



**Jobs for
the Future**

Get Better Results for Jobseekers With Generative AI

A How-To Guide for Career Coaches

AT A GLANCE

In this guide, JFF explores use cases and strategies for how career coaches can begin integrating AI tools into their coaching practices to boost efficiency and tailor supports to unique jobseeker needs.

AUTHORS

Leah Eggers
Director, JFF

Tracey Everett
Director, JFF

Tiffany Hsieh
Director, JFF

Acknowledgments

The Rework America Alliance and the Center for Artificial Intelligence and the Future of Work at JFF would like to thank everyone who contributed to this guide, including our partners at UnidosUS, the National Urban League, the Urban League of Greater Cleveland, and INvets.

About JFF

Jobs for the Future (JFF) transforms U.S. education and workforce systems to drive economic success for people, businesses, and communities. www.jff.org.



Contents

Introduction	4
Career Coaching in the Age of AI	4
About AI	6
What is AI?	6
How to Use AI?	7
Use Cases and Suggested Prompts	11
Use Cases for Jobseekers	11
Use Cases for Professionals Who Assist Jobseekers	15
How Coaches are Using AI	18
An Immigrant Career Transitioner	18
A Warehouse Worker Seeking Advancement	18
A Military Veteran Transitioning to the Private Sector	19
A Skilled Technician Seeking Independence Following Incarceration	20
A Gen Z Career Explorer	21
A Time-Strapped Career Coach	22
Harness AI's Potential.....	23
Appendix.....	24

Introduction

Career Coaching in the Age of AI

In the complex world of career navigation, the most powerful tool has always been human connection. For people who are navigating the complex paths that lead to professional growth, meaningful relationships with coaches provide not just guidance, but the essential emotional support, contextual understanding, and personalized insights that transform a job search into a journey toward a career. Human connections offer what no algorithm can replicate: nuanced interpretations of goals, recognition of unspoken potential, connections that help build professional networks, and a supportive, empathetic presence that builds confidence during moments of transition and uncertainty.

Today, we stand at a promising intersection where artificial intelligence (AI) presents unprecedented opportunities to enhance—not replace—the human connections that are so vital to career development. AI tools can process vast amounts of information, identify patterns in labor market data, and personalize learning pathways. They can reduce administrative burdens for career coaches, democratize access to basic career guidance, and create space for deeper human engagement where it matters most. When thoughtfully integrated into the career guidance process, AI becomes a powerful amplifier of what makes human career coaching transformative.



However, in order to realize the full potential of AI to transform career coaching, we must acknowledge and actively work to overcome barriers to digital access and literacy that threaten to create new inequities in career development. To ensure that everyone benefits from the advances that AI and other new technologies bring to career coaching, we must ensure that everyone not only has access to reliable internet service and up-to-date devices, but also has the skills to use those systems effectively.

The future of career guidance lies not in choosing between human connections and advanced technologies, but in thoughtfully integrating AI's unique capabilities into a process that preserves the irreplaceable value of human relationships. By addressing issues of digital access and literacy alongside technological development, we can work toward a vision where AI enhances the human elements of career coaching and extends their reach to all who seek guidance as they navigate their career journeys. This balanced approach recognizes that in career development, technology is most powerful when it strengthens, rather than replaces, the connections between people.

Jobs for the Future (JFF) created this field guide to provide career coaches with advice and insights about how they can use AI effectively to streamline administrative tasks and enhance their interactions with clients. We know many organizations face a range of pain points, including high caseloads, modest financial resources, and burdensome documentation and administrative requirements—not to mention the challenge of staying abreast of workers' and employers' changing needs in an ever-evolving labor market. AI-enabled tools can't solve all of those problems, but they have the potential to improve efficiencies in a number of areas and free up more time for meaningful connections between coaches and clients.

This guide includes information about what AI is, advice about how to use it in daily coaching practices, and examples of ways coaches can start using AI today. It can serve as the starting point for coaches to begin their AI journeys.

About AI

What is AI?

Artificial intelligence refers to a set of technologies that can learn, reason, and act in a way that mimics human cognition. Commonly, the term AI has referred to machine learning, which uses algorithms to make predictions based on patterns in large datasets. Everyday applications of this include Netflix show recommendations, Google search results, and autocorrect.

