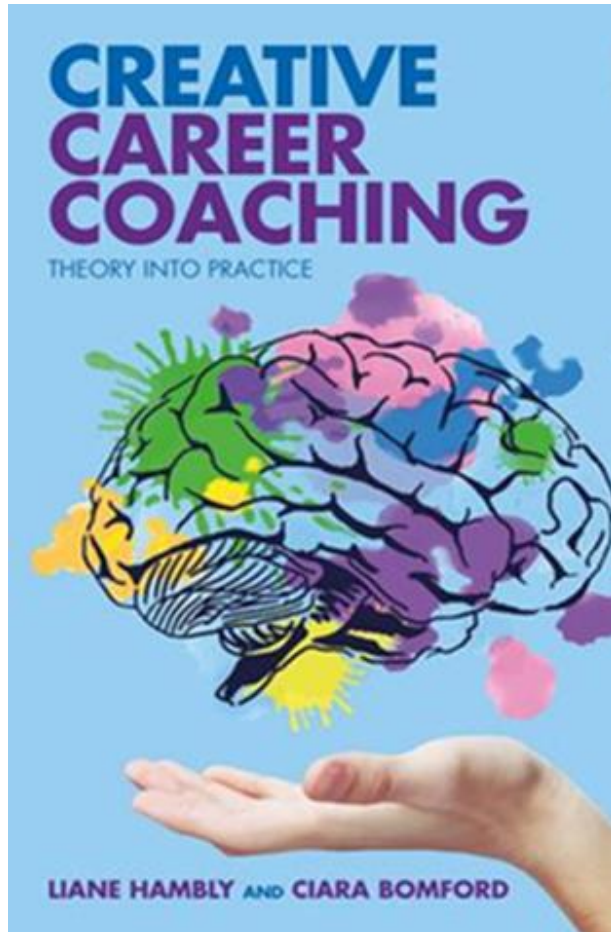




Modern day Career Guidance

Career Leaders Conference
April 2022

Liane Hambly

Creative Career Coaching

<https://creativecareercoaching.org/>



Overview

Quality Personal Guidance



Challenges: time and resources



Varied menu



Tailoring to individual needs



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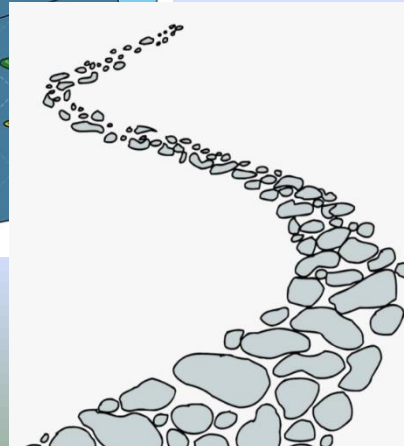
Tailoring to individual needs

Metaphors of career

Traditional career
development
theory



Social Constructivism
Planned Happenstance
Chaos
Kaleidoscope



“Not a linear path but **crazy paving** and you have to lay it yourself”

