Expert Guides

THE KEY ROLE CAREERS ADVISERS PLAY IN TYING THE GATSBY BENCHMARKS TOGETHER

LEIGHTON COLLINS

Meadowhead School
Academy Trust

Careers in the 90s

"**You're not very smart.**
I can talk to my mate about getting you an apprenticeship as a joiner."

Y10   Careers software – 'you will be a …'

Y11   "What A-Levels are you choosing?"

Y12/13 "Which universities are you applying to?"

Leighton Collins

- **F/T Careers Leader & Careers Adviser**
- 10 years working in Careers Education
- 20 years working with teenagers
- *Gatsby – expert practitioner group*

- **First gen uni. student**

Meadowhead School
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Meadowhead School Academy Trust

- **Single school Academy Trust – Sheffield**

- **2000 students**

- **11-18 comprehensive school**
  - Students from higher and lower deciles of poverty
  - 'Good' Ofsted rating, 35%+ PP
  - CEIAG at the heart of whole school

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You…

Show of hands…

- Careers Leader

- Careers Adviser

- Both!

- Neither

Today...

- **What can a Careers Adviser do?**
- **Gatsby development for next 10 years.**
- **BM8 complements everything**
- **Human Intellgence vs A.I.**
- **A good one-to-one experience**

What can a Careers Adviser do?

What can a Careers Adviser do?

Point of expertise – *for all*

Reflection / goal-setting / planning

Pastoral support & care

Oversee Careers delivery

Any other thoughts?

Gatsby – next 10 years

…ALL THROUGH THE LENS OF CAREERS GUIDANCE

Gatsby – next 10 years

- **Building on strong foundations of Gatsby**

- **Good practice >>> Outstanding practice**

- **'Why?' – data, destinations, encounters …**

Benchmark 8 complements everything

BM8 complements everything

BM1
Careers Programme

BM2
Careers & LMI

BM3
Student Needs

BM4
Careers & Curriculum
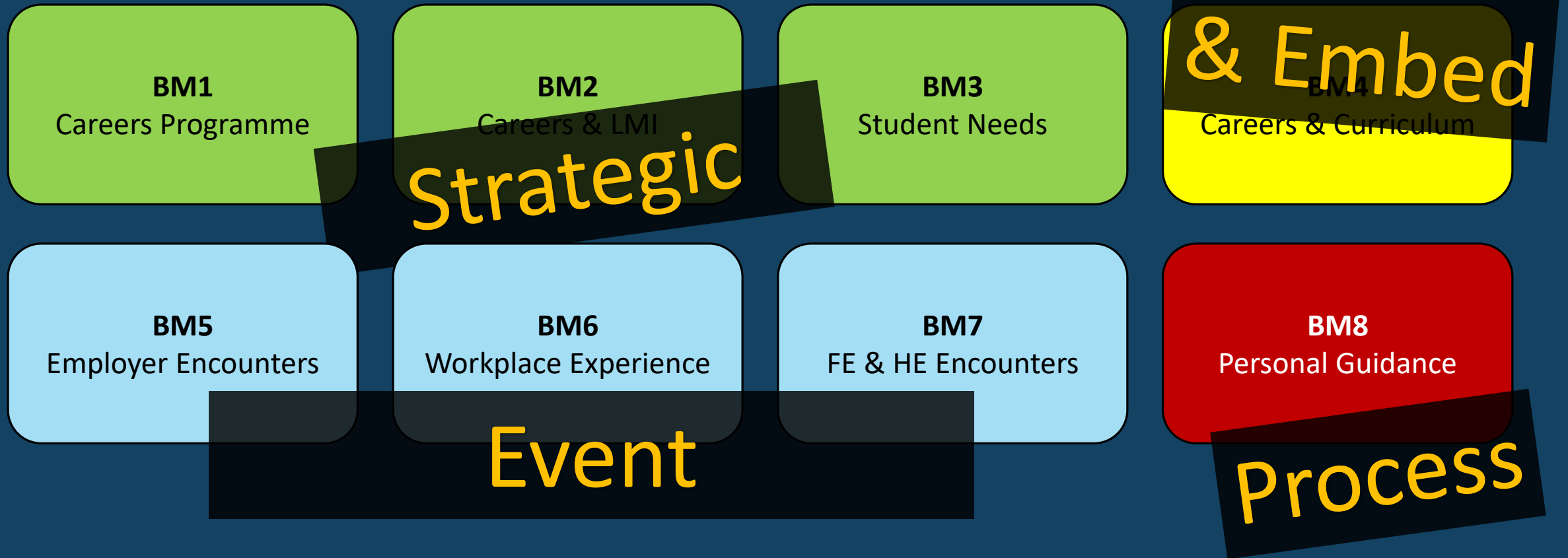
BM5
Employer Encounters