In November of 2022, OpenAI's release of ChatGPT put generative AI at the forefront of public conversation. Generative AI is a subset of artificial intelligence that creates new content such as text, images, audio, and video, based on inputs known as prompts. This has allowed people to tap the power of these sophisticated technologies to do anything from drafting and editing emails to generating images of themselves as Barbies in Barbie boxes or creating podcasts that summarize the content of reports published as PDFs.

Four of the most commonly used AI tools are OpenAI's [ChatGPT](#); [Claude](#), which was developed by Anthropic; Google [Gemini](#); and Microsoft [Copilot](#). They're general-purpose tools not specifically developed for use in workforce development, but they can handle most of the suggested uses of AI presented in this guide.



How to Use AI?

Start With Effective Prompts

To get the best results from an AI tool, you need to craft good prompts—text inputs that give the AI tool instructions on how to generate output.

Effective prompting is an art. Ethan Mollick, an associate professor at the Wharton School of the University of Pennsylvania and author of *Co-Intelligence: Living and Working With AI*, suggests taking this approach if you want to communicate clearly with AI: “Treat AI like an infinitely patient new coworker who forgets everything you tell them each new conversation—one that comes highly recommended but whose actual abilities are not that clear.”

Here are some best practices for crafting prompts that generate the most useful outputs.



1. Use a Structured Approach

- Instruct the AI to approach the task from the perspective of a specific and clear role. (Start by saying “Act as an expert career coach,” for example.)
- Provide necessary context and background information. (“You are helping a 40-year-old jobseeker who is unemployed and previously worked in the hospitality sector as a front desk clerk,” for example.)
- State a specific request or question. (“Develop a career plan that will help prepare the jobseeker to become an air traffic controller,” for example.)
- Identify desired tone of the response and/or the intended audience. (“Use friendly, conversational language that’s accessible to people who read at a sixth-grade level,” for example.)
- Include any constraints or parameters. (“Limit response to 200 words or less,” for example.)
- Specify a desired output format and level of detail and/or provide examples of desired output. (“Make a five-step guide with places for the jobseeker to add notes,” for example.)



2. Iterate

- Review initial outputs. If they don't meet your needs or expectations, craft follow-up prompts that add more details or set different parameters to try to get closer to what you're looking for.
- Ask for specific modifications or adjustments. ("Change the format" or "List only recommendations within the Philadelphia area," for example.)
- Take note of promising elements in earlier responses and try to build on them with focused follow-up prompts.

Treat AI like an infinitely patient new coworker who forgets everything you tell them each new conversation—one that comes highly recommended but whose actual abilities are not that clear.

- ETHAN MOLLICK

ASSOCIATE PROFESSOR AT THE WHARTON SCHOOL AND AUTHOR
OF CO-INTELLIGENCE: LIVING AND WORKING WITH AI

Use AI Responsibly

Generative AI systems possess a number of limitations. Here are some examples:

- **Bias:** Generative AI is trained on vast datasets of human-created (and sometimes AI-generated) content, which often reflects the historical and societal biases of humans, which means that AI-generated outputs may, for example, perpetuate stereotypes related to age, gender, race, ethnicity, and other demographic factors. Similar to the non-digital world, certain populations may be underrepresented within training sets, meaning the AI trained on that data may produce outputs in which those populations are overlooked. Additionally, the biases of the humans designing AI systems are also reflected in AI outputs. You can imagine that these factors may result in AI-generated career guidance that perpetuates biases. For example, an AI-powered career tool might direct women toward careers as K-12 educators because historically teaching positions have predominantly been held by women, instead of making recommendations based on more holistic pictures of individual women's specific skills and interests.

- **Inaccuracy:** Generative AI tools don't think—they compute and predict likely outputs based on statistical patterns in their training data, which may not be comprehensive or fully up to date. They also can't discern between reliable and unreliable data sources. This means they may generate information that sounds plausible but is factually incorrect or outdated. These errors can be small—a salary range that's close to reality but not precisely accurate, for example. But they can also be very significant—a system could “hallucinate” and completely make up jobs or training programs that don't exist when prompted to offer recommendations for jobseekers.
- **Lack of security:** Generative AI systems aren't completely private or secure. They take data that users input and transmit it to external servers to be stored, analyzed, or used to improve and train their AI models. As a result, there's potential for confidential information about individual learners and workers to be accessible to future AI users, including bad actors who may misuse it. Therefore, career coaches should anonymize confidential client information they input into AI systems.

