
Expert Guides

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

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Meadowhead School
Academy Trust



oasis

blur



Disney · PIXAR
TOY
STORY

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
Academy Trust



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



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 Intelligence 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

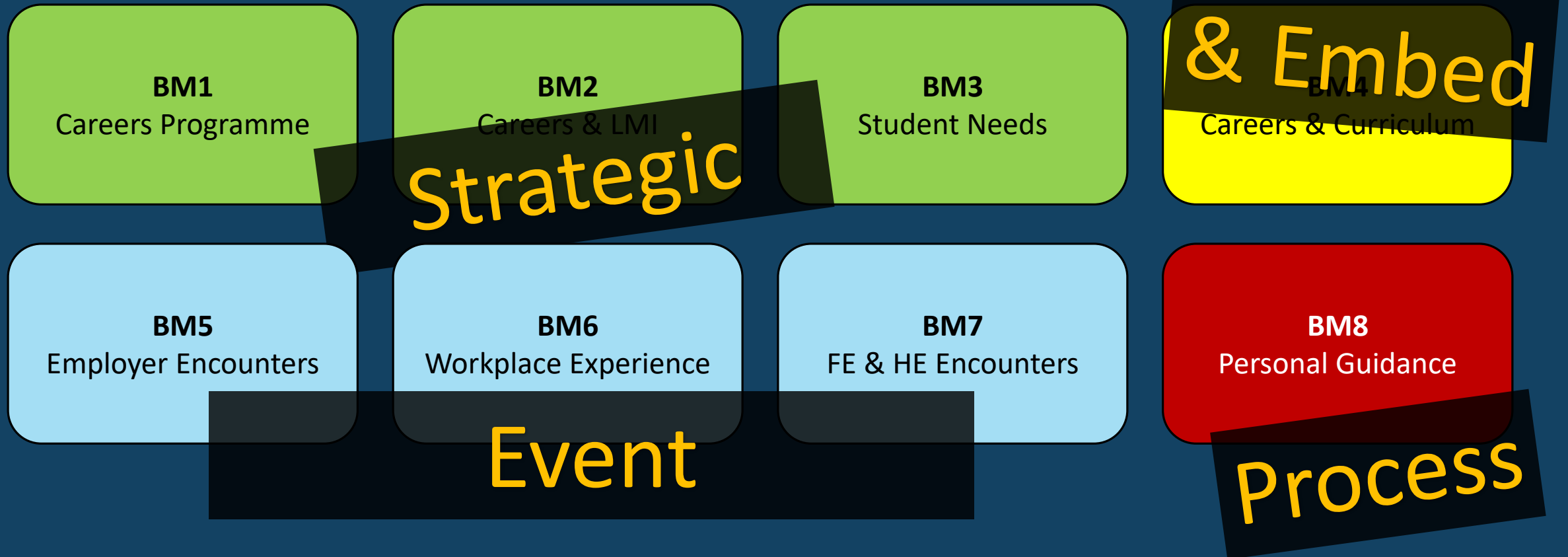
BM7

FE & HE Encounters

BM8

Personal Guidance

BM8 complements everything



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

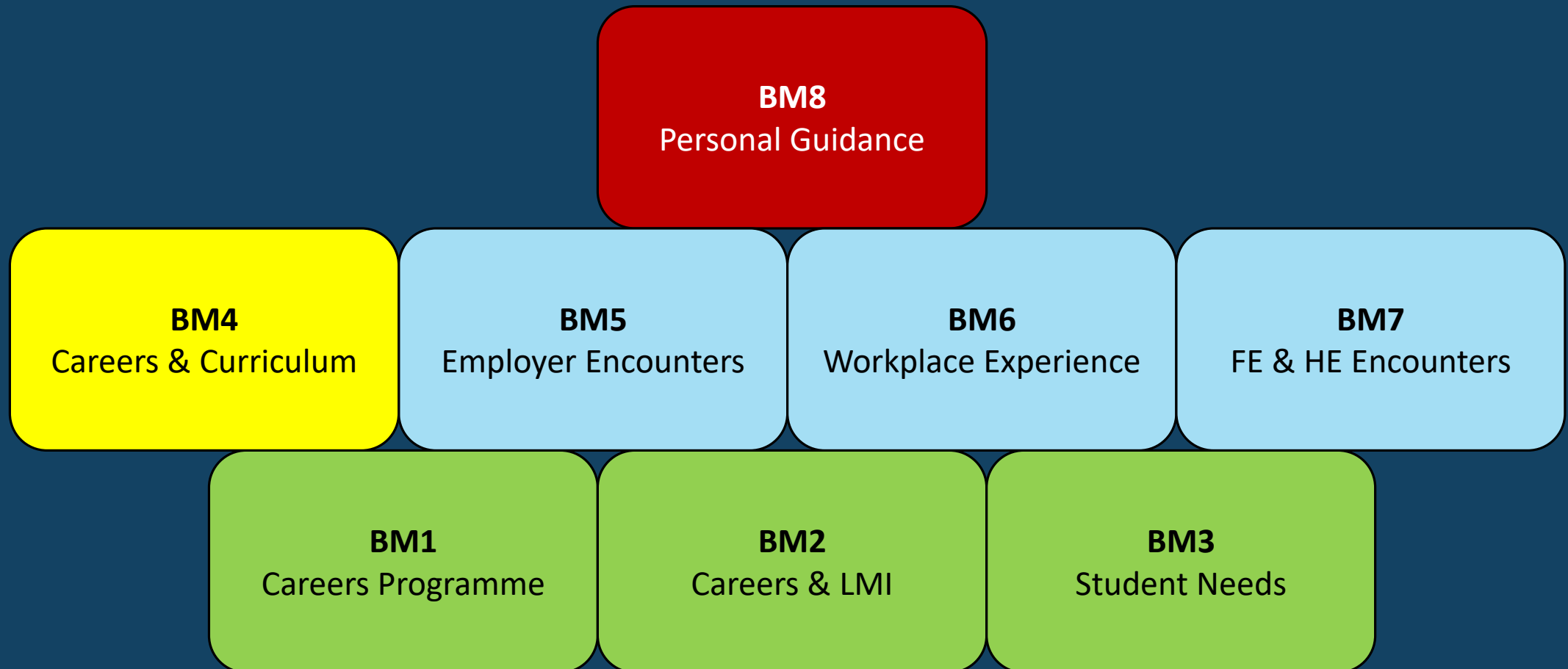
- **Careers team work with Teaching staff**
- **Process the 'everyday'**