Dominic Cadbury

A sequence of **life and work experiences** overtime

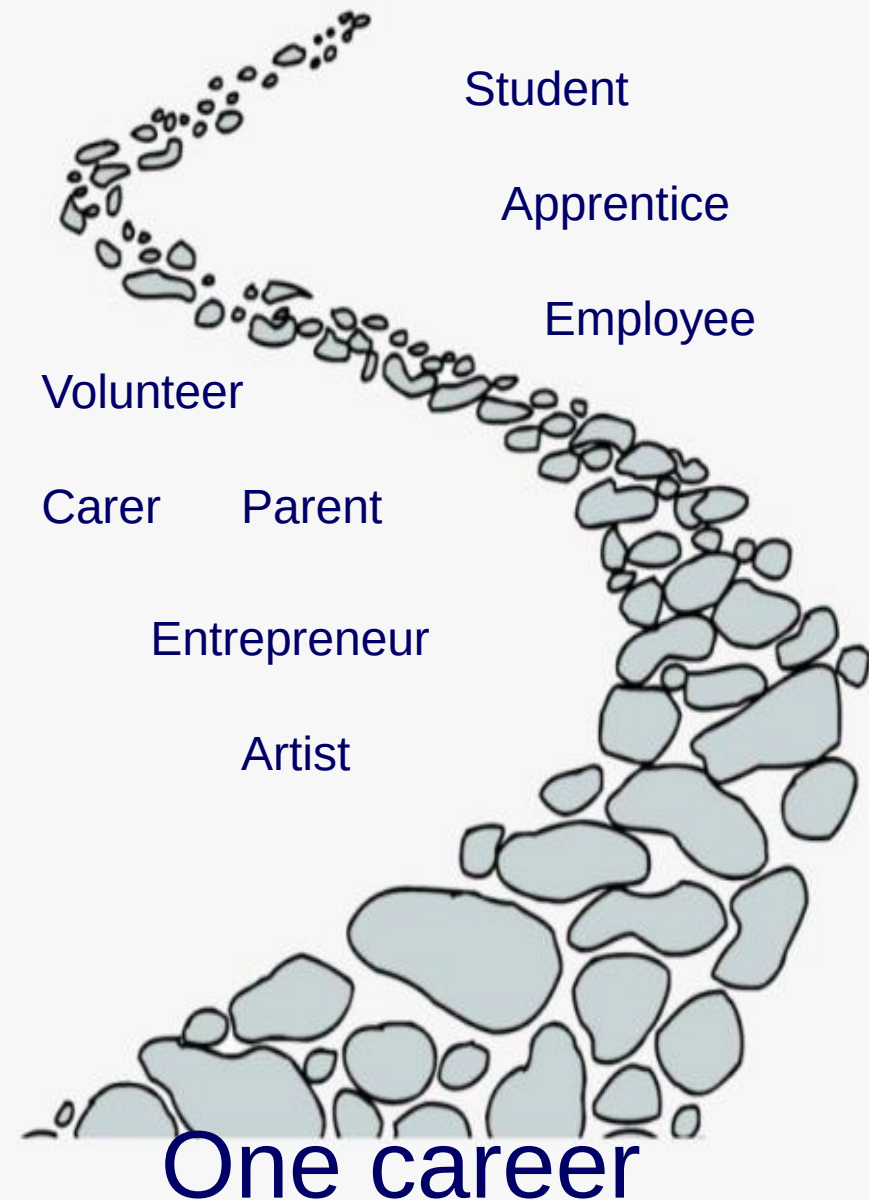
M Arthur

A career refers primarily to the sequence and **variety of work roles, paid or unpaid**, that individuals undertake throughout their lives

CDI

Work is not necessarily tied to paid employment, but to **meaningful and satisfying activities**, (e.g., volunteer work, hobbies).

CERIC Glossary



More than a plan in place

Career resources for the journey



**Canadian
blueprint for
life/ work
design**

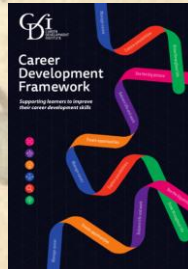
**Scotland Career Management
skills framework**



**Welsh career
management
framework**



**Ireland Career
development
and learning
framework**



**CDI career
development
framework**



**Australian
blueprint for
career
development**

Career competencies

(knowledge, skills, attitudes)

Self
awareness

Information
management

Decision making

CV,
applications,
interviews



Mindset: resilient,
confident, motivated
courageous, curious,
persistent

Adaptability, flexibility

Creating
opportunities
- **networking**

Rate some of your career competencies

Go to Menti.com

Voting code **6421 5861**



Personal Guidance?



The iceberg metaphor

Hambly and Bomford 2019: 65



Presenting needs

I'd like to
know my
options

What would be best
– college or an
apprenticeship?