To mitigate the likelihood that these types of limitations could lead to serious problems, career coaches should follow these principles when using generative AI:

- **Maintain a human-centric approach.** Career coaches should only use AI to augment their efforts and expertise. They should ensure that uniquely human traits and activities (relationship-building and collaboration, for example) are the foundation of their work with clients.



- **Review AI outputs for bias, inaccuracy, and falsehoods.**
 - » *Example: In response to a jobseeker's request, a career coach uses AI to generate a list of local programs that provide EMT training. Before forwarding the AI's output to the jobseeker, the coach should vet the information. This includes clicking on all the links to confirm that they go to the actual websites of real organizations, such as local community colleges, and verifying via course catalogs and other sources that the courses are real. The coach should also connect with the jobseeker directly to confirm that the information meets their needs.*
 - » *Example: A career coach uses an AI tool to identify career pathways for a woman who's a recent college graduate and is interested in a career in biology. Initially, the AI output only recommends opportunities in nursing. The coach recognizes that this result is misaligned with the jobseeker's interests and understands that the AI may have recommended a pathway in a field dominated by women because it's influenced by biases in the data it was trained on. The coach then revises the prompt to include examples of occupations that the jobseeker has specifically expressed interest in, such as lab assistant.*
- **Protect data privacy.** Coaches should remove any personally identifiable details and other sensitive information (names, addresses, email addresses, or financial records, for example) before inputting data into public AI tools. They should also disable functionality that enables the AI system to train on the client data they input.
- **Familiarize yourself with your organization's internal guidelines for the use of AI.**
- **Be transparent about your organization's use of AI, and tell clients when and how you're using these tools.**
 - » *Example: A career coach lets a client know that he will be using AI to identify initial career recommendations. He writes a prompt in which he anonymizes the client's information and shows it to the client before using it to get the client's approval. After the AI responds to the prompt, the coach and client review the output together and jointly craft additional prompts that also use anonymized information to fine-tune the AI's findings.*
- **Learn continuously.** Coaches should stay abreast of the latest developments in AI and share this information with their clients.

Use Cases and Suggested Prompts

In our work in the field in recent years, JFF has identified a number of promising use cases for generative AI in workforce development programs that benefit both jobseekers and service providers. In the following two sections of this guide, we offer examples of common ways career coaches are currently using AI along with examples of emerging AI use cases that have the potential to be quickly and easily integrated into coaching activities.

Each section describes the career coaching activities that AI can support and features sample prompts to illustrate how coaches can make the most of general-purpose AI tools (such as ChatGPT, Gemini, and Claude).

Use Cases for Jobseekers

The sample prompts in this section are written from the perspective of a career coach, however, they can be tailored to be from the perspective of the jobseeker. These use cases offer examples of how a coach might use AI to analyze information or prepare an activity for a coaching session, as well as examples of how coaches and jobseekers might use an AI tool together. As jobseekers become more comfortable using AI tools, coaches may find it helpful to ask them to use the technology to explore opportunities or conduct research on their own and then bring the results to their next session so they can review the information together.





Self-Assessment

AI tools could help jobseekers assess their values, motivations, interests, goals, strengths, and experiences and then reflect on what they learn to consider how these connect to potential jobs or career aspirations.

Sample prompt: “Act as an expert career coach supporting a recent high school graduate who is looking for assistance exploring their interests and career options. Provide a list of recommendations and activities that will help the jobseeker do the following [add more, if applicable]:

- » Identify their core values and determine how those values might influence the type of work environment or role the individual should look for
- » Clarify short-term and long-term career goals
- » Figure out what types of roles or industries might align with their personal interests
- » Identify which of their skills are most transferable to a new career or industry
- » Guide them through a structured self-assessment exercise to help them clarify their career direction

Career Navigation and Exposure Jobseekers could learn about various career pathways and explore a range of industries and occupations using AI tools to analyze local and national labor market information. The results will provide information about potential job opportunities and wage levels along with insights into skills and experience needed for certain roles.

