

# A CAREER THAT CAN EMPOWER THOUSANDS MORE

CAREER COUNSELLOR CERTIFICATION PROGRAM

Rewarding  
Work-from-Home  
Career  
with Flexi-Hours





## WHAT IS CAREER COUNSELLING ?

Career Counselling is the guidance given to a student on the road he/she should take to achieve his/her goals. It helps an individual to gain better self-understanding and work-world knowledge in order to make better career, educational and life decisions. The goal of Career Counselling is not only to help someone make decisions now but to give one the knowledge and skills required to make future career and life decisions as well.

It consists of four critical components :



Helping individuals gain greater self-awareness in areas such as interests, values, abilities and mindset orientation.



Connecting individuals to resources that impart greater knowledge about jobs and occupations.



Engaging individuals in the decision-making process so that they may choose a career path that is well suited to their interests, abilities and mindset orientation.

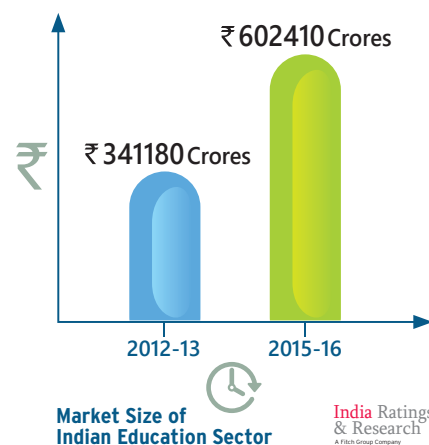


Assisting individuals to become active owners of their career path and inculcate a habit of sustained professional development.

## THE FUTURE OF CAREER COUNSELLING IN INDIA

The education sector is one of the fastest developing sectors in India, generating large scale revenues and employment. The growth of the Indian economy and rise in income levels has boosted spend on education, making it the second-highest for middle-class households.

India's large youth population, proliferation of educational institutes, new career opportunities and tremendous competition are progressively creating a compelling demand for competent career counsellors who can guide students to career excellence.



Compounded Annual Growth Rate of Indian Education Sector for FY 2005-12 was **16.5%**

Compounded Annual Growth Rate of Indian Higher Education Segment for FY 2004-10 was **18.13%**

## WHY CHOOSE CAREER COUNSELLING AS A PROFESSION ?



The pride of giving the youth the power to make the right choice



Satisfaction of giving direction to students



Recognition and respect in the community for making a difference to families



Ability to work from home which gives the flexibility to choose working hours



Confidence to learn skills that generate income



Happiness in impacting careers, lives and families across the country

## WHAT DO CAREER COUNSELLORS DO ?

The work of a Career Counsellor varies depending on the type of organisation they work in.

Some of the activities related to Career Counsellors are as follows :

- Helping people understand various career or education options available.
- Identifying skills gaps and how to deal with them.
- Helping young people to draw up action plans for education, training and employment and supporting them to achieve these goals.
- Researching careers, options and support organisations to meet people's needs.
- Advising people on how to source relevant training courses or qualifications and what funding might be available.
- Running small group sessions or larger presentations on all aspects of career work and topics related to personal development.
- Helping people to understand the current job market.
- Using computer-aided guidance packages, skill assessment tools, career planners, psychometric tests and personal inventories.
- Keeping up to date with labour market information, legislation and professional and academic developments by visiting employers, training providers and training events run by educational and professional bodies.



Introducing **Students' Destination** - a unique and indispensable platform that empowers people who genuinely care about making a difference to the lives of students. Our **Career Counsellor Certification Program** is a comprehensive developmental program designed to assist individuals in making and implementing informed educational and occupational choices. It develops an individual's competencies in self-knowledge, educational and occupational exploration, career planning, imparting various professional and personal development skills through a blended approach of online and offline learning mechanisms. Our CCC program prepares future career counselling professionals to master concrete challenges linked to supporting students in dealing with career-related questions. Due to the growing complexity and uncertainty of the world of work and career-related decisions, combined with the growing reliance on individuals to develop their own careers, we see a growing societal need for this kind of professional support.

## OUR VISION

*"To Certify **1000** Career Counsellors in **100** cities in **3** years."*

We want to ensure all students in India get the right guidance and counselling to make the right career decisions.

## OUR MISSION

We will achieve our vision by :



Empowering our Career Counsellors to deliver world class service



Providing insights that give the counsellor trainees the power to achieve more



Building partnerships with all stakeholders to impact the student community

## OUR OBJECTIVES



Create Career Counsellors who provide world class Career Counselling services



Offer practical and scientific Career Counselling Certification training across the country



Promote and disseminate best practices in achieving successful careers



Conduct research into practices and issues that impact career and disseminate findings as widely as possible



Encourage contributions from academicians, business leaders, government, organizations, professional associations, etc.