Advice and information

I don't know – I was
just sent



Mindset – anxious, fixed,
passive, negative

Decision making –
Pressures, constraints
Constructs/beliefs
Field of vision/horizons
Neurodiverse
Decision making style
Network

Advice and information



Personal Guidance

In-depth career
guidance

Exploring this
story

Mindset – anxious, fixed,
passive, negative

Decision making –
Pressures, constraints
Constructs/beliefs
Field of vision/horizons
Neurodiverse
Decision making style

Network

Field of vision/horizons for action (Hodkinson)

Myths Values Identity Belonging Comfort zone

Options being considered due to ...

Life experience – exposure

Norms of the school/culture/family

Ability – where you experience success/rewards

Advice and information



Personal Guidance

**In-depth career
guidance**

**Exploring this
story**

**Questions and
activities to explore
the story**

[https://creativecareer
coaching.org/excerpts
-from-chapter-7/](https://creativecareercoaching.org/excerpts-from-chapter-7/)

Providing information

Advice on job search

Motivational approaches
e.g. CBC, SFC, MI. PP

Decision making methods

Advocacy/ referral ...
addressing barriers



Self awareness tools.

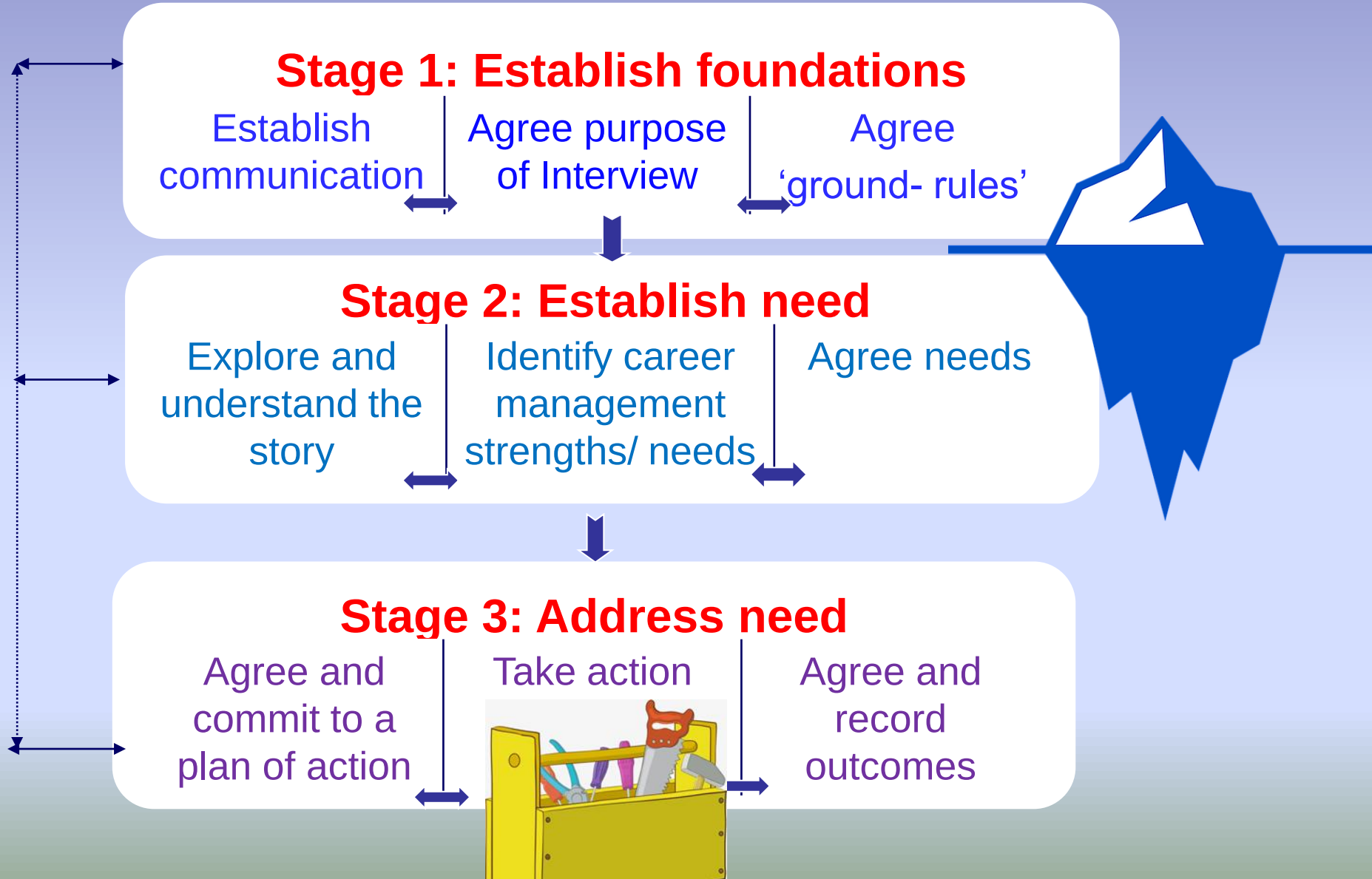
Mapping/ improving network

Gently challenging myths and
assumptions about options

Developing research skills

A 3 stage Guidance model

(Hambly 2008; Hambly and Bomford 2019)





Overview

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Varied menu



Tailoring to individual needs

Which decade?

What do you recognise?



Best practice then

- Careers co-ordinator diploma in careers ed
- Career learning started year 8/9. Accreditation (DoVE)
- Free Careers Service – local authority/TEC (national standards)
- 1997 – required career education