Sample prompt: A jobseeker with five years of experience in hospitality is looking to learn more about career opportunities and pathways in health care. Act as an expert career coach and create a table that summarizes growing health care occupations in the Atlanta metro area. Include the names of the occupations, average wages, projected job growth, required skills, education, and/or training, and common job tasks. Additionally, identify common job tasks for a hotel front desk clerk that are transferable to these health care occupations.

Build Career Navigational Skills

AI could help jobseekers better understand how the job search process works. With carefully crafted prompts, they could learn how to contact hiring managers, find mentors, and connect with people in industries of interest for networking and informational interviews. They could also learn how applicant tracking systems work and find out how to complete online applications and create and customize effective resumes, cover letters, and LinkedIn profiles.

Sample prompt: Act as an expert career coach. You are assisting a 45-year-old jobseeker who is currently employed but is exploring new employment opportunities and looking to transition from construction to real estate. Help the jobseeker update their LinkedIn profile to reflect their transferable skills and interest in a new career direction. Provide recommendations for writing a compelling LinkedIn summary that highlights their strengths and their interest in real estate, and offer suggestions about how they could describe their previous experience in construction in a way that's relevant to real estate. Here is the jobseeker's current LinkedIn profile: [include link].

Training Program Recommendations

Jobseekers could use AI to learn about training and education programs and work-based learning opportunities they might pursue to build new skills to help them prepare for new job opportunities aligned to their interests and career goals.

Sample prompt: Act as an expert career coach assisting a jobseeker who has a high school diploma and is interested in becoming a registered nurse. The jobseeker doesn't have any educational or work experience in health care and is looking for recommendations about what he needs to do to prepare to become a registered nurse. Create a table that lists various training, education, and work-based learning opportunities in central Ohio that can help participants build the skills and expertise required to become a registered nurse. Include the pros and cons of each program.

Articulate Experiences and Skills

AI can help jobseekers craft clear and concise descriptions of their experiences and skills that they can use in all forms of communication, from written cover letters to spoken responses to questions in interviews.

Sample prompt: Act as an expert career coach assisting a jobseeker who has three years of experience as an order fulfillment specialist at a warehouse and is looking for new employment opportunities. The jobseeker needs to first identify the key skills they have acquired in the warehouse role and develop effective strategies for clearly and accurately describing these skills during job interviews. Create a step-by-step guide that the jobseeker can follow to meet these objectives. Include probing questions about what the jobseeker does in the warehouse, recommendations of skills they might want to highlight, and space for the jobseeker to draft their responses.

Build Resumes and Write Cover Letters Jobseekers can use AI create, refine, and tailor their resumes and cover letters to specific opportunities.

Sample prompt: Act as an expert career coach assisting a jobseeker with updating their resume. Here's the job description for a role the jobseeker is applying for: [insert link]. And here's the jobseeker's current resume: [insert link]. Tailor the resume to the job by suggesting edits, emphasizing the most relevant skills, and improving alignment with what the employer is looking for. Provide a summary of the suggested edits and reasoning behind each edit.

Sample prompt: Act as an expert career coach assisting a jobseeker with writing a strong cover letter tailored to this job posting: [insert link]. The cover letter should have an enthusiastic yet professional tone that highlights the jobseeker's leadership experience and alignment with the hiring organization's mission. Here's a copy of the jobseeker's resume, which has details about their skills, credentials, and previous experiences: [insert link].

Job Search and Matching Tools

AI can help jobseekers learn about jobs and companies to find positions and employers that are a good fit for them based on various parameters, including their skills and interests, goals, scheduling needs, and location. Among other things, people can use AI tools to analyze job listings to find positions that match their skills, research companies, and manage their communications with potential employers.

Sample prompt: Act as an expert career coach. You are assisting a 20-year-old jobseeker who is looking for jobs that will allow him to work remotely. His work experience and skills are focused on caretaking for children and organizing and overseeing afterschool clubs. Provide a list of recommended occupations and employers with remote work options that would be a good fit for this jobseeker. Also provide this jobseeker with a list of recommendations for how he can highlight his skills when reaching out to employers to pursue these opportunities.

