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## The Significance of Professional Identity in the Work of a School Career Counsellor

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### Abstract

This article explores the significance of professional identity in the work of school career counsellors and its impact on the quality of support provided to students. Professional identity develops on both personal and group levels, encompassing self-efficacy, reflection, education, and public perception. The theoretical review is based on peer-reviewed academic sources and Latvian education policy documents. The findings reveal that a well-defined professional identity improves counselling quality and student trust. Counsellors with strong identity adapt more effectively to changing situations and make better-informed decisions. Identity is further strengthened by institutional collaboration and access to supervision. Therefore, supporting professional identity is strategically important for long-term student career development.

**Keywords:** group identity, quality of counselling, reflective practice, self-efficacy