- Quality awards
- Career Adviser – assemblies, small and class group work, all year groups (9-13)
- Personal Guidance – year 10+
- In-depth 45 mins-1 hour
- Clinic sessions, 10-15 mins
- Targeted group work
- Tutor and self-referral via CL and Careers adviser prioritising (partnership agreement)
- 2 weeks work experience – work experience co-ordinators

But ...

Numerical targets – numbers of action plans

Patchy careers co-ordinator training/qualification

Now?



We are doing better in some areas

- Career learning in primary
- More consistent employer involvement
- More qualified Career Leaders
- National profile – CEC - resources
- National standards – Gatsby

Those of you who were around in the 90's, add anything you think has improved

We are doing better in some areas

- Career learning in primary
- More consistent employer involvement
- More qualified Career Leaders
- National profile – CEC - resources
- National standards – Gatsby

But ...

- Meeting the Gatsby benchmarks – around half of schools (CEC 2021 Trends in Career Education)
- Personal Guidance?
- Funding ... salaries

What's needed?

- Start earlier – year 11 is too late for 1st contact
- Statutory Guidance – 45 minutes (DoE 2021)
- Frequency - more than once/when needed (Gatsby)
- Customised to individual need (CEC)
- Neuro-diverse approach for all
- Integrated into career programme (CEC)



How? Push for funding plus a varied menu ...



- **Triage/tailored** to the individual (CEC)
- **Blended delivery** – videos preparing learners for personal guidance, telephone/video/in-person, follow up emails (CEC)
- **Menu** - clinic sessions, small group work (CEC), follow up videos on tailored information, neurodiverse approach

How?

Push for funding plus

A varied menu ...

