

# Career Counselling, Coaching and Assessment

BECOME EDUCATION  
PROF. JIM BRIGHT

## OVERVIEW

This course is designed to immerse participants in the field of career development under the expert guidance of senior researcher and practitioner, Professor Jim Bright. The course is administered by BECOME Education and provides a professional grounding in career counselling and careers education.

### The Career Counselling, Coaching and Assessment Course is for:

- People wanting to offer Career Counselling, Coaching and Assessment services to students in schools and higher education or business clients.
- Existing practitioners keen to develop new skills and refresh their knowledge.
- New and existing practitioners who want to be inspired by the latest evidence and best practice.

### The course covers:

- How and when career decisions are made, and the role of the careers professional.
- Improved knowledge of current research in career development and planning.
- Ways to enhance self-efficacy and confidence in career exploration..
- An understanding of the changing nature of work and the effect of uncertainty in career planning.
- Strategies that go beyond matching approaches to careers.

**Course length:** 20 hours of study

### Two course formats are available:

1. INTENSIVE - The 3-day in-person intensive model includes 20 hours of in-person instruction from Prof. Jim Bright. Morning tea and lunch are provided each day. Optional evening networking may occur. For the latest dates, visit [https://info.become.education/ccca\\_overview](https://info.become.education/ccca_overview)
2. HYBRID ONLINE - Flexible hybrid delivery with a consistent cohort. Students have 5 months to complete 17 hours of online self-paced learning plus 3 hours of mandatory live online interactive sessions with Prof. Jim Bright. Two intakes per year (January and July) allow participants to access deep material as well as networking with each other.

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## Australian Professional Standards for Career Development Practitioners

This course covers key content areas identified in the Australian Professional Standards for Career Development Practitioners. The course covers all of the 'core competencies':

- Career development theory; Labour market information; Communication and interpersonal skills; Ethical practice; Diversity and inclusion; Technology, information and resources; Professional practice application.

(The Standards can be found [here](#). Go to page 11 for the Core Competencies.) Particular competency areas are highlighted for each session of the course in the outline below. For hybrid online study, material is broken into chapters by session (not day) below.

## Course Outline & Standards

DAY 1 - THE LABOUR MARKET & CAREER DEVELOPMENT THEORY					
SESSION	1	2	3	4	Evening
	What is 'The Future of Work' & what does it mean for career development?	The what, why and who of Career Development	New models of career choice. The Chaos Theory of Careers	Alternative and contemporary approaches to career decision-making	Optional networking event
Standards	2a; 2b; 6a; 6b; 6c	1a	1a	1a; 1b	
DAY 2 - CAREER COUNSELLING & COACHING					
SESSION	1	2	3	4	Evening
	Active listening, theme and pattern counselling techniques	Solution-focussed and cognitive behavioural techniques Roles Purpose	Goals – why and when they don't work. Career indecision and self-limiting thinking	Working with students and parents.  Unpicking bias and influence.	Skills into practice
Standards	3a; 3b; 3c	3a;3b;3c	3a;3b;3c	2a; 2b; 5a; 5b;	
DAY 3 - TOOLS FOR CAREER INSIGHTS & EXPLORATIONS					
SESSION	1	2	3	4	Evening
	The right tool for the right job: Identifying and applying quality assessment tools.	Encouraging active, divergent thinking and career exploration.  Using technology to break through resource limitations.	Delivering personalised needs assessment – a client-centred approach.	Innovating & advocating for best practice in your context.	
STANDARDS	1b; 6b; 6c; 7a	1b; 2a; 2b; 6a; 6b; 6c	1b; 7a; 7b; 7c; 7d	1b; 3a; 3b; 3c; 4a; 4b; 4c; 6a; 6b;6c; 7c; 7d	

## Fees

The fee for Career Counselling, Coaching and Assessment course is \$2000 (plus GST).

The fee is the same for each of the two delivery formats: in-person intensive, or hybrid online.

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## Course components

There are two components to the CCCA course.

1. Attendance at the full in-person intensive OR attendance at a minimum of 2 of the 3 live interactive online sessions. If this is not possible, for example because of time zone differences, you must contact the course provider for an alternative.
2. Completion of short homework/Course Workbook activities.  
Those in the 3-day intensive will be led through a collaborative activity.  
Those on the hybrid online course will complete their activities in the Course Workbook.

## About the course instructor

Dr Jim Bright is based in Sydney, Australia. He is a practicing psychologist who works with clients in medico-legal matters such as motor vehicle accidents and workplace injuries, as well as coaching elite sports people and executives. He is also director of Research & Impact for BECOME Education and formerly Professor of Career Education and Development at Australian Catholic University.

## Guest presenter Liv Pennie

Liv is the CEO & Co Founder of BECOME Education. She holds an MA in Psychology and a Postgrad in Career Development. She also spent 15 years in advertising, digital product and experience design. She brings together these worlds of academia and innovation to close the gap between evidence and practice in contemporary careers education. Liv has been recognised in The Educator Hot List for her work helping to transform K-12 Careers Education.



[www.become.education](http://www.become.education)

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## Course Terms and Conditions

- The participant agrees to pay the course fees, plus the GST, before commencement of the course. The participant accepts that payment in full is required even if they do not finish the course.
- Course enrollment is complete when payment has been received by BECOME Education.
- Certificates of Completion will be granted to participants who attend more than 90% of the 20 hour live intensive course time (evening networking is optional) OR who complete 90% of the online activities and attend a minimum of 2 live online interactive sessions.
- All course materials remain the property of BECOME Education. Participant must not copy and distribute, record and broadcast or reprint any part of the course materials without prior written permission from BECOME Education.
- Participants can withdraw from the course and receive a full refund until 7 working days before the commencement of the course.
- After this time refunds are not normally provided unless written details of a legitimate reason for cancellation are provided to BECOME Education (e.g. participant of in-person course is isolating with COVID). A participant's enrollment may be transferred to another date if available OR transferred to another person, depending on circumstances; this is at the sole discretion of BECOME Education, who will discuss circumstances with the participant.

## Participant conduct, health and safety

- Course participants must behave in a courteous, fair-minded manner, not engaging in any conduct that is abusive, unreasonable, discriminatory or threatening.
- All in-person participants must abide with the current COVID-19 Safety Plan of the host and venue. Emails to in-person session attendees before the event will make clear current venue protocols
- Enrolled participants should not come to in-person sessions if they are an active COVID-19 case OR if they have or develop any of the following symptoms, however mild: fever, chills or sweats, cough, sore throat, shortness of breath, runny nose, loss of sense of smell or taste.
- In case of illness, participants should apply in writing to BECOME Education for consideration for a transfer, reschedule or refund as outlined above by emailing [events@become.education](mailto:events@become.education)