BM6
Workplace Experience

BM7
FE & HE Encounters

BM8
Personal Guidance

BM8 complements everything

BM1
Careers Programme

BM2
Careers & LMI

BM3
Student Needs

BM4
Careers & Curriculum

BM5
Employer Encounters

BM6
Workplace Experience

BM7
FE & HE Encounters

BM8
Personal Guidance

Strategic

Extract & Embed

Event

Process

Expert Guides and BM1-3

Strategic thinking

Contemporary information

Client awareness

- **Careers Adviser can support Careers Leader**
- **IAG will be embedded**

Expert Guides and BM4

**Skills**

Knowledge

Aspiration

- **Careers team work with Teaching staff**
- **Process the 'everyday'**

Expert Guides and BM5-7

'Meaningful' experiences

- **Event and process**

- **Champion 'meaningful'**

BM8 complements everything

BM8
Personal Guidance

BM4
Careers & Curriculum

BM5
Employer Encounters

BM6
Workplace Experience

BM7
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BM1
Careers Programme

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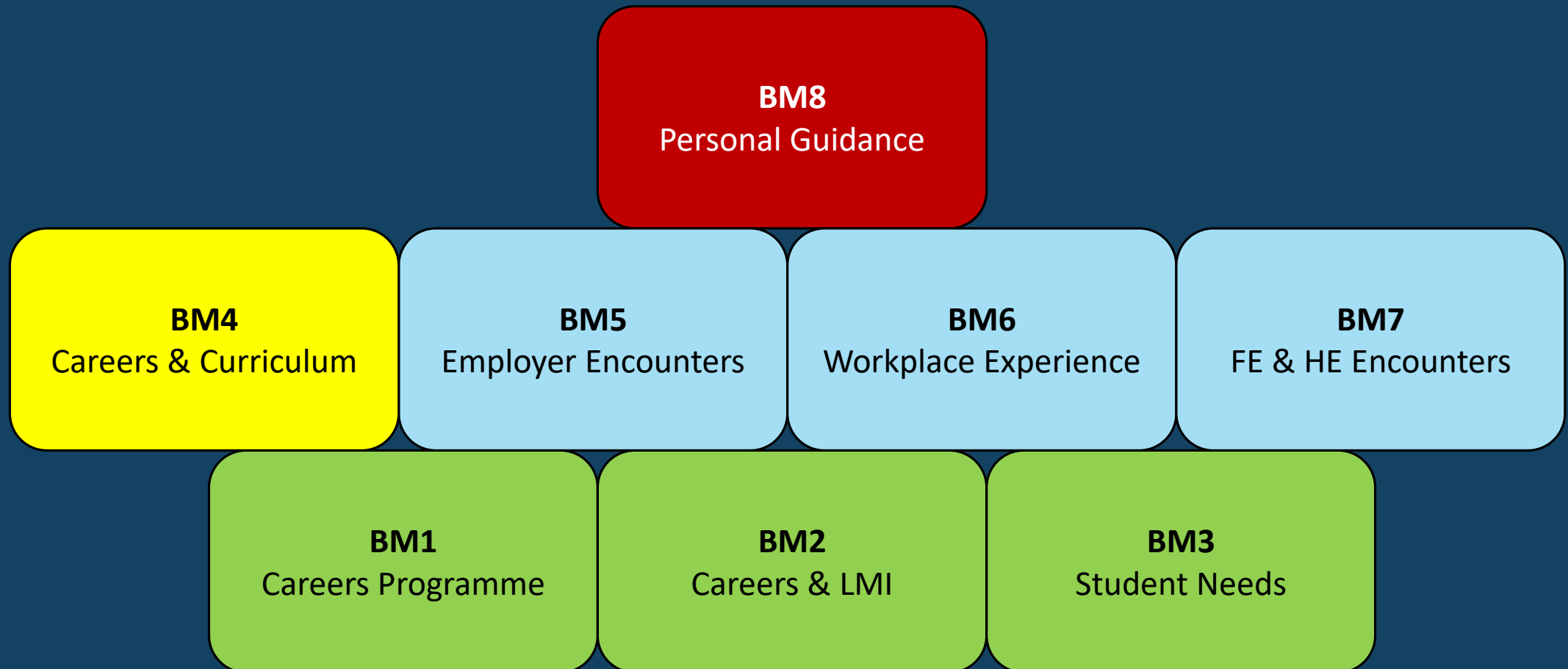
Human Intelligence vs A.I.

