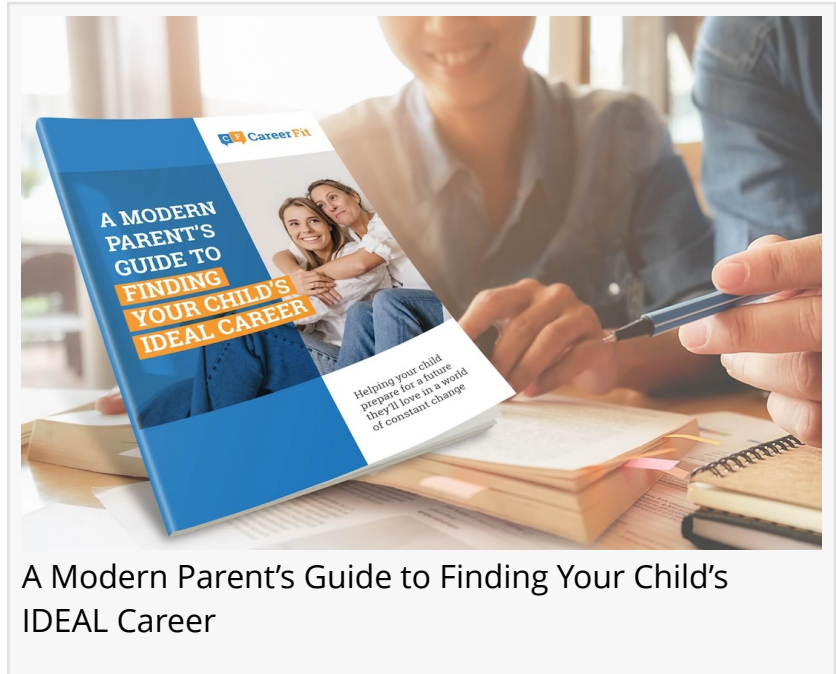


New Free Guide Empowers Parents to Help Their Children Find Careers They'll Love in an Uncertain Future

90% of young people trust their parents for career advice - yet many parents feel unprepared. This free guide helps families explore futures with confidence.

DUBLIN, IRELAND, August 25, 2025 /EINPresswire.com/ -- 90% of Teens Trust Parents for Career Advice - New Free Guide Helps Families Close the Gap in a Changing Job Market

Research shows 90% of young people trust their parents most for career guidance, even though many parents feel lost in today's shifting world of work. With careers emerging that didn't exist a decade ago - and many future jobs not yet invented - families face a growing challenge. A new free resource, *A Modern Parent's Guide to Finding Your Child's IDEAL Career*, has been launched to help parents support their teenagers and young adults with clarity, confidence, and practical tools.



A Modern Parent's Guide to Finding Your Child's IDEAL Career

“

The old career playbook is outdated. It's easier than ever to build a life you love - and harder than ever to choose. Parents don't need answers, just openness and support.”

Stephen Shortt

Why Parents Matter More Than Ever

The landscape of work is evolving rapidly. Automation, artificial intelligence, and globalisation are reshaping industries, creating demand for skills and roles that look very different from traditional “safe” career paths. Research by the World Economic Forum suggests that a large share of jobs in 2030 will be new roles that don't exist today, while reports by McKinsey indicate 8–9% of employment could be in entirely new occupations by the

end of the decade.

Yet despite these seismic changes, parents remain the most powerful influence. According to a 2024 Gallup and Walton Family Foundation study, nine in ten Gen Z students say they look to their parents for advice about life after school. Teachers, friends, and counsellors rank far lower.

This creates both a challenge and an opportunity. The challenge: most parents feel underprepared, relying on the pathways they know - university degrees and traditional professions - while overlooking alternative options like apprenticeships, certifications, or entrepreneurship. The opportunity: with the right resources, parents can turn their influence into a positive force, guiding their children toward futures that match their unique talents and the needs of tomorrow's world.

A Practical Guide for Parents

A Modern Parent's Guide to Finding Your Child's IDEAL Career was created to bridge this gap. It's a concise, practical, and parent-friendly guide designed to make career conversations easier, less stressful, and more productive.

At its heart is the IDEAL Career Framework, a simple model that helps families identify the intersection of:

Aptitude – what the child is naturally good at

Interest – what excites and energises them

Demand – what the world actually needs

Where these three overlap lies a child's shortlist of potential careers. From there, parents are encouraged to add Enthusiasm - the spark that sustains motivation - and apply the Four Lenses of Learning, Longevity, Lifestyle, and Leadership to test whether a career truly fits long-term goals.

The guide also introduces three simple steps any parent can use:

Become a Co-Explorer, Not a Director – shift from handing down instructions to exploring options together.

Focus on Interests and Stories, Not Job Titles – replace the pressure of “What do you want to be?” with curiosity about problems to solve and impact to make.

Build a ‘For Now’ Plan, Not a ‘Forever’ Plan – encourage short-term experiments like internships, volunteering, or online courses instead of committing to one lifelong choice.

It concludes with 10 Conversation-Starter Questions - practical prompts parents can use to spark meaningful discussions about strengths, values, and ambitions.

Quotes from the Guide's Creator

“The old career playbook no longer works,” says Shortt. “It’s never been easier to build a good life doing something you love - but it’s also never been more overwhelming to choose a path. Parents don’t need to predict the future, but they do need to be open, curious, and supportive as their children figure it out.”

“Our role as parents is not to direct traffic, but to walk alongside our children as co-explorers. This guide is about shifting the pressure off having ‘the right answer’ and instead equipping families to ask better questions and explore possibilities together.”

Why This Guide Is Needed Now

In the past, “safe” careers like law, accountancy, or teaching were seen as the gold standard. Today, many of those paths face disruption, while new careers in areas like cybersecurity, renewable energy, digital marketing, and health tech are booming.

Meanwhile, young people are redefining what “success” means. Gen Z tends to prioritise purpose-driven work, flexibility, and wellbeing, alongside financial stability. They are not just looking for jobs - they are looking for careers that fit the life they want to live.

For parents, this shift can feel confusing or even unsettling. But with the right tools, it becomes an opportunity: a chance to help their children craft a career that is not only secure but also meaningful.

Availability

A Modern Parent’s Guide to Finding Your Child’s IDEAL Career is available now as a free download at www.careerfit.com/guides .

The guide also serves as a companion to the forthcoming book Your Future Career, which will be released later this year and offers a deeper dive into career discovery for students and parents alike.

About the Author

Stephen Shortt is an international speaker, career & talent strategist, and CEO of CareerFit, a leading career guidance service. He is also the founder of the HAPPY People Project, which inspires individuals and organisations to create fulfilling lives and workplaces focused on purpose, impact, and growth.

Stephen has delivered keynotes and workshops on five continents and has worked with thousands of students, parents, and professionals. His upcoming book, Your Future Career, distils years of research and global experience into actionable steps to help the next generation thrive in the workplace of tomorrow.

Media Contact:

Stephen Shortt
stephen@etcconsult.com
+353 1 497 2067

Stephen Shortt
CareerFit
+353 1 497 2067

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

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