



# CAREER PLANNING

## Foreward

How do I choose my career? Which course should I pursue? This is the question I have continually been asked by young people I have mentored over the years. I have to admit that instead of solving the problem for them, I follow up with another question: 'Tell me what have you want to be and how you have prepared for it so far? As a coach, I see my role as one of empowerment. I help people to look within themselves to find their potential. There is no shortcut in career planning. It takes time and effort and support. This whitepaper has been designed to explore the importance of career planning and what you can do as a young emerging adult, parent or counselor to start this important career conversation,

*Sylvia Ohaga-Murage Co-founder Ramani Careers*

### SERVICES

Portfolio Building

Psychometric Assessments

Career Exploration

College application  
guidance





## Introduction

We all know the world of work is changing. As youngsters, we mostly picked a career path depending on our academic grades, and we were encouraged to work hard and stay loyal to a company for most of our adult life. That was the traditional view of life and careers that came with it, a limited number of options were offered, with clearly defined endpoints for each decision. Choose university, make more money and reach a managerial position, or pick a vocational career, get paid quicker but have less income. Whilst this may have sounded like the normal decision tree to follow a while ago, the social, technological and economic context has changed. But the reality has changed even more since then. A university career is no longer a guarantee of wealth, a management position or even a job for life. And as the workforce of today is becoming acutely aware of this reality, they are also more willing to explore many avenues to find what fits. Millennia's are seeking more than just an income, they are looking for impact and difference in the society, when they don't feel the impact they are making, they are willing to jump ship.

What does it mean for parents and others in supportive roles? What is our role in supporting our children in their career planning?

## Supporting Students in Career planning?

At Ramani Careers, we believe career planning cannot be done in isolation. The responsibility of helping young people determine their next challenge should be shared between the student, their parents and educators. But students should very much lead the show.

If you think about it, career choices are about getting to know yourself, understanding your strengths and abilities and then using those strengths to make decisions. Those holding themselves back will not be in a position to unlock their true potential. Parents should also have open and sometimes difficult conversations in order for career planning exercises to be effective. Exposure to different activities at a young age gives the opportunity to build self-awareness. Support and acceptance of their career choices is important for emerging adults to truly know themselves and build the confidence they need to take control of their future.

**“Don't ask what the world needs, ask what makes you come alive and then do it. Because what the world needs is people who have come alive.”**

—  
HOWARD THURMAN  
HUMANBRIGHAM YOUNG



## Importance of Career Planning

Career planning is a step-wise process which enables an individual to focus on where to want to be in life professionally. With the short-term goal and the long-term goals in place, career planning can help to plan their journey in their professional life. Self-assessment is necessary to understand one's capabilities and drawbacks. The various career options should be explored in detail to find a fit between one's abilities and the opportunities provided by a career option. It involves continuous learning and improvement to build and growth in the chosen career path. A good career planning helps a person grow in life in their professional career and personally.

## Benefits of Career-Planning

1. Ability to connect learning to life
2. Better academic performance.
3. Empowers student to focus
4. Use strength to find suitable education and career path.

## Conclusion

Career planning is a continuous process and should be seen as an item to discuss during the various conversations you will have throughout their lifecycle with you.

At Ramani Careers, we have designed a simple system that students and parents/guardians and use to fully understand who they are, what they are good at and how their education connects to life. Parents/counsellors can go on this journey with the students guiding them towards the right direction.

For more information on how we work with students.  
Contact us +254736411441 [info@ramanicareers.com](mailto:info@ramanicareers.com)

“Nothing will work  
unless you do”

—

MAYA ANGELOU