Prepare for Interviews

Jobseekers can use AI in a number of ways to prepare for interviews. Among other things, they could ask AI tools to come up with a list of questions a hiring manager is likely to ask in an interview for a particular role, as well as a list of suggested responses to those questions. They could also use AI to simulate interviews and provide feedback on their answers to practice questions.

Sample prompt: Act as a human resources manager. Create a list of questions a hiring manager would ask in an interview for an IT support specialist role to assess the job applicant's behavioral attributes and technical expertise. Include questions that assess the interviewee's soft skills and troubleshooting abilities.

Resource Navigation

AI tools have the capacity to help jobseekers connect to wraparound supports and resources, including finding organizations and service providers that are based in the local area.

Sample prompt: Act as a case manager at an American Job Center. A jobseeker is looking for assistance with finding stable housing that is easily accessible by public transportation and within 10 miles of their job in downtown Chicago. Provide a list of steps for the jobseeker to complete to apply for housing subsidies or other types of assistance in Chicago and a list of organizations the jobseeker can turn to for support in accessing affordable housing.

Use Cases for Professionals Who Assist Jobseekers

Record Meeting Notes

AI tools can relieve career coaches of the mundane task of taking notes during meetings with clients. They can record and transcribe conversations, summarize what was discussed, and even outline next steps for both the coach and the jobseeker.

Sample prompt: Act as an expert career coach. Review the attached notes from a recent coaching session with a jobseeker. Summarize the action steps discussed during the call and create a list of five recommended resources that address job search challenges and questions raised by the jobseeker during the call.

Capture Jobseeker Data Across Sources

Career coaches can use AI to centrally store data about jobseekers from multiple sources, including information from intake forms, coaching sessions, program eligibility documentation, and other materials.

Sample prompt: Act as an administrative assistant in a workforce development organization. Review data about a jobseeker from these sources: [include links to all relevant forms and meeting notes] and identify five key challenges the jobseeker is facing. Create a list of the challenges to provide to the jobseeker's assigned career coach and two recommended action steps the career coach can take to address each challenge.



Communicate With Jobseekers

AI tools can quickly create drafts of messages to jobseekers and even ensure that they are sent at the proper time.

Sample prompt: Act as an expert career coach drafting an email to jobseekers who are actively searching for employment opportunities but have not yet landed a job. The purpose of the email is to check in with your clients about the status of their job search processes and share the organization's weekly listings of job postings and resources [include link]. The email should be written in a tone that grabs the jobseekers' attention, and it should assure recipients that the coach will offer them support and encouragement throughout their job search processes.

Recommend Actions to Jobseekers

Career coaches can use AI tools to come up with recommendations of actions they should take to support jobseekers, including strategies for connecting clients to resources that will help them succeed.

Sample prompt: Act as an expert career coach supporting a jobseeker who has recently completed six years in the U.S Army as a combat engineer. She's looking for a private-sector job and is trying to understand how to show prospective employers that her military experience helped her acquire skills that are in demand in the private sector and that she can succeed in a number of roles without additional education or training. Provide a list of resources that will help the jobseeker understand how her skills can translate to various private-sector careers and jobs, and suggest strategies for how she should approach her job search, tailor her resume to highlight key skills she acquired in the military, and prepare to talk about her experience and skills in job interviews.



Recruit Program Participants

AI is a great tool for crafting messages for outreach to potential program participants through social media or other channels. Career coaches can even use it to suggest ways to describe their programs in face-to-face conversations.

Sample prompt: Act as a marketing and communications expert. You are assisting a workforce development organization in its efforts to recruit participants for a new job training program. Here's an overview of the program, including goals, target populations, and program elements and benefits: [link]. Create an outreach and recruitment strategy for the new program. Create tailored messages for each target population. Keep the strategy to 1,000 words or less.

Draft Funding Applications

Coaches can use AI tools to draft applications for funding tailored to an organization and a specific funder or funding opportunity.

