Empowering Group Action Through Collective Approaches To Practice

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Current Focus of CEIG

A Need for a Change of Focus?

What Can We Do?

How Can We Do It?

What Difference Can It Make?

Current Focus

- Purpose of career guidance –
  - Actively enabling **individuals** to take charge of **own** career development.
  - Building up of **career management skills**, career adaptability, career resilience, employability skills.
  - Evidence of effectiveness (Whiston, Sexton and Lasoff 1998; Maguire and Killeen 2003; Bimrose, Barnes and Hughes 2008; Hughes and Gration 2009).
  - Plus long term macro-economic benefits – productivity levels and economic growth (Hooley, 2014).

  - So why change?

A need for a change of focus?

- Liberal progressive approach (Watts, 1997) which magnifies neo-liberal ideology of Western individualist culture.

- Individual change rather than opportunity structure.

- Non-directive approach support participant's perceived choices at face value.

- As life chances of individuals are unequally distributed this could re-enforce status quo.

- Growing movement (Hooley, Thomsen and Sultana, 2018) to steer career guidance in an emancipatory direction to tackle systemic social justice issues such as oppression, inequality, marganisation and power imbalance.

What Can We Do?

- Build up new evidence base?
- Change of policy?

- Maybe but what about also re-constructing career guidance practice?
  - E.g. set up frameworks to shift the focal point from 1-1 services to group or collective approaches?

How Can We Do It?

Informal community based approach?

- Thomsen (2012)Career Guidance in Communities.

- Two 'community' settings in Denmark – High school and factory.

- Career practitioners more **actively** involved with community and able to offer guidance in **informal** settings – lunch rooms, corridors.

- Career practitioner **and** participants able to use each other as a **resource** to facilitate change – new possibilities for themselves and others in the community. E.g. conditions, promotion opportunities.

How Can We Do It?

▶ **Using social media/ technology?**

▶ Co-careering (Kettunen et al, 2013).

▶ User lead participatory social space to meaningfully co-construct and reform career concerns.

▶ Virtual communities of people – share ideas, concerns, stories, thoughts, feelings.

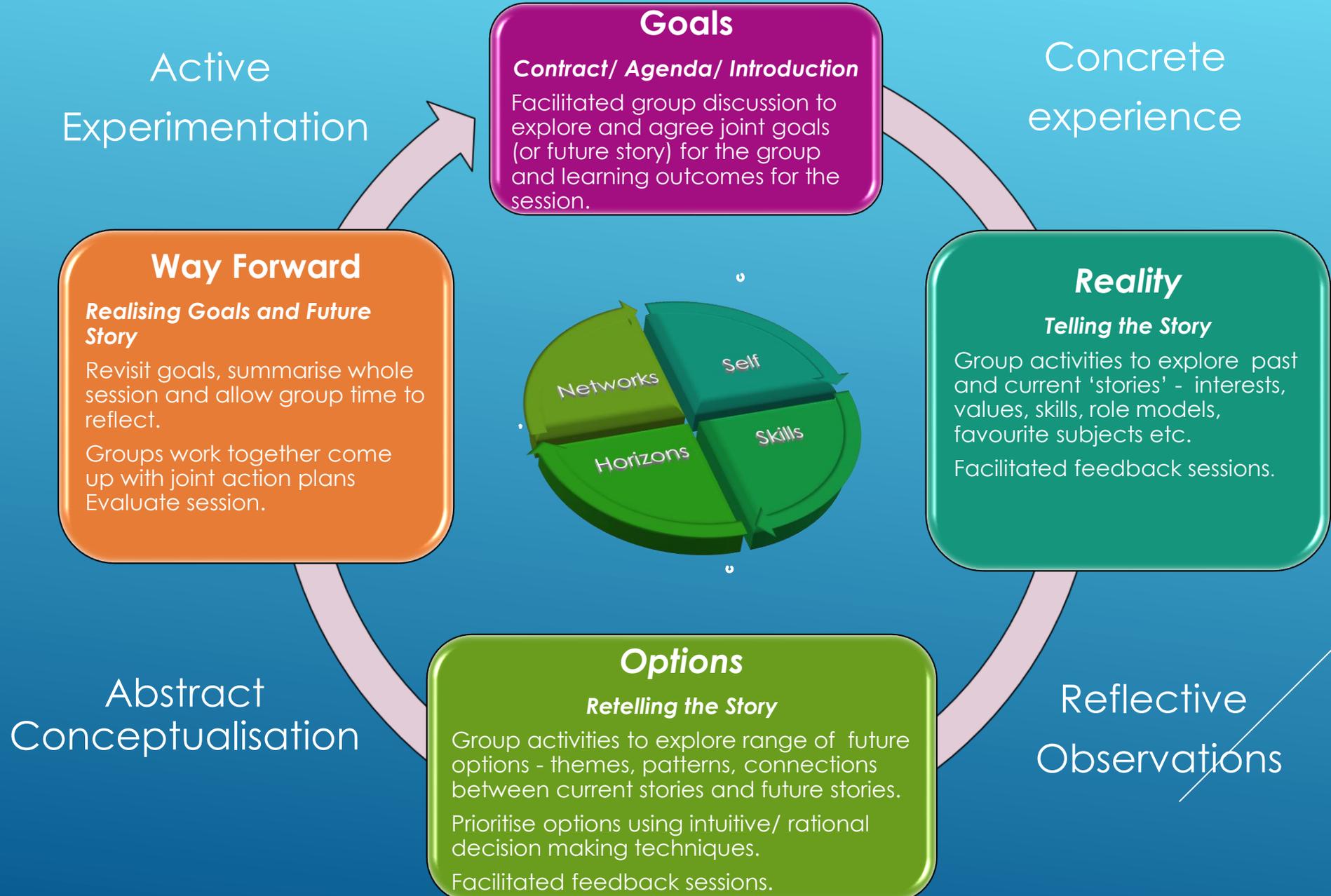▶ WhatsApp/ Facebook Messenger or visual platforms such as group facetime or Skype.

How Can We Do It?

- Following a group work model of practice.
- FAAST model (Westergaard, 2009).
- Group Integrative narrative Approach (Meldrum, 2017).

What difference can collective approaches make?

- Do these approaches have the potential to empower groups to take collective action?

- What action can the groups take?

- Could these approaches have the potential to tackle social justice issues such as oppression, inequality, marginalisation and power imbalances more effectively than 1-1 approaches?

- How can we play our part?

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