

# Case Study: From Undeclared to Confident

## How Career Coaching Helped a College Student Find Her Path in Finance

### The Challenge

My client came to me as a college student facing one of the most daunting decisions of her academic journey. As an undeclared major, she felt overwhelmed by the pressure to choose not just a degree, but an entire career path that would define her future. The weight of this decision affected not only her, but her parents as well, who wanted to see their daughter excited about her long-term career prospects.

The stakes felt particularly high because she needed to make two interconnected decisions:

- What her degree would be
- Which college to transfer to that specialized in her chosen program

With anxiety mounting about her future and no clear direction in sight, she reached out for professional career coaching to guide her through this critical discovery process.

### The Approach

Our coaching relationship began with a comprehensive strengths mapping exercise, followed by structured coaching sessions designed to uncover her natural talents, interests, and values. Rather than rushing into career options, we took a methodical approach to self-discovery.

**Assessment Phase:** We utilized proven career assessment tools to identify her core strengths and interests. The CliftonStrengths assessment revealed her top five strengths:

- Consistency
- Competition
- Achiever
- Discipline
- Analytical

**Exploration Phase:** With her strengths profile in hand, we explored various career paths that aligned with her natural talents. We conducted deep dives into three specific areas:

- Healthcare administration
- Real estate finance
- Financial planning and wealth management

**Discovery Process:** For each career path, we examined the day-to-day realities, required education, necessary certifications, and growth opportunities. A breakthrough moment came when we explored how her love of sports could intersect with her analytical and competitive strengths, leading us to investigate the role of a sports financial planner.

## **The Transformation**

Through our structured coaching process, she experienced a complete shift from uncertainty to clarity. We successfully aligned her natural strengths, personal interests, and core values to identify a career path that truly resonated with her.

The coaching process revealed that her analytical mind, competitive spirit, and love of achievement made her an ideal candidate for the finance industry, particularly in areas where she could combine her passion for sports with financial planning.

## **The Results**

By the end of our coaching engagement, my client had achieved remarkable clarity and confidence:

### **Academic Direction:**

- Declared her major in finance with complete confidence
- Identified the right college program for her transfer

### **Career Clarity:**

- Discovered a clear career path that excited her long-term
- Understood how her natural strengths would serve her in finance

### **Action Plan:**

- Created a strategic plan for internship applications for the following summer
- Developed a roadmap for gaining relevant experience in her chosen field

### **Personal Growth:**

- Eliminated anxiety about her future
- Gained confidence in her decision-making abilities
- Developed a deeper understanding of her own strengths and values

## **Key Takeaways**

This student's journey demonstrates the power of structured career coaching in transforming uncertainty into purposeful direction. By taking the time to understand her natural strengths and

exploring how they could translate into meaningful work, she was able to make confident decisions about both her education and career path.

The combination of assessment tools, guided exploration, and strategic planning provided her with not just a career choice, but a comprehensive understanding of herself that will serve her throughout her professional journey.

Most importantly, she learned that career decisions don't have to be made in isolation or under pressure. With the right guidance and self-awareness, students can discover paths that align with who they are naturally, leading to greater satisfaction and success in their chosen fields.