

A group of colorful, stylized human figures sitting around a white circular table, representing a group session. The figures are in various colors: yellow, orange, red, pink, blue, teal, and green. They are arranged in a circle, facing each other. The background is dark, and the overall image has a slightly blurred, artistic feel.

**GROUP CAREER GUIDANCE AND COACHING**

**SUSAN MELDRUM, MARCH 2024**



Group career guidance/ coaching

The collective career coaching model  
(adapted from GINA)

Applying it to practice

- ▶ Completed Post Graduate Diploma at Napier in 1996 – first focus on group guidance
- ▶ Worked in a variety of posts in Scotland – SDS, Napier, work with adults, work in community
- ▶ Interest in group guidance increased
- ▶ Also gained HR qualification
- ▶ Became lecturer at Napier in 2014 and noticed gap in teaching group career guidance.
- ▶ Research in group work – written few articles – links at end
- ▶ Now teach students on Post graduate Diploma in Career Guidance at Napier about group guidance to use in practice

## **MY BACKGROUND**



## WHAT IS GROUP CAREER GUIDANCE/ COACHING? - COMPARING TO OTHER TYPES OF GROUP WORK

- ▶ Formal Presentation – lecture
- ▶ Facilitated career learning – workshop
- ▶ Counselling in Groups – unstructured small group sessions
- ▶ Group guidance/ coaching - combination of facilitation/ counselling.
- ▶ Empowers learners?



- ▶ Originates from field of counselling - **psycho-educational approach** - e.g. health education stop smoking groups.
- ▶ Bridge between teaching/ training (usually group) and counselling (usually one-to-one).
- ▶ More opportunities for group members to interact with each other and share ideas and concerns than teaching/ training.
- ▶ More structure than group counselling (Corey, 2000) - broad aim and planned activities.

## GROUP CAREER GUIDANCE/ COACHING





- ▶ Lack of models of practice
- ▶ No set definition
- ▶ Confidence levels of staff
- ▶ Poor outcomes
- ▶ Lack of structure
- ▶ Anything else from your own practice?
  
- ▶ How could you overcome?

**WHY IS GROUP CAREER  
COACHING NOT USED  
MORE OFTEN?**

# A career coaching approach to group work

- Closer to 1-1 practice than group workshops.
- Small groups of between 4-8 members work best.
- Utilises counselling and coaching skills – active listening, core conditions, paraphrasing, summarising, challenging.
- Uses fluid coaching structure which encourages collaboration, discussion, sharing of ideas and concerns.
- Group activities and discussions- facilitator and other group members.
- Co-action action planning.





## Group Coaching Plan – GROW model

- **Goal/ Contract**

- Why should it take place? Who is it for? What is topic?  
Clear written pre-planned broad aim for session which is negotiated into more specific goals at start of session.

- **Activities/ Reality**

- Plan group activities with timings. Align activities clearly to aims and negotiated goals so that participants learn what is intended.