Expert Guides and BM5-7

‘Meaningful’ experiences

- **Event and process**
- **Champion ‘meaningful’**

BM8 complements everything



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

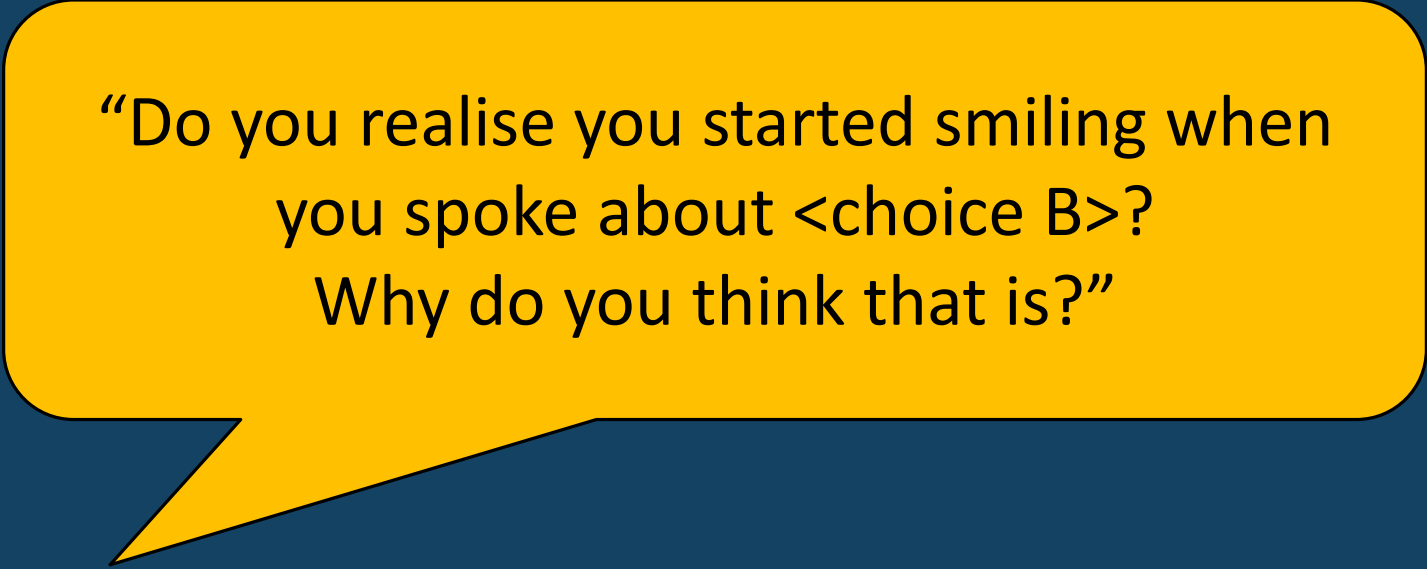
- Could be further developed by AI.
- 'Choice A' = 'Outcome 1' // 'Choice B' = 'Outcome 2' etc.
- Can offer generic advice based on risk & reward

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

Human Intelligence vs A.I.

Guidance

Deeply personal – needing human intelligence and empathy.

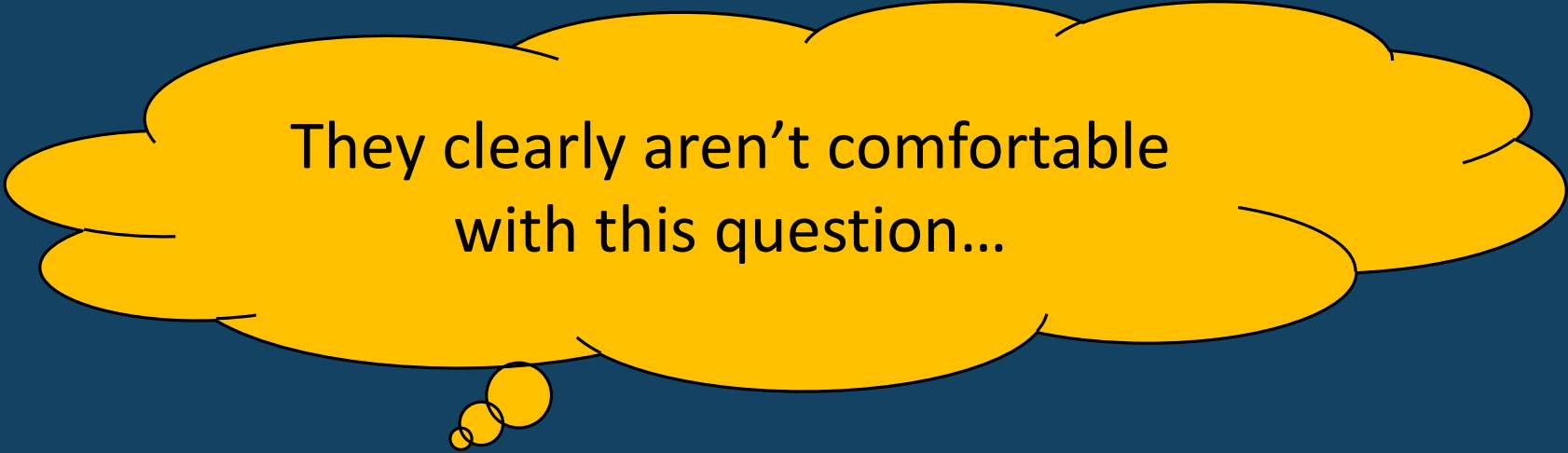


“Do you realise you started smiling when you spoke about <choice B>? Why do you think that is?”

