

Artificial Intelligence (AI) Resources for Career Counselors and Coaches

Career counselors and coaches must understand, accept, and learn about artificial intelligence (AI) to remain relevant and effective in a rapidly evolving world of work. AI is transforming job markets, hiring practices, and required skillsets—making it essential for practitioners to guide clients through these changes.

Understanding and using AI tools helps counselors better support clients in job searching, resume optimization, and interview preparation, especially as employers increasingly use algorithms in recruitment.

Learning about and investigating AI also allows professionals to critically evaluate its ethical implications, including bias and access, ensuring equitable support for marginalized clients. Embracing AI enables counselors to use it as a collaborative tool rather than fear it as a replacement.

To follow are some starting points for career practitioners to begin to learn about AI, deepen their current knowledge, and expand their use of AI in our professional and practice.

Free/Low-Cost Trainings on AI Concepts

Training opportunities abound for career practitioners, with offerings ranging from basic to highly advanced levels. With the rapid development and changes in AI, training can quickly become outdated and lose relevance. When searching for the right course, be sure to check when it was launched or last updated to ensure it remains current.

LinkedIn Learning: <https://www.linkedin.com/learning/> This platform offers more than 833 courses on AI, many of which delve into the inner workings of artificial intelligence. However, there are also practical courses such as *Getting Hands-On with GPT-4: Tips and Tricks*, *AI and the Evolution of Jobs*, and *Using AI to Tailor Your CV for a Job*.

Empowering Responsible AI Practices: <https://www.microsoft.com/en-us/ai/responsible-ai> Microsoft offers a series of papers on AI-related topics, which can be valuable in shaping policies for career services offices as they participate in developing AI use policies within organizations. Examples include *Protecting the Public from Abusive AI-Generated Content* and *How the Microsoft Privacy Commitments Apply to AI*.

Microsoft Learn Education Center AI for Education Resources and Learning Opportunities: <https://learn.microsoft.com/en-us/training/educator-center/topics/ai-for-education>

This site offers training on various AI-powered productivity tools.

NCD A YouTube Channel: <https://www.youtube.com/@ncdacareer6011/videos>

Here, you can find several videos on AI topics, including *AI and the Digital Presence* and *Job Search 2.0: Leveraging AI to Unlock Potential*.

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Coursera: <https://www.coursera.org/> This site offers many free AI courses and specializations, including those by top universities and institutions.

edX: <https://edx.org> Provides free courses on various AI topics, including prompt engineering and ethical AI

Udemy: <https://www.udemy.com/> Features a variety of free AI courses including Generative AI for Beginners.

Google Grow with Google: <https://grow.google> Offers free workshops, certificates, and AI training programs including one on Google Prompting Essentials

Udacity: <https://www.udacity.com/school/artificial-intelligence> The School of Artificial Intelligence offers AI training and machine learning courses as well as programs focusing on deep learning, computer vision, natural language processing, and AI product management.

Amazon Web Services (AWS) : <https://aws.amazon.com> Offers free and low-cost AI courses and learning resources through AWS Skill Builder

YouTube: <https://youtube.com> Search for any skill you need and you will likely find assistance and instructions

Sites and People to Follow to Keep You Updated on AI and Careers

These individuals and platforms regularly curate AI developments relevant to career practitioners and educators. They update frequently with new tools, research, and ideas.

The Job Insiders: <https://www.thejobinsiders.com/chatgpt>

Jeremy Schifeling provides training, resources (some free), and insights into AI and tech jobs. His frequent streaming on LinkedIn tends to be very insightful, timely, and practical.

Grow Everyday with AI: <https://www.linkedin.com/in/jordanwilson04/> Follow Jordan Wilson on LinkedIn for daily livestreams, podcast recordings, and a newsletter focused on AI.

AI for Education: <https://www.aiforeducation.io/> Where Amada Bickerstaff has created a powerful site for training, resource libraries, prompt libraries, research studies and more for use by educators and students. Follow the blog posts as well.

AI in Career Counseling and Coaching Facebook Group:

<https://www.facebook.com/groups/326320396396405> Join this open Facebook group started by Janet Wall where various people post information, tools, resources, articles, and research related to career and workforce development.

AI for Business and Life: <https://www.facebook.com/groups/1160967011199673>

This resource is direct to those new to AI technology, with discussions covering helpful how-to's, creative business integrations, and ways to incorporate AI into your daily life.

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Open AI Academy: <https://academy.openai.com/> This site has numerous courses ranging from foundational AI literacy to advanced integration for engineers.

Newsletters to Keep You Aware of New Ideas and Tools

Subscribing to newsletters is a great way to catch up on the new issues in the field of AI. Several are available, but these seem to be the most useful for those relatively new to learning about AI.

TheTip.AI: <https://thetip.ai/subscribe> Provides ideas to help grow your business with AI.