Sample prompt: Act as an expert grant writer assisting a workforce development organization in applying for a new grant opportunity. Draft sample responses to grant application questions from the request for proposals [insert link] drawing upon this information about our organization's programming and past grant proposals: [insert links]. The responses should reflect the strengths of our organization that are aligned to the funder's goals and the parameters listed in the funding application.

Showcase Outcomes and Impact

AI is capable of drafting reports that illustrate the impact of an organization's programs and services by showcasing outcomes data and presenting narratives about initiatives and results in visually appealing and engaging ways. This type of content can be used in updates for boards of directors, community partners, and other stakeholders.

Sample prompt: Act as a communications expert helping a workforce development organization prepare a program update for a board of directors meeting. Create a structured PowerPoint presentation that includes headings, key accomplishments for the year [insert link], and placeholders for graphs and supporting evidence. Limit the PowerPoint to six slides.

How Coaches are Using AI

The following examples illustrate how career coaches across the country have used generative AI tools to meet the unique needs of specific populations of jobseekers.

The scenarios presented here are hypothetical and the individuals named are fictional. They're all based on composites of real people and real situations to create true-to-life examples that offer useful lessons and insights for career coaches seeking AI-driven solutions to real-world challenges.



An Immigrant Career Transitioner

Mariana, a coach at a workforce development organization in San Antonio, Texas, is supporting a new client, Sofia, who recently immigrated to the United States from Colombia. Sofia is an experienced engineer looking for a role in the tech industry and needs help navigating the U.S. job market. During a coaching session focused on resume writing, Mariana uses ChatGPT to help Sofia translate her resume from Spanish to English. They continue using ChatGPT to align language in the resume to common language used in U.S. job postings to highlight Sofia's relevant skills in programming and data visualization. They also use ChatGPT to help ensure that the resume is formatted for easy reading by applicant tracking systems. From there, they use Grammarly to craft a more professional tone and catch grammatical errors.



A Warehouse Worker Seeking Advancement

Teresa, a job coach at a multi-service nonprofit in San Jose, California, recently began supporting a client named Luis, who is exploring opportunities to advance in his career by moving from a role on the warehouse floor into a supervisory position. To help Luis prepare for job interviews, Teresa uses Google's AI application, Gemini, to produce behavioral and situational questions hiring managers might ask people applying to be warehouse supervisors. Teresa also introduces Luis to Google's Interview Warmup app, a free online tool that's designed to simulate job interviews, so he can practice answering Gemini's questions and refine his responses based on Interview Warmup's feedback. They then use an AI-powered speech coach called Yoodli to help Luis continue refining his interview skills, particularly to help him reduce filler words and speak more confidently in English.



A Military Veteran Transitioning to the Private Sector

Steven is a recently discharged military veteran who served for 12 years and reached the rank of staff sergeant. His service included deployments to Afghanistan and Iraq. Specializing in logistics and supply chain management, he led a 15-person team and managed equipment that was worth more than \$10 million. He also holds an associate's degree.

Despite having strong credentials and skills and experience that would seem to be in demand in the private sector, Steven has struggled to transition into a civilian career. For the past year, he has worked in a warehouse earning \$18 an hour with no benefits, which has left him feeling undervalued.

Unsure of how to connect his military experience to private-sector roles, Steven visits his local American Job Center for advice. He's paired with a career coach named Fiona who has experience supporting veterans. She quickly realizes he's facing challenges that are common for jobseekers transitioning from the military: His resume is filled with terms that applicant tracking systems don't recognize, he's using too much military jargon in applications, and he struggles to convey his leadership capabilities and technical skills in interviews. Fiona suggests that he try using Career Dreamer to help translate his military experience into civilian language and identify career pathways aligned to his experience and interests. A free online tool from Google, Career Dreamer uses Gemini generative AI and job market data to give users suggestions about careers they could pursue based on their skills and experience; it also identifies relevant training resources.

With Career Dreamer, Steven uses tailored prompts to identify transferable skills and create a strong personal statement. The tool recommends resume and cover letter templates powered by Gemini, making it easier for Steven to revise his application materials. With Fiona's guidance, he crafts a new resume that highlights his leadership experience, logistics expertise, and project management experience in plain, compelling language.