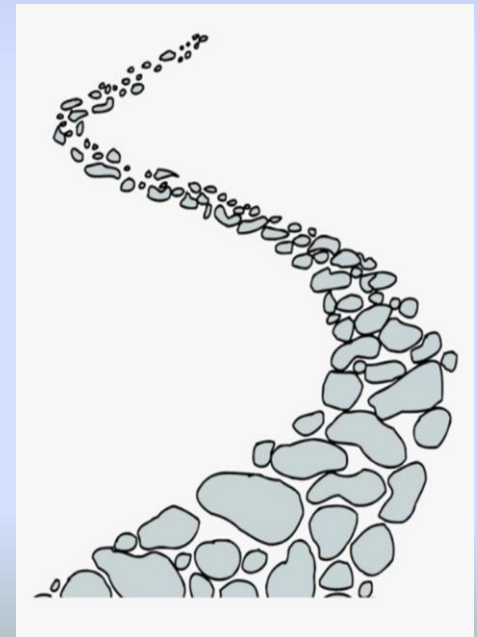


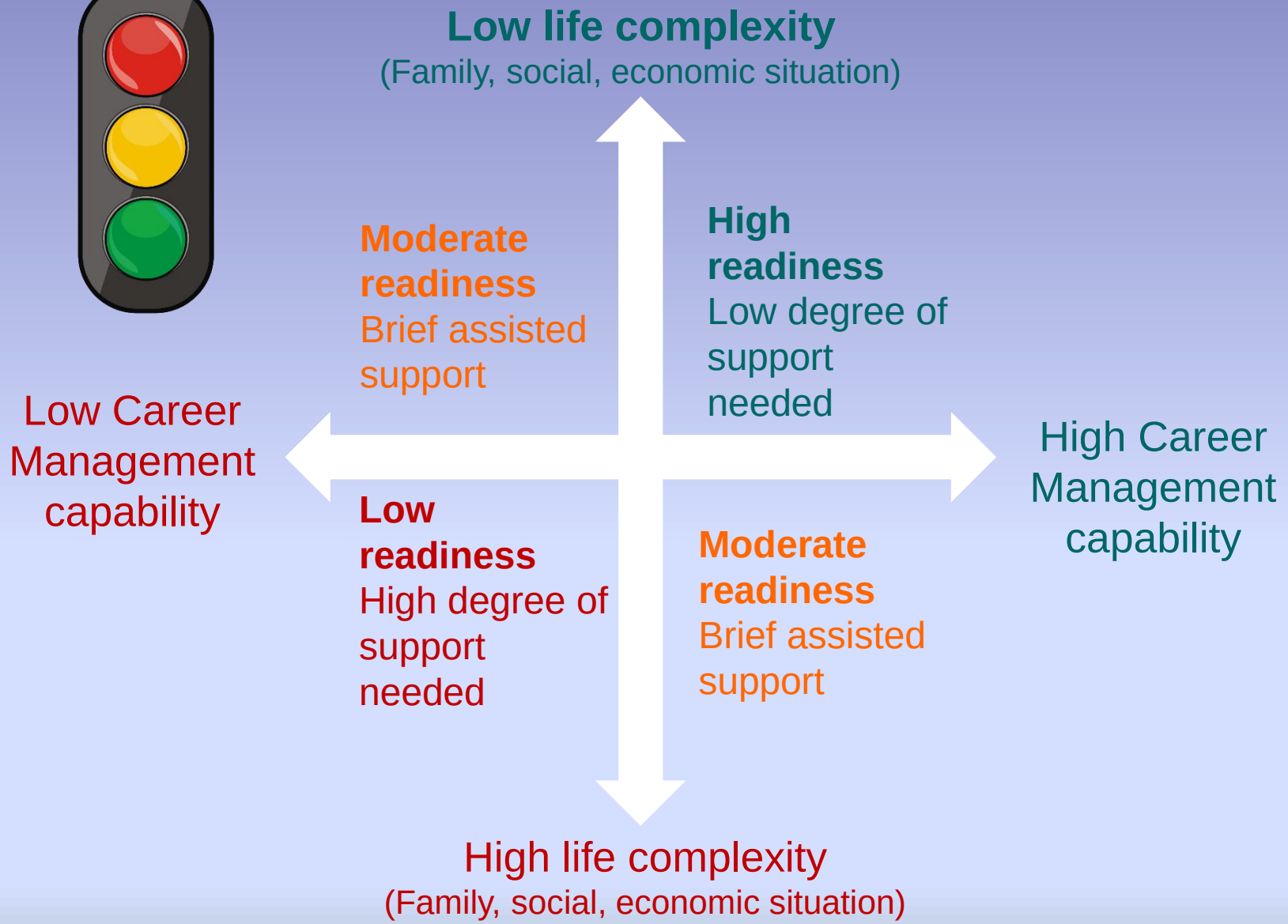
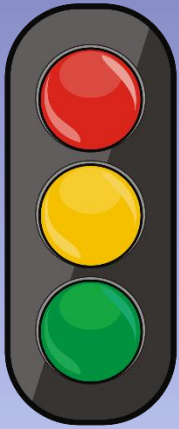
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Have they got a
realistic plan?



