



# INHOUSE CAREER COUNSELING

Importance of investing in career guidance

# Change in demand for skills in labor markets

- Radical change in the character of work
- Increasing risks of joblessness
- Precarious employment.
- Globalization
- Demographic trends
- Growing efforts to create greener economies

All these factors are changing the character of demand for skills in labor markets around the world.

Career guidance has an essential part to play in recovery plans and in helping people of all ages and backgrounds to navigate such disruption. Evidence reviews give policy makers confidence that investment in guidance can be expected to provide positive economic, educational and social returns to both individuals and society. International data shows, however, that in too many countries access to guidance is insufficient, particularly for those who are in greatest need.

# Access to career guidance varies

Career guidance has

- An essential part to play in recovery plans.
- Key in reorganization plans.
- In helping people of all ages and backgrounds to navigate such disruption.

Investment in guidance can be expected to provide positive economic, educational and social returns to both individuals, business and society overall.

International data shows, however, that in too many companies, cities, regions or even countries access to guidance is insufficient, particularly for those who are in greatest need.

# What is Career guidance?

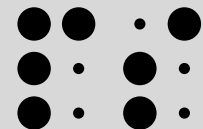
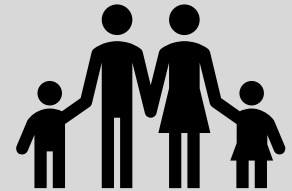
Career guidance describes the services which help people of any age to manage their careers and to make the educational, training and occupational choices that are meaningful for them.

It helps people to reflect on their ambitions, interests, qualifications, skills and talents – and to relate this knowledge about who they are to who they might become in life and work.



Individuals, families and communities differ in the extent to which they can visualize and plan their future.

It is an important role of career guidance to address such differences and inequalities.



# What is Career guidance?

The overall aim of career guidance is to develop the capacity of individuals to manage their careers (known as “career management skills”).

It involves a range of connected learning activities that help people to access services, resources and experiences related to employment and further education and training. These include provision of:



CAREERS  
INFORMATION



CAREERS EDUCATION



SKILLS ASSESSMENT  
AND PSYCHOMETRIC  
TESTING



INDIVIDUAL AND  
GROUP GUIDANCE/  
COUNSELLING



ENGAGEMENT WITH  
EMPLOYERS



DEVELOPMENT OF  
SKILLS NEEDED FOR  
JOB SEEKING AND  
SELF-EMPLOYMENT

# Different guidance offered

Career guidance is delivered either:

- Face-to-face
- At distance
- In a blended mode.

# Different settings are offered

Guidance is provided to people in a wide range of settings:

- primary and secondary schools
- vocational training centers
- tertiary and higher education institutions
- public and private employment services
- public and private career guidance centers
- in workplaces
- trade unions
- NGOs
- professional bodies
- In local community settings.

# Right Career guidance at the right time.

Career guidance is important within educational provision, skills development, social protection measures and active labor market policies.

Career development is a continuous process throughout life.

It is fundamental to the smooth transitions of young people as they, in ever greater numbers, are presented with choices about continuing education and training and to adults needing to upskill, reskill or to move within the labor market.

It is not only the unemployed who need career guidance. Now more than ever, as demand for labor is changing rapidly, it is also relevant to people in work who are looking to move jobs.

# Reach potential och individuals and business through effective career guidance.

Effective career guidance helps individuals to reach their potential, economies to become more efficient and societies to become fairer. It is critical to the smooth transitions of people as they make choices about education and training and to mobility and integration within the labor market.