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?”

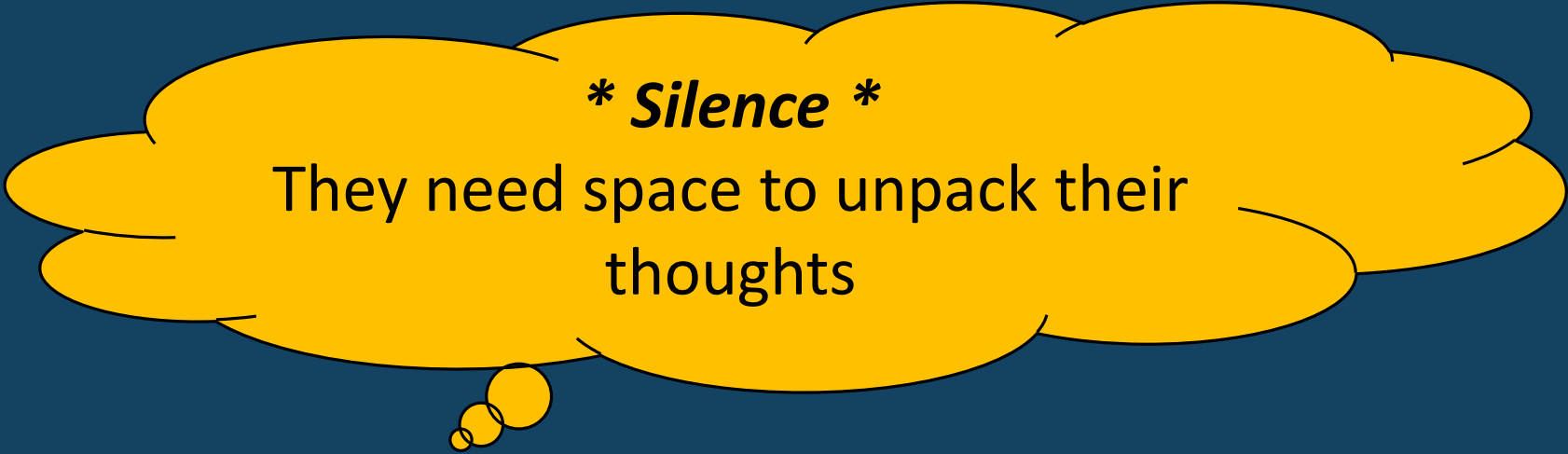
Human Intelligence vs A.I.

Guidance

Deeply personal – needing human intelligence and empathy.