Human Intelligence vs A.I.

Information

- Easily replicated by AI - *could be more accurate.*

- Does the client **want** empathy & human input at this stage?

  ◦ Ofsted rating?
  ◦ Average salary?
  ◦ Sector vacancies?
  ◦ Entry requirements?

Human Intelligence vs A.I.

Advice
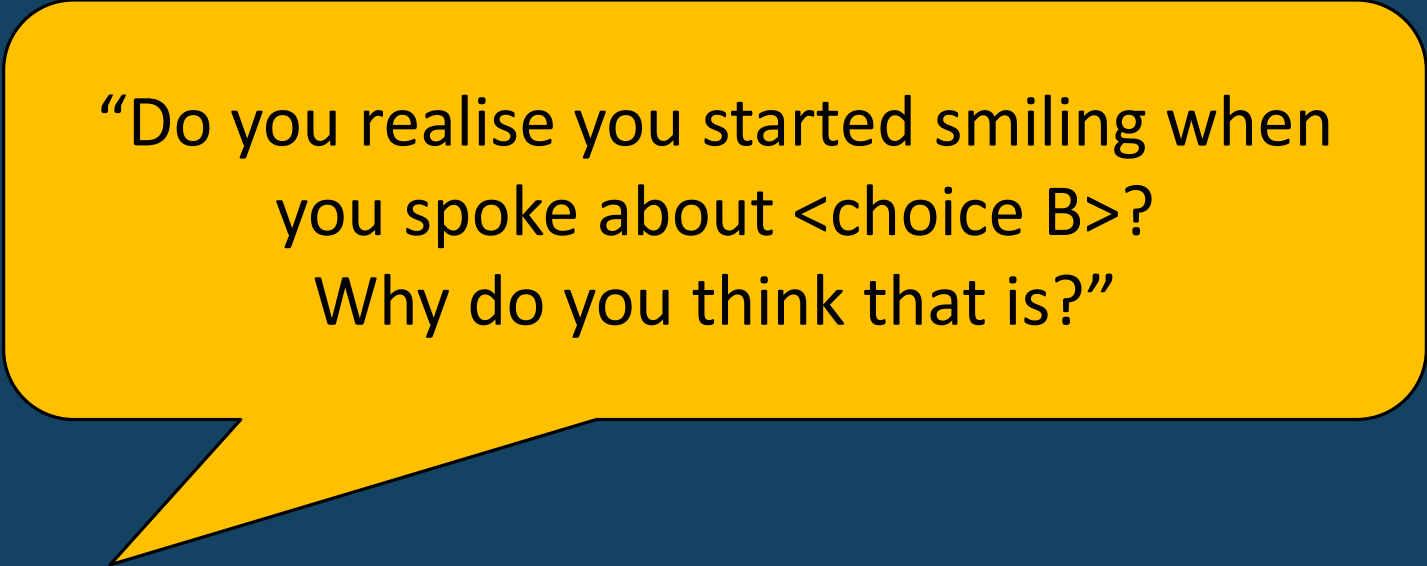
- Could be further developed by AI.

- 'Choice A' = 'Outcome 1' // 'Choice B' = 'Outcome 2' etc.

- Can offer generic advice based on risk & reward

Q. Does this feel more like 'directing' rather than 'guiding'?

Human Intelligence vs A.I.

