

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



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

"Thank you for the detailed assessment feedback, it was very insightful and made the subject choice exercise so much easier for us." Elza

"I think overall Melissa gained a lot from seeing you. For the first time in a long time I think she is sure that this is what she wants to do, thanks to you." Lynette



C O N T A C T U S

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*"It's the possibility of having a
dream come true that makes
life interesting"*
Paulo Coelho



Authentically you
aligning who you are with what you do

Current Challenges

- There is too much information, it is hard to narrow down the options
- There isn't enough of the right support
- Students make choices because of adult or peer pressures
- Students and often parents are not aware of the important issues to consider when making career decisions
- Everyone is too busy to sit and listen
- Often extensive psychometric assessments are too expensive

Why Invest in Career Coaching / Workshops?

Benefits for Students

- Facilitates career exploration and development.
- Assists in acquiring knowledge of self and others.
- Enhances personal development.
- Develops decision-making and problem solving skills.
- Broadens knowledge of our changing world or work.
- Fosters resiliency factors for students.
- Allows for more confident and motivated learners.
- Learners are better equipped in their decision making process.
- Enhances the potential for success for tertiary studies

Benefits for Parents

- Guiding parents so they are better equipped in career discussions with their children
- Direct access to professional advice
- Reduces risk for career indecision and associated costs with changing studies
- Eases concern surrounding their child's career success and happiness

Benefits for the School

- Students who make subject selections that are best suited to their abilities and interests are more likely to invest effort and energy into studying, which will translate into success in their marks.
- Career coaching can be added as a value-added service for the schools marketing purposes

How does it work?

Each persons' career challenge is unique, so there isn't a one size fits all process. All processes start with an initial career coaching session, where your career needs can be understood and options can be discussed.

Coaching

Coaching is a partnership, where questions and exercises are used to help your child gain more insight into their needs, uncover their potential and know how to draw on their own resources.

Coaching can cover anything from subject choices, career decisions, goal setting etc. The number of sessions will depend on the individual's needs

Workshops

Workshops can be a fun and interactive way to engage with career decision making. Working in groups can allow for a more affordable option and in some cases offer peer support. Workshops can be held in person, online or be completely digital through WhatsApp services.



The Reality

Young adults are often under significant pressure to make a career choice. They see this choice as one decision that will affect their entire lives. There are more options and additional pressures than ever before and the numbers of students that drop out after the first year of university increases each year.

What will make a difference?

Supporting and guiding the youth to know what is important to consider when making choices namely to understand themselves better and how to use this knowledge to align it with career decisions.

This workshop is all about understanding me, and what is important to me in a career. The individuals leave with more clarity around their career needs, in depth career information as well as tips on how to better align who they are with what they want to do.

Bridge

CareerCraft supports the use of Bridge in the application process:

Bridge by Gradesmatch is a service that uses Explainable Artificial Intelligence to assists learners in finding out where they stand the best chance of getting accepted for tertiary studies; prioritising all prospective institutions according to the learner's career interests, academic performance and location.

"Life Isn't About Finding Yourself. Life Is About Creating Yourself."
George Bernard Shaw