

Who we are

CareerCraft is a high innovation career coaching consultancy that offers tailored solutions to meet a diverse range of career challenges. Through our assessments, workshops and coaching, clients can better align who they are with the work that they do and thus find more meaning and purpose in their lives.



Meet Gillian

I am an Industrial Psychologist, Career Coach and Facilitator. I have seen how different life can be when you are energised and fulfilled by the work that you do! I believe that everyone, no matter what age you are, is deserving of a career that makes them happy. And it's never too late to start listening to your inner wisdom so that you can craft a life that is better aligned with who you are.

I am fascinated with how people discover the work that is right for them and thus fill my spare time with workshops, audio books and reading. I find joy in applying my experience and knowledge of Psychometric assessments and career processes to assist people make more informed decisions, as well as attain more purpose and satisfaction in their careers.

Testimonials

"Gillian is very passionate about what she does, and it translates so clearly in her work, her professionalism and the energy she displays and puts into her efforts. I think Gillian was born to do what she does and I felt I gained a lot of value from her workshop. Gillian has managed to craft a career exploring experience that is guided, experiential, reflective, useful and practical for addressing those tough to answer career questions." Philip



C O N T A C T U S

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Authentically you
aligning who you are with what you do

What is career coaching?

Coaching is a partnership, where questions and exercises are used to help your staff member draw on their own resources and insights to achieve the goals they set for themselves. The process supports the individual in building their skills to manage their career.

How does it work?

The process entails working with HR, management and the staff member to clarify needs. During coaching, questions and exercises are utilised to encourage self reflection, self discovery and identify solutions. While the coach may provide structure to the sessions through questioning techniques, the staff member sets the intention and guides the process.

Benefits

- Staff who are well aligned with their jobs, are more motivated, engaged and productive than others.
- They bring an energy and enthusiasm to their work, are often more creative, insightful and effective.
- They are often more likely to drive their own careers, set goals and work to achieve them.
- Staff retention, engaged and satisfied employees are more likely to stay.



Most workers **hate their job** or have **checked out** says Gallop



According to a workplace survey by Kelly, **60% of workers intend to look for a new job!**



29% of workers are satisfied with the career development resources provided by their employer.

Top three tips to attract and retain the best talent

1

Offer work-life balance

2

Provide opportunities for career advancement

3

Offer training and development opportunities

According to International Coaching Federation, Coaching can:

- Improve work performance by 70%
- Improve team effectiveness by 51%
- Improve self-confidence by 80%
- Improve relationships by 73%
- Improve work life balance by 67%

How does it work?

Each persons career challenge is unique, so a one size fits all process will not be appropriate for everyone. All processes start with a discussion around business and individual needs. Based on the intentions the following options are available and costed separately:

Coaching

Sessions are dependent on individual needs and personal progress.

Psychometrics

Learning potential, Individual strengths, Career interests, Personality Preferences, Emotional Resilience, Team Dynamics etc

Workshops

- If individual coaching isn't feasible or practical, career workshops can be designed to assist groups in gaining insight into their career needs.
- Workshops are facilitated processes that encourage individuals to think deeply, reflect and discover their own resources to manage their career challenges and build a more meaningful and satisfying work life.
- They can also be tailored to meet additional business requirements (e.g. personal branding, employability skills, managing career challenges etc).

Career coaching can ensure individuals have more clarity around their needs and choices, which can significantly impact their confidence in trusting in their instincts and making decisions, as well as contribute to them finding more meaning and fulfilment in the work that they do. Employees who authentically align their work with who they are, are more likely to be engaged, energised and high performing.