Steven begins to feel more confident about how to speak and write about his military experience. He applies for several jobs and soon secures a position as an assistant warehouse manager at a large retailer, where he earns more money than he did before, receives benefits, and finally feels like he's recognized for his skills.



A Skilled Technician Seeking Independence Following Incarceration

Michael, a 36-year-old jobseeker, is reentering the workforce after serving five years in a state correctional facility. Before incarceration, he worked in construction and retail jobs and earned his high school equivalency credential. While incarcerated, Michael completed an HVAC training program, worked on the facilities and maintenance crew, and took courses in business fundamentals, conflict resolution, and anger management.

Michael now has a low-wage job and lives with his parents. His short-term goal is to find a higher-paying job and gain independence. Long term, he hopes to build a career in HVAC or facilities management. However, he faces several challenges, including employment gaps on his resume, limited digital fluency, employer bias regarding his record, and the need to fulfill parole requirements. He's also having difficulty adjusting to the culture and expectations of his current workplace.

Working with a career coach, Michael uses AI-enabled tools to support his job search. To build out his resume, together he and the coach use Claude to suggest skills and work tasks aligned to his HVAC knowledge and facilities maintenance experience, and they compare those to skills listed in local job postings. They also explore resources available through SkillUp to identify additional personalized career pathways that don't require a degree that lead to well-paid careers and economic mobility.

Michael is also concerned about employer bias and isn't sure how to disclose the fact that he has a criminal record during interviews. He doesn't initially feel comfortable practicing this with his career coach, so the coach suggests that he use Yoodli to privately rehearse his personal statement, including the way he discloses the fact that he has a record. Yoodli provides him with real-time feedback, and his confidence grows. Eventually, he feels comfortable refining his responses with his coach.

Michael begins confidently applying for jobs and is hired by a commercial HVAC company, giving him a clear path forward in his desired field. With steady income, he's able to rent an apartment of his own and begin building a more stable future.



A Gen Z Career Explorer

An 18-year-old living in the suburbs of St. Louis, Alex is approaching high school graduation without a clear plan for what's next. He was accepted to a state university, but he's unsure if college is the right fit and is concerned about the cost. A digital native, Alex spends hours on social media watching "day in the life" videos from entrepreneurs, trade workers, and college dropouts who seem successful. He's curious about careers in graphic design, environmental science, social media marketing; he has even thought about becoming an electrician.

To explore options, Alex begins asking ChatGPT and Claude direct questions like these: "Is being an electrician a good job for someone my age?" and "Is it worth getting a graphic design certificate instead of a degree?" The AI tools offer useful overviews, but they don't fully answer his questions about how to take the first steps, especially locally.

Alex meets with his high school counselor, Ms. Rodriguez, and shares some of the AI-generated information he has gathered. She affirms the value of his AI-based research and helps him build upon his findings by directing him to the O*NET Interest Profiler, an online career exploration tool from the U.S. Department of Labor that helps people identify potential careers based on their interests. After he completes the O*NET questionnaire, she helps him interpret the results. The assessment confirms his interest in electrical work while also highlighting some related technical fields he hadn't fully considered. Ms. Rodriguez then helps Alex navigate ApprenticeshipUSA's Apprenticeship.gov website to identify electrical apprenticeship programs near St. Louis, and together they review the application timelines and requirements.

Ms. Rodriguez also helps Alex prepare for a conversation with his parents, equipping him with data about job outlook and earning potential for electricians. With her support, Alex schedules a visit to the local NECA-IBEW Electrical Training Center and ultimately applies for an apprenticeship. Although he's still nervous about what his future will hold, Alex feels confident about this choice because he was able to build on his initial research with expert guidance.



A Time-Strapped Career Coach

Elena has worked as a career coach at a community-based nonprofit for eight years. She serves immigrants, veterans and underemployed adults of all backgrounds. She is passionate about advancing economic mobility and closing opportunity gaps, but with a caseload of about 80 active clients and growing administrative responsibilities, she is stretched thin. Each client interaction lasts only 20 to 30 minutes, and about 30% of her time is spent on documentation and reporting for multiple government grants. Her organization's leadership is cautious but supportive in trying new ways to use technology, and the six coaches on her team have varying levels of tech literacy.