- **Steps/ Options**

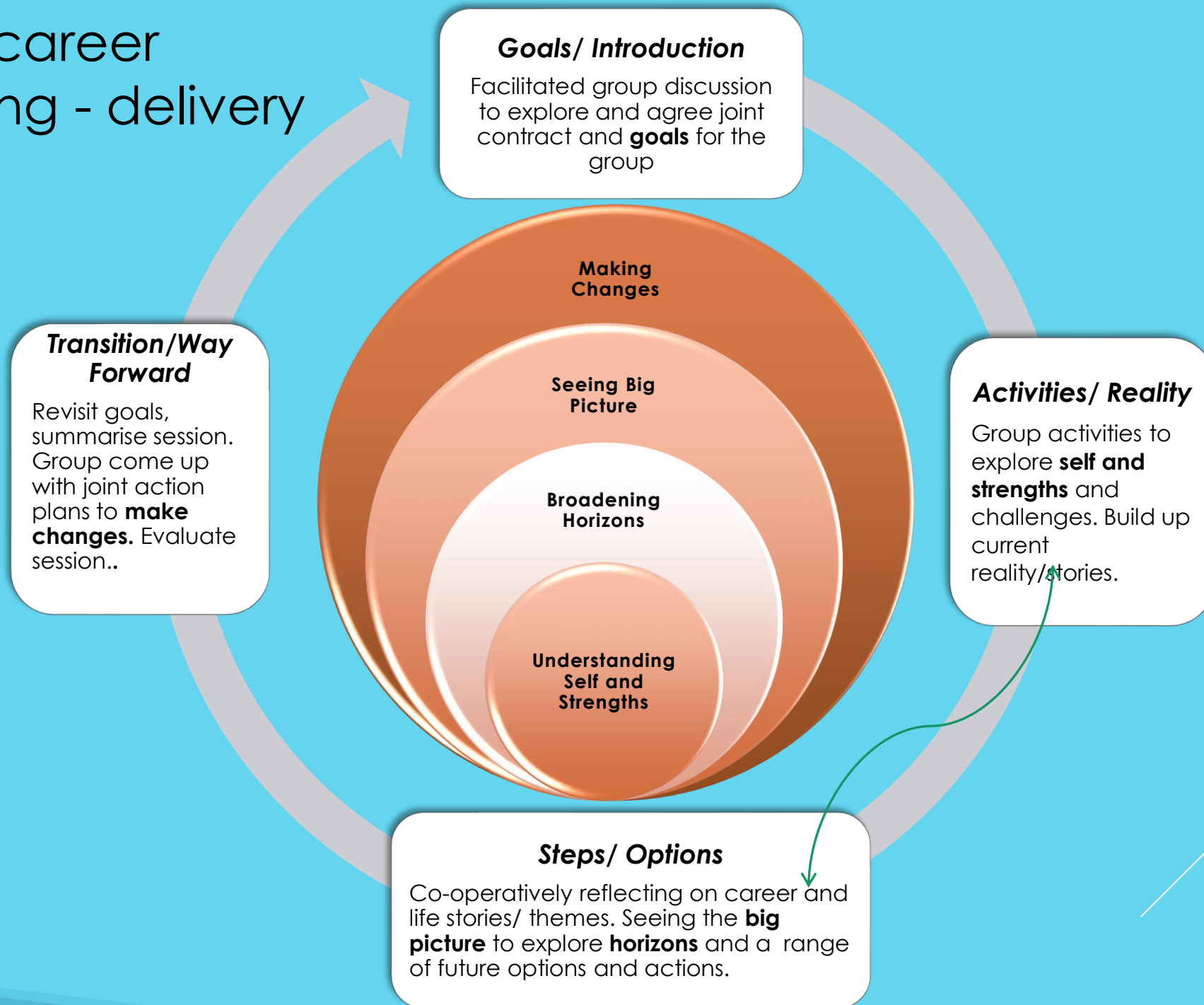
- Plan group activities and feedback sessions with timings. Align activities with negotiated goals.

- **Transition/ Way Forward**

- Plan group feedback and collective action planning. Evaluate session ensuring feedback is aligned with activities and goals.



# Group career coaching - delivery





**Suggested  
Topics/ Group  
sessions in  
school/ post  
school?**

- ▶ Advantages of group guidance and counselling compared to group workshops.
- ▶ Disadvantages?
- ▶ Important that group coaching should compliment rather than replace 1-1 interviews and workshops

## **GROUP CAREER GUIDANCE/ COACHING**



## References

Corey, G. (2000) *Theory and Practice of Group Counselling*, 5<sup>th</sup> Edition. Belmont. Brooks/ Cole.

Meldrum, S.C. (2021) Group Career Coaching: A Critical Pedagogical Approach. *Journal for Specialists in Group Work*.

Meldrum, S. (2017). Group guidance – is it time to flock together?. *Journal of the National Institute for Career Education and Counselling*, 38(1), 36-43.



# Questions?

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