McKinsey Highlights: <https://www.mckinsey.com/featured-insights/monthly-highlights> This newsletter covers several topics of interest to business and the economy to include AI.

Nextool.ai: <https://newsletter.nextool.ai/> Offers updates on news, tools, and trends in AI to help productivity. Individuals are encouraged to submit new tools as they are developed. You can search for specific tool capabilities on their website.

The Neuron: <https://www.theneuron.ai/newsletter> Provide information on trends and tools for implementing AI. Also offers some free ChatGPT courses.

Superhuman: <https://www.superhuman.ai/subscribe?> Sign up to receive sample prompts, tips, tools and access to courses.

Example Tools to Enhance Productivity in Career Counseling and Coaching

There are many hundreds of tools developed to assist job seekers in finding and acquiring jobs. These are just a few of the proven tools that career practitioners might investigate to help with job seeking. Many of these tools offer multiple tasks and processes so look at each to see what they contain and how the components work together. New tools emerge frequently—explore and evaluate what works best for your clients.

AI Resume Production and Optimization Tools

JobScan: <https://www.jobscan.co/>

MyPerfectResume: <https://www.myperfectresume.com1>

Enhancv: <https://enhancv.com14>

Rezi: <https://www.rezi.io12>

Teal: <https://www.tealhq.com/tools/resume-builder3>

Resumaker.ai: <https://resumaker.ai1>

Earn Better: <https://earnbetter.com/application-autofill/>

AI Interviewing Tools

Interviewer.ai: <https://interviewer.ai/>

LeetCode Wizard: <https://leetcodewizard.io/>

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Career.io Interview Simulator: <https://career.io/interview-prep>
Final Round AI: <https://www.finalroundai.com/?via=brian>
Interviewsby.ai: <https://interviewsby.ai2>
Teal: AI Interview Practice: <https://www.tealhq.com/tools/ai-interview-practice>
Yoodli: <https://yoodli.ai/>

AI Job and job Matching Sites

Resume Genius: <https://resumegenius.com>
Careerflow.ai: <https://careerflow.ai>
aiApply: <https://aiapply.com>
Teal: <https://tealhq.com>
EarnBetter: <https://earnbetter.com>
JobScan: <https://www.jobscan.co/>
TrueUp.io: <https://trueup.io>
Sonara: <https://sonara.ai>

AI Tools for Networking

LinkedIn AI Job Search Features: <https://www.linkedin.com>
Jobcase: <https://www.jobcase.com>
Crystal Knows: <https://www.crystalknows.com>
NetworkAI by Wonsulting: <https://www.wonsulting.com/networkai>

AI Salary Negotiation Tools

Salary.com: <https://salary.com>
YesChat.ai's Salary Negotiator:
<https://www.yeschat.ai/gpts-9t557WCXkdG-Salary-Negotiator>
StudentAI's PayRise Advisor: <https://studentai.app/payrise-advisor/>
JobCopilot's AI Offer & Salary Negotiation Advisor: <https://jobcopilot.com/offer-salary-negotiation-advisor/>

Sites to Search and Find Multiple Tools

The sites listed here accumulate, curate, and categorize hundreds of tools. New tools are added every day. Search to see what you can find. Check out the newsletters mentioned above for some similar search opportunities.

Synthesia: <https://www.synthesia.io/post/ai-tools> This site lists a couple of favorite tools in several categories such as ai assistants, writing, image generation, video creation and editing, etc.

Future Tools: <https://www.futuretools.io/> Visit this site where various AI tools are identified, curated and categories for easy searching. Sample categories include chat, marketing, coding, productivity, etc.

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Relevant Information from Career Development Related Organizations

It is helpful to learn and understand how other career development related organizations have considered and implemented AI in their work and policies. What follows are a few examples that exemplify the use of AI for career practitioners and can help identify best practices.

International Association for Vocational and Educational Guidance: <https://shorturl.at/rtR4X>

The Role of Artificial Intelligence (AI) in Career, Educational and Vocational Guidance: Opportunities and Challenges. This provides a comprehensive view of career guidance and the use of AI in a global context.

AI in Career Services: Getting Started by NACE: naceweb.org This resource outlines strategies for integrating AI into career services while addressing ethical concerns like data privacy and bias. It emphasizes gradual implementation, staff training, and maintaining the human connection in career advising.

ICF's AI Coaching Framework and Standards:

<https://coachingfederation.org/resources/coaching-and-technology/> Published by the International Coaching Federation (ICF), this document provides best practices for using AI in coaching. It highlights the benefits of AI tools while emphasizing ethical standards, accessibility, and maintaining coaching quality.

AI Pioneers: <https://aipioneers.org/ai-and-career-counseling-advice-and-guidance/> This is a paper that summarizes how AI can be used in career guidance.