*** *Silence* ***

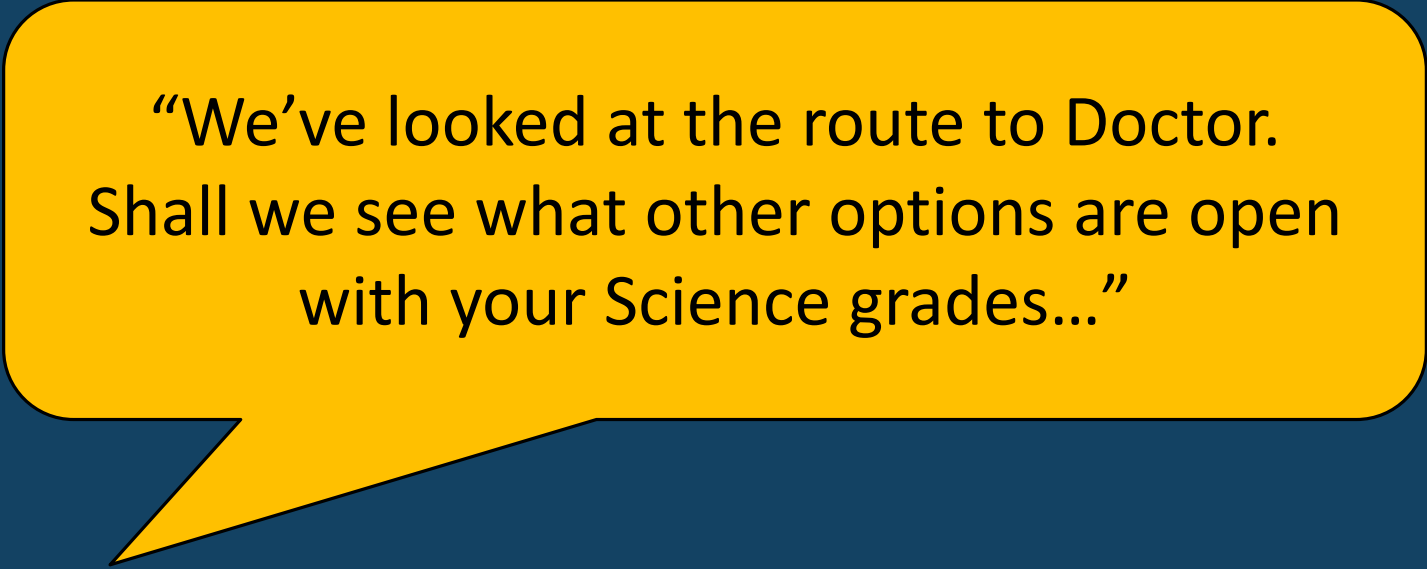
They need space to unpack their
thoughts



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!”

Human Intelligence vs A.I.

Guidance is about ...

People

Journey

Trust

Story

Dreams

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.

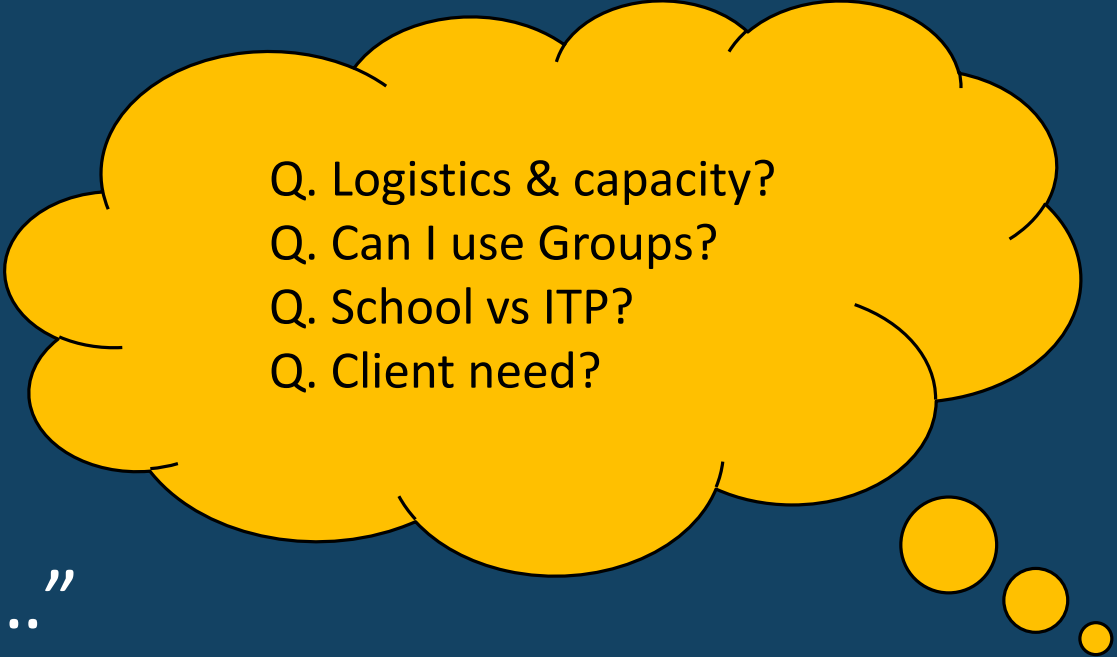
Post-16 guidance

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...

Connect with me



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Questions?

THANK YOU!

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