

GUIDANCE

GREAT PRODUCT, SHAME ABOUT THE NAME

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<http://creativecareercoaching.org/>





Overview

- ④ How does guidance relate to careers advice, coaching, mentoring and counselling?
- ④ How do we explain it to others?

The OECD definition of guidance..

“Services intended to assist people at any age and at any point throughout their lives, to make educational, training and occupational decisions and to manage their careers”

OECD (2004:19) Career Guidance and Public Policy: Bridging the Gap. Paris

From career planning to Career management'

- ◎ 'Career management is not about making the *right* occupational choice ...its about equipping people with the competencies (KSA) to make the *myriad* choices with which adults are confronted continuously, lifelong'



Jarvis, P. Talent ... Opportunity. Prosperity requires connecting the Dots. **Canadian Blueprint for Life/ work Design**

Directive

Non-directive

| | | | | | | | | | |
|-------------|-----------------|--------------------|----------------|----------------------|---|------------------|-------------------|----------------|---------------|
| Tell | Instruct | Give advice | Suggest | Give feedback | Ask questions to raise awareness | Summarise | Paraphrase | Reflect | Listen |
|-------------|-----------------|--------------------|----------------|----------------------|---|------------------|-------------------|----------------|---------------|

Advice and information

Coaching

Counselling

Directive

Non-directive

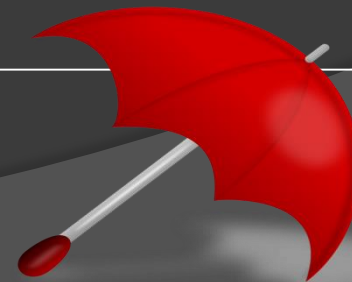
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Advice and information

Coaching

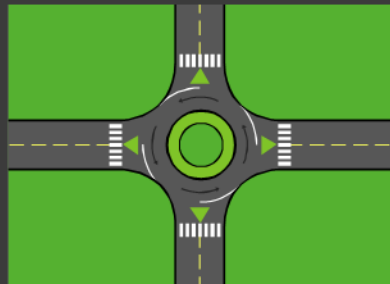
Counselling

Guidance



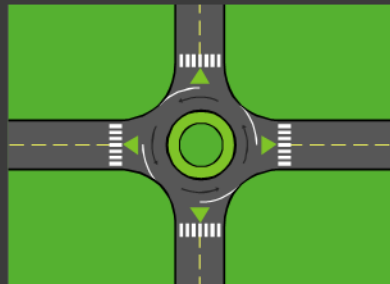
Metaphor of Career as a road

The road is rarely straight any more,
and if so, not for long.

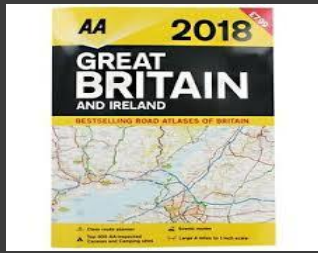


Metaphor of Career as a road

The road is rarely straight any more,
and if so, not for long.



What do you need
for the journey?



Research skills



Curiosity/ open mind / flexibility

Networking, accessing support

Motivation/ drive

Awareness of transferable skills, values, interests

Resilience/ problem solving

Decision making

Job/ opportunity search

Confidence



Bimrose and Hearne (2012)

- ⦿ Resilience (ability to overcome barriers)
- ⦿ Adaptability resources... concern, control, curiosity, confidence

BLUEPRINTS

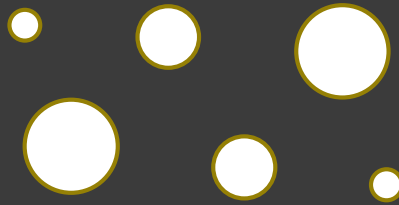
- ⦿ The Canadian Blueprint for life/ work design
- ⦿ The Australian Blueprint for Career Development
- ⦿ The Scottish Career Management Framework
- ⦿ The Welsh Career Management Framework
- ⦿ The English Blueprint for Career Development

So what is guidance?

- ⦿ CVs/ information are usually not enough to navigate the modern career landscape
- ⦿ People often need more than what they realise
- ⦿ Taking a step before responding to presenting needs
- ⦿ Asking questions
- ⦿ Reflecting back career management strengths and needs
- ⦿ Drawing up an action to meet needs
- ⦿ Addressing immediate needs

Explaining it to clients

**A – where
you are now**



**B. Future
vision –
broad,
positive
goals**



Find out what's already in place.... And what
you need to get you from A to B

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