Generate insights which impact career choices



Provide resources which impact students' lives in a positive manner

## OUR KEY DIFFERENTIATORS



World-class Career Counselling Certification Program



Certified Career Counselling Trainers



Repository of extensive Information/Insight



Strong Industry Experts as Mentors and Consultants







## OUR CAREER COUNSELLOR CERTIFICATION PROCESS

### STAGE 1 Robust Screening Process on the basis of :

- Personality
- Knowledge
- Skills
- Past Experience
- Behaviour Orientation



### STAGE 2 Signing of Code of Ethics

### STAGE 3 Intensive Workshops : CC Competence Framework

### STAGE 4 Occupation Research Thesis

### STAGE 5 3-6 Webinars for Deeper Learning

### STAGE 6 2-3 Sessions with Master Coach

### STAGE 7 40-50 hrs of Extensive Practise

### STAGE 8 Real-time Case Handling

### STAGE 9 Viva and Practical Evaluation

### STAGE 10 Certification as Career Counsellor



## CAREER COUNSELLOR CERTIFICATION COURSE OUTLINE

### A Fundamentals of Career Counselling

01. Introduction to Career Counselling
02. Basic Premise of Career Counselling
03. Career Counselling Process
04. Understanding Functioning of the Mind & Uncertainty
05. Career Decision
06. Career and Social Context
07. Assessment of Interest, Aptitude & Mindset
08. Building Career Strategy



### B Setting the Foundation

09. Meeting Ethical Guidelines and Professional Standards
10. Establishing the Counselling Agreement



### C Communicating Effectively

11. Active Listening
12. Powerful Questioning
13. Direct Communication



### D Co-creating the Relationship

14. Establishing Trust and Intimacy with the Client
15. Counselling Presence



### E Facilitating Learning and Results

16. Creating Awareness
17. Designing Actions
18. Planning and Goal Setting
19. Managing Progress and Accountability
20. Facilitating Client Readiness
21. Occupational Information & Client Database Management



### F Selling Skills & Business Development

22. Personality Grooming
23. Establishing the Practice





## How we **Support** our Career Counsellors during **Certification**



Make sure all required knowledge is imparted



Ensure comprehension of the knowledge



Development of the right skills



Enhance judgement to make a difference



Webinars to deepen learning



Certified Master Coach to overcome challenges



Technology led monitoring of progress



Drill and practice to develop confidence and competence



## How we **Support** our Career Counsellors in setting up their **Business/Practice**



Support to build own brand as a Career Counsellor



Generate business from our online portal



Tie-ups with schools in respective cities



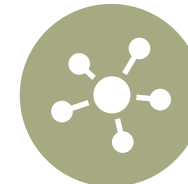
On-going support of a Master Coach



Access to repository of information on our portal



Insights and industry updates to truly make a difference as a Career Counsellor



Online CRM to track all sessions and provide outstanding service to students, parents and schools



Learn from the fastest growing and largest network of Career Counsellors in the world



## SERVICE QUALITY ASSURANCE

Students' Destination has a stringent Service Quality Assurance Program in place.

**"We will strive to provide a high quality service delivery system for our trainee Counsellors from Training & Certification to Support & Resources for setting up their practice. We will ensure excellence in quality service provision, delivering a seamless system demonstrated by meaningful measures of enhanced success."**

Our commitment to high quality service rests on the following three pillars :

### People Excellence



Professionally qualified Career Counselling Trainers



Ongoing coaching and mentoring of Counselling Trainers



Renowned experts empanelled to support process and people excellence

### Process Excellence



Well defined and documented processes to ensure operational excellence



Benchmarking with global leaders to identify and deploy best practices



Technology enabled transactions

### Service Excellence



Defined service levels benchmarked with global leaders in career coaching



Regular assessment of customer delight to enhance service levels



Regular quality audits

## OUR CORPORATE ASSOCIATIONS



## KEY TEAM MEMBERS



**Dr. Sanjay Salooja** is a dynamic corporate philosopher with an innovative and revolutionary approach. He helps his audiences uncover strategies which can bring advancement in both business and personal realms. In addition to teaching growth strategies he currently acts as coach and consultant, specializing in developing and deploying people-driven performance strategies for both business and non-profit organizations. He has worked with many of the world's largest corporations in India and abroad.



**Mohan Tiwari** has a Post Graduate Diploma in Marketing & Mass Communication from National Institute of Advertising. He is an honours graduate in commerce from Delhi University and has completed the executive program in HR from IIM A. He has conducted training programs in US, UK and India for various companies like GE Motors, GE Aircraft Engines, GE Countrywide, Standard Chartered Grindlays, Lifestyle, Mphasis, HUTCH, Airtel, British Telecom, Airtel, MTS, Intercontinental, Amway, Tianshi and Guardian. He has also been a consultant in the Asia-Pacific region to Fortune 50 companies. In his last assignment he was International Business Head for Jindal ITF.



**Dr. Kamal Khurana** is a multi-skilled professional and an expert in the area of training and counseling. He was awarded the Diploma Certificate from Academy for Psychotherapists, Psychopathologists & Psychometricians, which is a Charter Member of University of Beverly Hills, CA, USA. Besides training Kamal has been associated with Institute for Psychotherapy Management Sciences, facilitating learning for students of psychology and psychological counselling. Also he gives one-on-one counselling and guidance to students. His articles are regularly published by magazines like Femina, Cosmopolitan, Week, Savvy and Vogue. CNN-IBN and Pragya Channel have also covered some of his work.

*"A career which focuses on empowering other careers is not just financially rewarding but spiritually satisfying as well. The recognition and reverence it commands is beyond any possible material attainment and the gratitude of individuals, families and society as a whole lives on forever." - Dr. Sanjay Salooja*





10/8, LGF, Sarvapriya Vihar  
New Delhi - 110 016 . Tel. 011 4246 0000

Please call Ritika Kapoor at +91 99531 60320  
or Email [ritika.kapoor@studentsdestination.com](mailto:ritika.kapoor@studentsdestination.com)

