



KadaKareer Whitepaper

The Effectiveness of Coaching for Career Development

Coaches as a Central Asset

Potential solutions to the career support or resource inequities in the Philippines span the spectrum beginning with Pathway Navigation to Skill-Building to Financing to Work-Based Learning to, ultimately, Talent Matching. However, most offerings currently focus on only one of these verticals and no one player currently spans the entire spectrum. We hope to build KadaKareer to fill the entire end-to-end journey and to grow with our students as they enter each stage of their career progression.

We want to be with students from **Exploration** (discovering what they are curious about or passionate about) to **Navigation** (beginning to determine which roles to apply for and how to land those positions) to **Acceleration** (succeeding in the workplace once they begin their entry-level positions).

Furthermore, the competitive landscape for this space in the Philippines revealed that existing solutions to this problem focus on either platforms (online job marketplaces) or programs (skill bootcamps) but do not leverage *people*. We at KadaKareer, however, recognize that so much of the career journey is personal and human-centered, so our offering aims to leverage human connections. As such, **Career Coaches** will be the lifeblood and central asset of the KadaKareer community.

Coaching

Coaching occurs when a “coach” helps an individual achieve a clear near-term objective or goal. To do this, Coaches employ skills such as powerful questioning, listening, and reframing to help individuals unlock their own potential and progress along a desired direction.

Coaches support and assist individuals to become who they want to be or achieve what they want to achieve. They bring out the best in the individuals they coach to be able to reach the results that they want to see.

Most Coaches guide individuals using the **GROW Model**:

1. **Goal**: Establish an intended goal
2. **Reality**: Take stock of the situation and other influencing factors
3. **Options / Obstacles**: Determine potential approaches or roadblocks and how to mitigate them
4. **Will and Way Forward**: Develop a plan to reach the goal and provide encouragement

Coaching vs. Mentoring

At KadaKareer, we focus on first connecting students with Coaches, as we believe that students know best what support they need and come to us to seek it. We also believe that Coaches' time, energy and expertise are best used when directed towards a specific or scoped objective. Of course, KadaKareer Coaches will also be encouraged to share any advice they have for the students beyond just asking questions, as well as provide guidance based on their personal experience and knowledge.

There are a few benefits that we potentially "lose out" on by focusing on coaching as opposed to mentoring, but these are mitigated by our model and other offerings:

1. **The benefit of a long-term relationship with one individual**: Beginning with a Coaching relationship does not at all preclude building into a mentoring engagement. In fact, a Coaching model allows students to try speaking to different individuals, seeing who "fits" them best, and then later on choosing who they would want to have as a mentor. KadaKareer hopes to leverage "self-matching" in the later stages of the program to allow individuals to choose a longer-term mentor.
2. **The benefit of broader exploration**: Students who are still exploring what they want to do and therefore do not yet have clear career goals may benefit from mentors. However, they can still receive relevant guidance by using our KadaKareer "inside look" database, which will provide answers from Coaches on key questions, resources to understand more about a career, and the ability to switch easily across areas of interest. In this way, the database can potentially take the place of a mentor!

Impact of Coaching

A robust body of research currently exists that draws a strong connection between coaching and eventual career performance and satisfaction. In fact, individuals who have received career coaching report higher levels of:

- Productivity
- Salary
- Promotions
- Skill learning
- Satisfaction and fulfillment
- Commitment
- Authority and autonomy
- Emotional support
- Personal growth

Additionally, Coaches also report developing their own soft skills, learning from student feedback, enhancing their reputation and feeling a sense of personal fulfillment.

It is important to note that there is evidence that indicates a higher degree of effectiveness for coaching relationships where both the Coach and the receiver have a similar background or set of interests. At times, even a similar gender as one's Coach has been shown to produce more positive effects.