Guidance

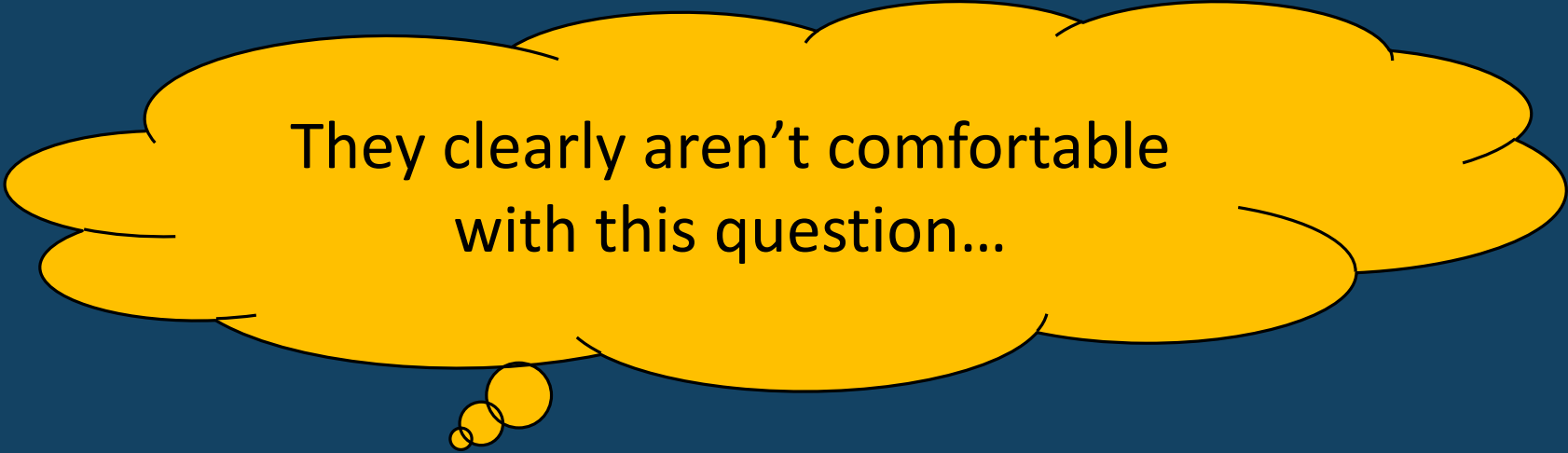Deeply personal – needing human intelligence and empathy.

"Do you realise you started smiling when you spoke about <choice B>?
Why do you think that is?"

Human Intelligence vs A.I.

Guidance

Deeply personal – needing human intelligence and empathy.

They clearly aren't comfortable
with this question...

Human Intelligence vs A.I.

Guidance

Deeply personal – needing human intelligence and empathy.

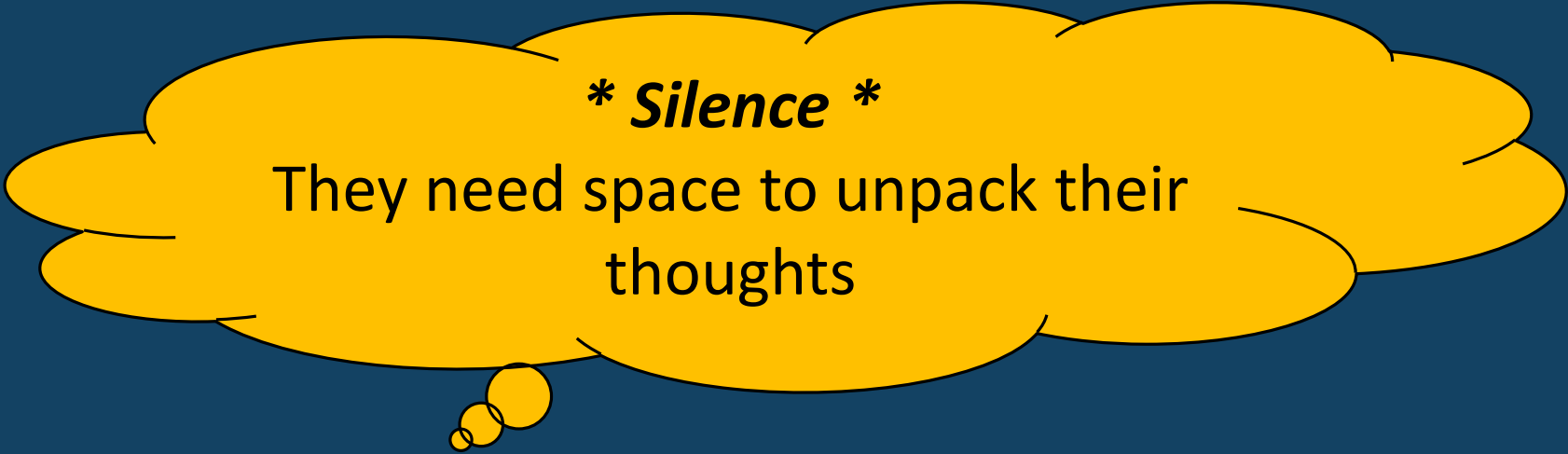"I like your poster Sir – are you a Sheffield Wednesday fan?"