How career ready are
they?





Sources of data



Tutors. SENCO
Following Training
referral form

Parents



Careers Adviser
Following group and
clinic sessions



Career Leader
Career Co-Ordinator
Triage tools

**School data
on life
complexity**

Employers



Students
Following group
work – self referral

Go to menti.com

Voting code

1778 8333

What do you currently have in place?
(no judgement!)

Sources of data



Tutors. SENCO
Following Training
referral form

Parents



Careers Adviser
Following group and
clinic sessions

**School data
on life
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Career Leader
Career Co-Ordinator
Triage tools

Employers



Students
Following group
work – self referral



Student referral

Group work on career competencies

Career competencies on jenga blocks

Peer coaching questions on cards

Individually record what are strengths, what they need to work on

Mapped to upcoming careers programme

CAREER NAVIGATOR LESSON PLAN



BENCHMARKS

- 1 – A stable Career Programme
- 3 - Addressing the needs of each student
- 8 - Personal Guidance



Student referral

Group work on career competencies, then ...

How do you feel about your future?



What are you like at

Trying something new

Making decisions

Knowing your strengths

Knowing your interests and values

Researching on your own

Bouncing back from a set back

Asking for help

good	Not sure	Need to develop

Future – happy, doing well,
enjoying what I'm doing



Now – school



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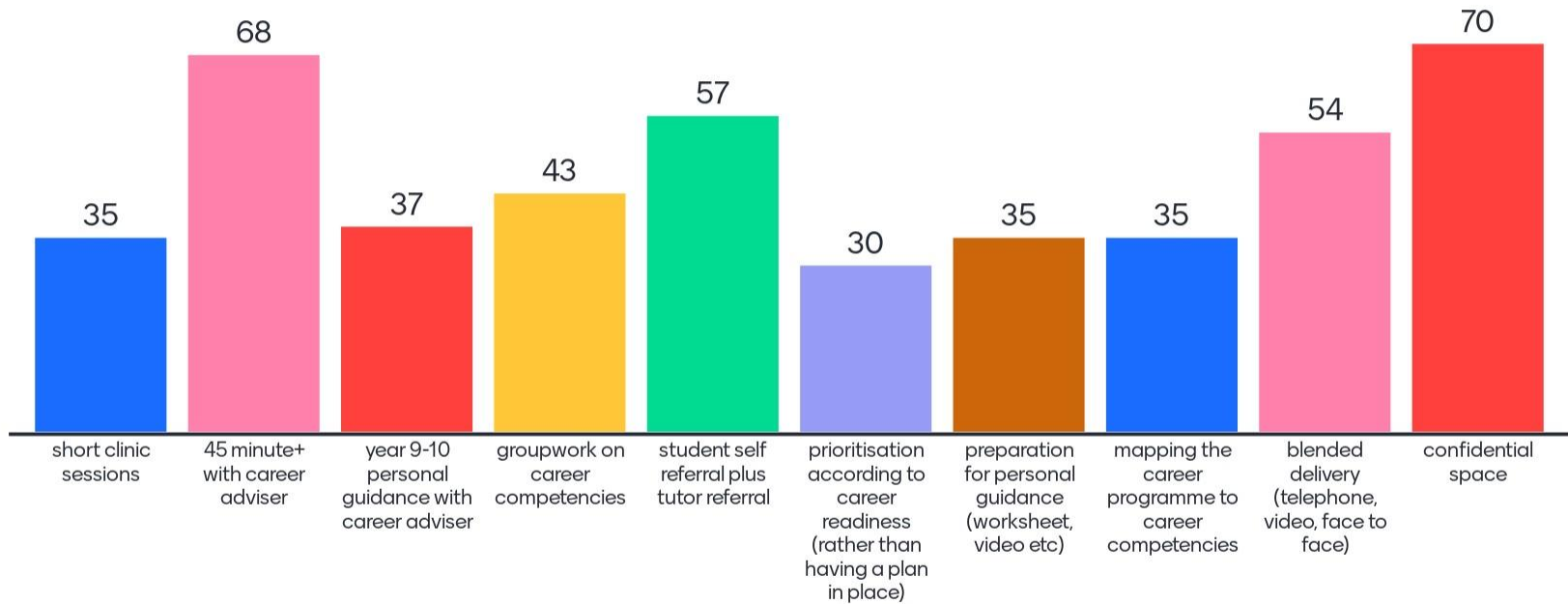


