakeholder Communication	Works with schools, developers, and advisers to shape better products.

ADVICE FOR ASPIRING CAREERS PROFESSIONALS

You might start in schools or unis, but branch into:

- EdTech
- Careers Writing
- Working with specific groups
- Labour Market information



RACHEL CLARK

FROM SEND SUPPORT TO CAREERS COACHING

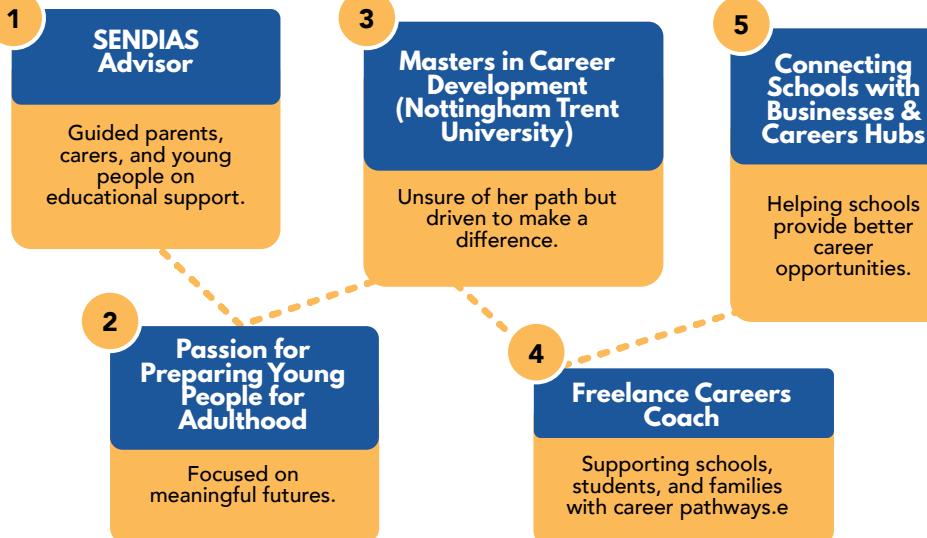
WHY I CHOSE A CAREER IN CAREERS...

“I wanted to support people in preparing for adulthood - because every young person deserves the chance to lead a meaningful life.”

Rachel Clark

Rachel's journey began with SENDIAS, advising families on education support. But she realised there was a missing piece: helping young people not just survive school, but *thrive* after it. That's when she retrained as a Careers Coach, specialising in helping young people with SEND navigate their next steps.

MY PATH INTO CAREERS WORK...



WHAT I LOVE THE MOST...

Giving Young People More Choice and Confidence

Helping Students Explore options They Didn't know Existed

Watching Aspirations shift from Uncertain to Unstoppable

“Knowledge is power - when young people know their options, they can truly thrive.”

CHALLENGES I'VE FACED...

Tight School Budgets

Partnering with local businesses and Careers Hubs helps fill the gaps and bring career learning to life. options, they can truly thrive.”

SEND Support in Careers Work

I bring SEND expertise and a calm, patient approach to every session—making sure every young person feels seen and supported.

Lack of Awareness around Post-16 Options

By giving clear, impartial information, I help students (and parents) explore all routes—T Levels, apprenticeships, college, and more.

SKILLS RACHEL USES DAILY...

SKILL	WHY IT MATTERS
 Rapport Building	Trust is everything—especially when supporting young people and families.
 Impartiality	Careers advice should be honest, balanced, and tailored to each individual.
 Kindness & Patience	Every young person's journey is different—sometimes you need to slow down and really listen.
 Communication	You'll handle tricky conversations—confidence and calmness help everyone feel at ease.
 Willingness to Learn	The world of work is always changing—so keep your knowledge fresh and inclusive.

TOP ADVICE FOR FUTURE CAREERS PROFESSIONALS...

- Be open to specialisms (like SEND, HE, or employability)
- Keep learning—Rachel trained with the **National Autistic Society**
- Follow and connect with networks like **The Careers People, The Talent Cycle,** and **Resourceful Careers.**

“Talk to careers professionals and find out how many different roles and routes there are. It's not one-size-fits-all and neither are the people we support.”

ROSEMARY MCLEAN

FROM RURAL ROOTS TO GLOBAL CAREERS INNOVATION



With nearly four decades of experience, Rosemary McLean has shaped the careers of individuals and entire organisations. From her roots on a rural Cumbrian farm to influencing talent strategies in multinational companies, Rosemary's journey is one of purpose, adaptability, and powerful career advocacy.

"I get real satisfaction from seeing people grow in confidence and take charge of their careers - and from influencing workplaces to become more inclusive and engaging."

