



Private practitioner insights

Five professionals respond to questions about their private practice – best gift of advice, best resources, favourite websites and books.

Lee Brodie

Best advice that I ever received that helped me in private practice

When I first entered private practice I lamented to my supervisor that I did not have a clue what I was doing and felt a fraud. His sage advice that I have often repeated and have never forgotten was:

The most effective way to determine a successful client outcome is influenced:
60% by your ability to develop a trusting and meaningful relationship with your client
30% by your ability to enhance the clients motivation to make changes to their life
10% by any process or intervention you may use

He said “so even if you don’t have a clue what you are doing just focus on the things you can do well, i.e. relationship building and client motivation and you have a 90% chance of a successful outcome.”

Best tool / resource that helped me in my private practice

All of our consultants agree with me that the most significant resources we have used in our practice have been the set of 4 cardsort tools we developed in 2008 – their impact on the quality of client outcomes has been immeasurable.

My favourite website that helps with my practice

Whilst this site does not help me with my practice I certainly routinely refer my clients to it to access well written and accurate job descriptions – www.prospects.ac.uk

My favourite book that informs my practice.

Heather Carpenter’s two books, *The Career Maze* and *Your 21st Century Career* – they synthesize our approach to career development - free of jargon, bedded in sound theory, great stories and excellent tools plus they are written in the New Zealand context.

Margaret Hadfield

Best advice that I ever received that helped me in private practice

To prepare a good business plan, including a budget WHICH YOU STICK TO. Also, good systems for accessing information and keeping all your records. Lastly choose an area in which you would like to specialise rather than trying to be 'all things to all people.'

Best tool / resource that helped me in my private practice

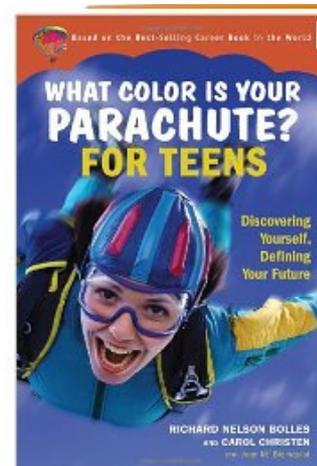
Jiig-cal career voyage. I work mainly with young people, often school students, and find this very suitable for them.

My favourite website that helps with my practice

www.careers.govt.nz and all the tertiary institutions which provide wonderful information on courses available

My favourite book that informs my practice.

I still go back to 'What Colour is Your Parachute' for young people.



Tui Needham

Favourite Quote

“You do not need to be a world-renowned coach. You just need to be 15 per cent better than your clients, and you can make a significant difference. Warning: I am not suggesting that is all you need to be! I am saying that is the minimum you need to be. You will, of course want to aspire to become that world-renowned coach. “

Jack Chapman, Lucrative Careers, Inc.

From the *Career Planning and Adult Development Network NEWSLETTER*. Vol 30, No. 1 Jan/Feb 2008.

Best advice that I ever received that helped me in private practice

When you have an insight about your client, help them to come to the realisation themselves by asking open-ended questions rather than telling them what you think. Asking questions is also a good strategy when you are not sure where to go next. Basically, the advice was to 'develop my coaching skills'.

Trying to help the client figure out what to do next? Follow their energy. What kinds of work is the client energetically attracted to? Never mind their training. What problems, areas of concern, questions, or conundrums capture their attention? As Howard Figler said, career counsellors help to fan clients' sparks of motivation within them.

Best tool / resource that helped me in my private practice

Skills for facilitating effective career conversations developed through the use of a coaching approach based on 'Quiet Leadership' by David Rock which is basically about helping people to think better rather than telling them what to do. I combined this with my own adapted version of *Appraisal in Developmental Career Counselling* found in Journal of Career Assessment Vol. 1, 1993, Pages 375-392. This paper contains guidelines for a client-counsellor collaborative career appraisal integral to developmental career counselling.

My favourite website that helps with my practice

www.mindtools.com
www.careers.govt.nz
<http://www.career.fsu.edu/>



My favourite book that informs my practice.

CIP Approach to Career Counselling by Sampson, J. P., Reardon, R. C., Person G. W, and Lenz J. G.
Active Engagement by Norman Amundson (2nd edition)

Megan Smith

Best advice that I ever received that helped me in private practice

Remember you will have two jobs – 1. Career Practitioner. 2. Business Owner. Each uses quite separate skills and demand your time in different ways. Take time to consider if being in business is the right fit for you. THEN, make sure you have an exit strategy – e.g. at what point, and under what circumstances, will you walk away or sell up.

Best tool / resource that helped me in my private practice

Banklink and InvoicePlus – software available from your accountant to help with budgeting, monthly accounts, invoicing, and GST returns.

My favourite website that helps with my practice

I am often online looking for information, but where I go depends on what I am doing. However, I would probably use Career Services' website the most: www.careers.govt.nz

My favourite book that informs my practice.

This varies constantly, but a current favourite is 'Love it, Don't Leave it: 26 Ways to get What You Want at Work' by Beverly L. Kaye and Sharon Jordan-Evans

Ruth Missen

Best advice that I ever received that helped me in private practice

Trust yourself to develop new things. If it doesn't work – take responsibility. If it does...well then see?!

Best tool / resource that helped me in my private practice

Bank Link. Fantastic. The best advice ever for finance-a-phobes. Check your bank out though – some banks can't integrate Visa into the system.

My favourite website that helps with my practice

Pat said I had to say Career Services rapuara. Seriously though, I use it a lot for job information – particularly market information around geographical areas. And university websites working with school leavers: popular choices from my clients have been Auckland, Otago, Victoria and Massey

My favourite book that informs my practice.

Oh gosh heaps... and it does depend what I'm doing. This year the hot favourite has been 'Love it don't leave it' by Kaye and Sharon Jordan-Evans.