Seeking more time for meaningful coaching, Elena begins exploring generative AI tools. She begins outlining her needs: reduce administrative workload without compromising client relationships, develop “light touch” interventions for her clients, create simple processes for her team, and preserve the human connection clients value. She also aims to demonstrate the value of AI to encourage broader adoption throughout the organization.

Starting with her own work, Elena begins using Otter.ai to transcribe her conversations with clients and generate notes and summaries. She also uses Resume Worded to edit resumes and Google Translate to create materials for multilingual clients. She creates simple templates to guide her team, making adoption of new AI tools easier. As the tools prove effective, her team gradually embraces them.

Elena expands her AI use by integrating ChatGPT for Google Forms for client intake and response analysis. She also uses Claude to help generate content for her soft skills workshops and Coach by CareerVillage.org to help clients prepare for interviews when she is unavailable. These tools help reduce her administrative time to 15% of her total workweek, enabling her to extend client sessions to 30 or 40 minutes.

Now recognized as her organization's internal AI expert, Elena partners with her department leadership to form an AI ethics committee and create internal guidelines for AI use, including a requirement that all AI tools be piloted before they are fully adopted across the organization. Through strategic use of AI, Elena enhances both client service and organizational efficiency—without compromising her human-centered approach.

Harness AI's Potential

Used at the right moments and with the right parameters, generative AI tools can unlock new employment and education and training opportunities for jobseekers and enable career coaches to focus on what they do best: coaching.

Getting started with AI doesn't require overhauling your practice. Think about a common challenge that most of your clients face or an administrative task that takes up far too much of your time and look for an AI tool to help you work more efficiently or unlock more opportunities and resources for clients. It might take some trial-and-error experimentation to find the right solution, but if you reflect on the examples, insights, and principles we share in this guide, you'll find that AI can open the door to new knowledge and new ways of working. Developing confidence using AI tools is the first step.

Want to Learn More?

For a comprehensive list of examples of the many ways career coaches can use AI, along with a detailed snapshot of the market for AI products and services, read the March 2024 JFF report [Use Cases for Generative AI in Workforce Development](#).



We're Here to Help You on Your AI Journey

If you or your organization needs tailored assistance or support as you begin integrating AI into your workforce development operations, reach out to the Rework America Alliance (RAA@jff.org) or JFF's Center for Artificial Intelligence & the Future of Work (CenterforAITheFutureofWork@jff.org).

Appendix

General-Purpose AI Tools

These are four of the most commonly used AI tools. Built by well-known developers of large language models (LLM), they're general-purpose tools not specifically designed for use in workforce development, but they can handle most of the suggested uses of AI presented in this guide. They're all available in versions that don't require a paid subscription, but the free versions often don't have access to the most advanced LLMs.



[ChatGPT](#),
developed by
OpenAI



[Claude](#),
developed by
Anthropic



Google
[Gemini](#)



Microsoft
[Copilot](#)

You can learn about more workforce-specific tools in the 2024 JFF report [Use Cases for Generative AI in Workforce Development](#).

Additional AI Tools and Related Workforce Resources

Here's a list of links to additional AI tools—some specifically designed for jobseekers, including Google Interview WarmUp, Resume Worded, and Coach—along with other resources for jobseekers and career coaches that are mentioned in this guide:

AI Tools

- [Coach by CareerVillage.org](#)
- [Google Career Dreamer](#)
- [Google Interview WarmUp](#)
- [Google Translate](#)
- [Otter.ai](#)
- [Resume Worded](#)
- [Yoodli](#)

Additional Workforce Tools

- [Apprenticeship.gov](#)
- [Google Forms](#)
- [Grammarly](#)
- [O*NET](#)
- [SkillUp](#)

Training Courses and Educational Resources

There are many online training programs and educational resources you can turn to if you want to learn more about the way AI works and how you and your organization can make the most of this powerful emerging technology. Here are a few examples:

- [Anthropic AI Fluency](#)
- [Google AI Essentials](#)
- [IBM Skills Build](#)
- [LinkedIn AI Skill Pathways](#)
- [Microsoft AI Learning Hub](#)
- [OpenAI Academy](#)



Building a Future
That Works
For Everyone