Tailoring to individual needs

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- Everitt, J.et al (2018) Personal Guidance – What works? Careers and Enterprise Company
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- Sutton Trust (March 2022) Paving the Way to better Career Guidance in Schools

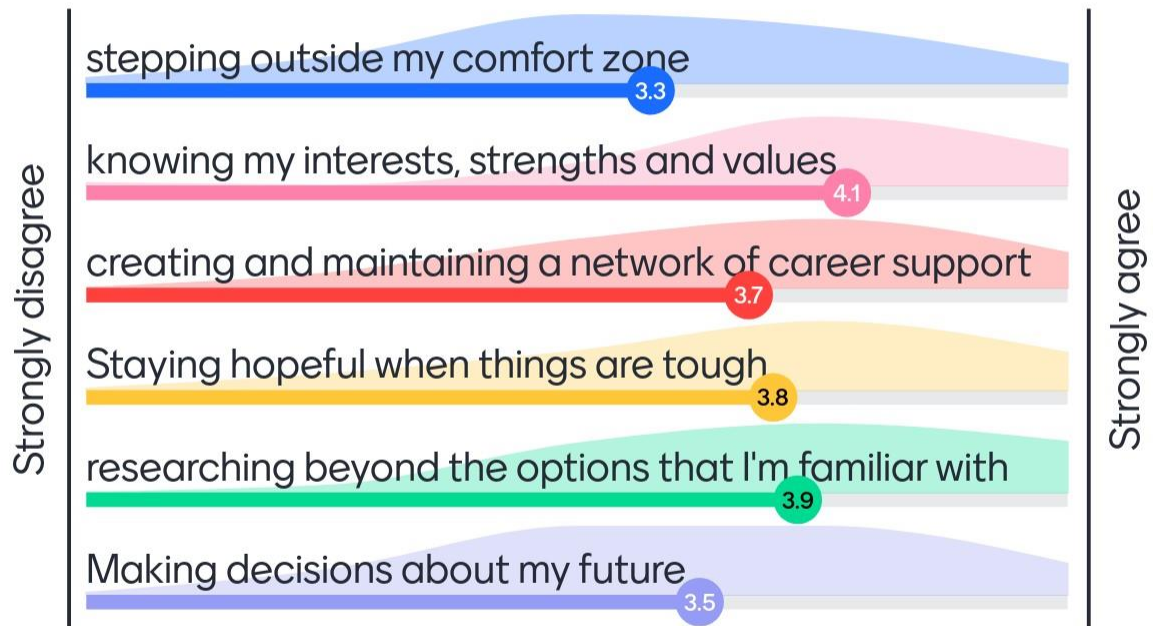
what do you currently have in place?





This career competence is a strength of mine

Mentimeter



100