Human Intelligence vs A.I.

Guidance

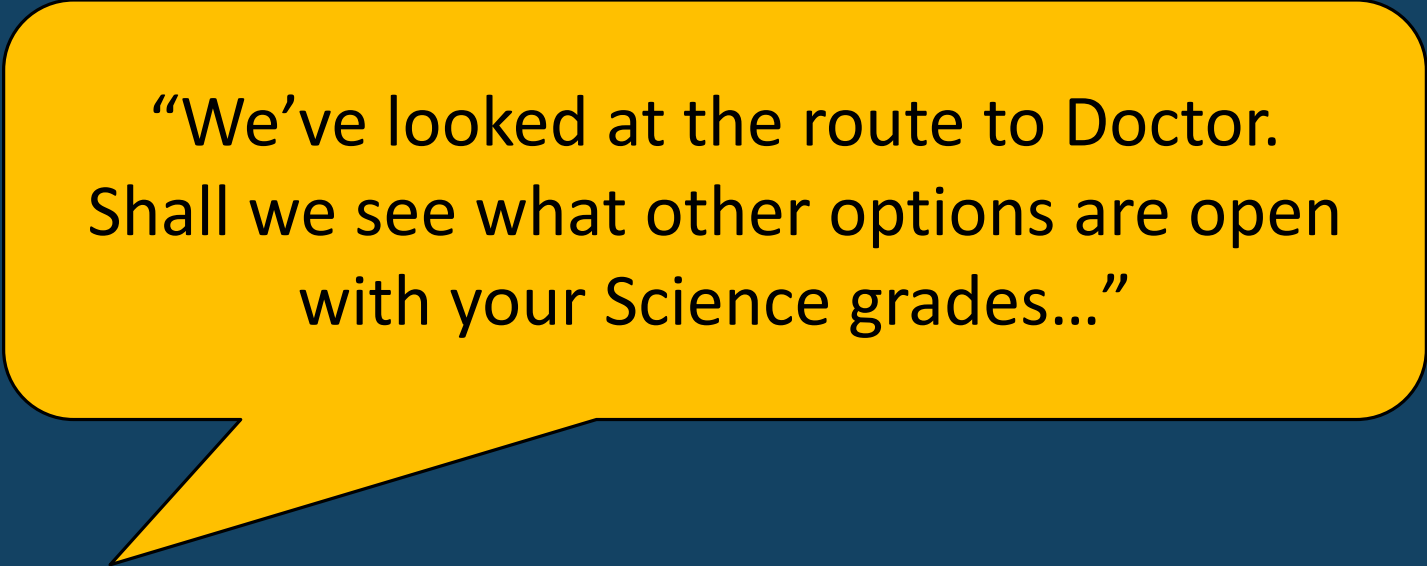Deeply personal – needing human intelligence and empathy.

Silence
They need space to unpack their thoughts

Human Intelligence vs A.I.

Guidance

Deeply personal – needing human intelligence and empathy.