Rosemary McLean

CAREER ORIGINS

Growing up in rural Cumbria, Rosemary had limited exposure to workplaces—but one conversation changed everything. A one-to-one session with a school careers officer planted the seed for a lifelong commitment to careers work. She studied Theology and Sociology at university, later realising these disciplines were the perfect mix for guiding people toward meaningful futures.

A passion for social justice steered her toward a Postgraduate Diploma in Careers Guidance, and with that, her journey into the careers profession began.

PATHWAYS & PROGRESSION

Rosemary began her career as a Careers Officer in Ipswich, where she even hosted a regular careers advice slot on live radio. Moving to the London Borough of Ealing, she embraced a new cultural context and soon became London Branch Secretary for the Institute of Careers Guidance.

Her next step took her into the private sector, joining one of the UK's early outplacement consultancies. She introduced psychometric profiling into career support—an innovation that became a hallmark of her practice.

Over time, Rosemary's work became more global and systemic. She focused on internal mobility, inclusive career development, and leadership training. Today, she leads client success at The Career Innovation Company, helping workplaces become better spaces for long-term, fulfilling careers.



**the career
innovation
company**

SIGNATURE PROJECTS & CAREER IMPACT

A proud achievement is the co-design of ‘Be Bold in Your Career’, a 10-week blended development experience that empowers individuals to rethink their future and track measurable growth. Rosemary also helps train managers in delivering meaningful career conversations and leads work that bridges psychology, coaching, HR, and learning.

Her work with the BBC was publicly celebrated at the CIPD Conference 2024, a standout moment of recognition for her team’s influence.

CAREER HIGHLIGHTS

- 1

Four major career transitions across sectors.
- 2

Chartered status as an Occupational Psychologist.
- 3

Skilled Facilitator certification (Roger M. Schwarz methodology).
- 4

Global work shaping inclusive internal career systems.

SKILLS ROSEMARY USES DAILY

SKILL	WHY IT MATTERS
 Occupational Psychology	Understands how people think and work. Key to building supportive, inclusive careers systems.
 Career Design & Facilitation	Helps people shape their own paths with confidence and clarity.
 Organisational Development	Works with companies to build better career structures and support growth from within.
 Programme Innovation	Creates fresh, practical tools that keep careers guidance future-focused.
 Psychometrics & Evaluation	Uses data to personalise support and show real impact.

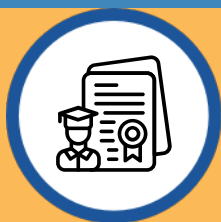
TOP ADVICE FOR ASPIRING CAREERS PROFESSIONALS

- Stay curious about the future of work
- Draw from multiple disciplines (HR, sociology, coaching)
- Know your niche: who are you here to serve?
- Think systemically and build wide networks
- Be bold, be ethical, and be an advocate for our profession

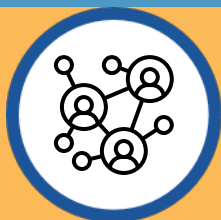
Where Could a Career in Careers Take You?

Whether you're just starting out or ready to grow your impact, the careers sector offers endless opportunities to support others, spark change, and shape futures.

Now's the time to get involved:



Explore Training & Qualifications



Connect with Professional Networks



Get Inspired by Real Stories



**The sector needs people like you.
Let's build the future - one career at a time.**

Useful Website & Resources

These 12 trusted websites offer careers professionals quick access to essential tools, advice, and up-to-date information. From labour market trends to apprenticeship guides and creative resources, they're ideal for planning sessions and supporting clients at every stage.



AGCAS

The professional body for higher education careers staff. Great for resources, training, and labour market updates.



National Careers Service

Government-run site with job profiles, CV advice, and career planning tools. Useful for clients and for advisers in 1:1 sessions.



NICEC

A think tank and network for career development professionals focused on research, policy, and practice.



IES

Independent research centre offering in-depth studies on employment, skills, and workforce development.



Amazing Apprenticeships

Up-to-date info, campaigns, and toolkits focused on apprenticeships and vocational training pathways.



EMCC

Professional body for coaching and mentoring, offering accreditation, ethics, and development



Association of Coaching

Offers professional standards, training, and a global network for coaches at all stages of their careers.tools.



ICF

Global leader in coaching certification and standards. Ideal for careers advisers expanding into coaching.



CIPD

The UK's professional body for HR and people development—great for L&D professionals and understanding workplace trends.



Careers in Careers

A hub of real stories, career paths, and resources for those exploring or progressing in the careers profession.



The Talent Cycle

Offers career coaching, training, and innovative tools to support individuals and organisations with career development.



Resourceful Careers

Resourceful Careers offers printable resources, LMI posters, games like Masters of Many Hats, and careers packs for schools and hubs.