"We've looked at the route to Doctor. Shall we see what other options are open with your Science grades…"

Human Intelligence vs A.I.

Guidance

Having awareness of the client…

- Client **flags**   SEND, PP, Young Carer, CLA …
- Client **situation**   Are they known?
- Client **response**   Anxiety about the meeting / choices
- Client **baggage**   Sense of burden – "be a lawyer!"

Even A.I. agrees!

What AI Struggles With (Human Advisers Still Needed)

- **Emotional support and empathy:** Helping with personal anxieties, motivation, or complex life circumstances.

- **Interpreting nuanced situations:** Understanding context, values, and subtleties in someone's career journey.

- **Networking and personal connections:** Offering introductions or insider advice based on personal experience.

- **Motivational coaching:** Encouraging and inspiring clients in ways AI can't fully replicate yet.

In short:

AI can handle lots of data-driven, routine, and informational tasks in career advising, boosting efficiency and accessibility. But human advisers bring empathy, judgment, and deep personal insight that AI can't replace—at least not yet.

Q. **How do you make best use of this precious resource?**

What does a
good 1-to-1 look like?

What does a good 1-to-1 look like?

- **Prepared**   Client(s) & Adviser

- **Visible**   Careers service & staff profile

- **Scale**   45-60 minutes

- **Structure**   Start / Middle / End

- **Layered**   Opportunity for follow up

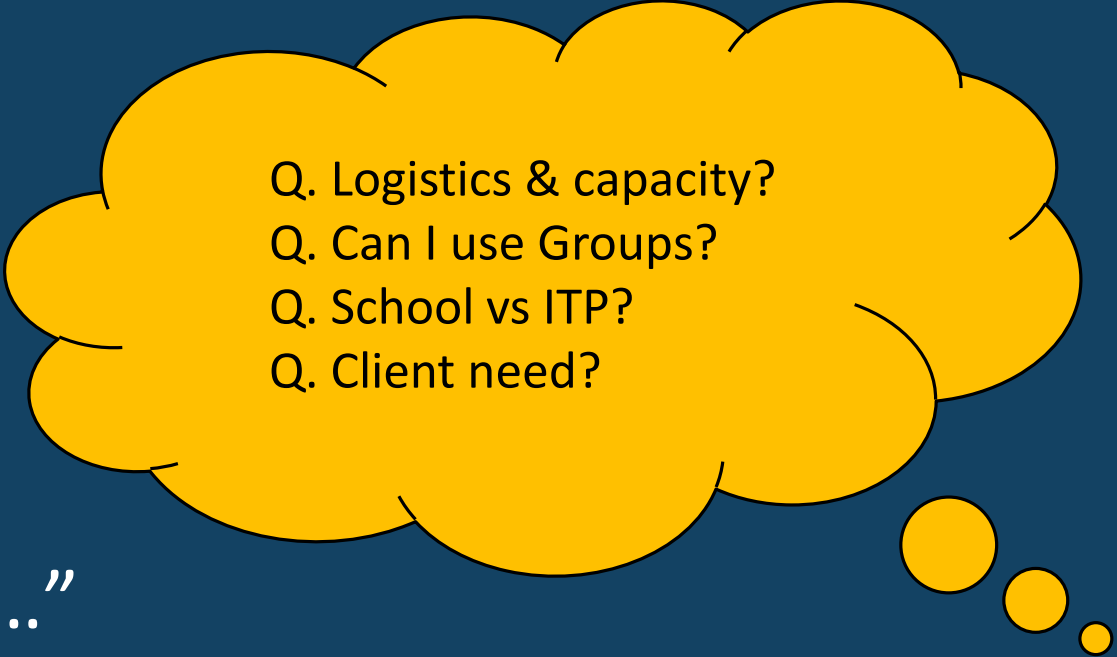*Freedom to take students out of class for their meeting.*

Post-16 guidance

Good practice

- Open door access to a quality service.

- "... the opportunity for ..."

Outstanding practice

- A targeted service

- "... should have a meeting with ..."

Q. Logistics & capacity?
Q. Can I use Groups?
Q. School vs ITP?
Q. Client need?

Q. **How do you make best use of this precious resource?**

Q&A soon…

Questions?

THANK YOU!