

Qualification oriented to employment in the craft

Career Guidance – International Definition, General Recommendations

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Implemented by

giz Deutsche Gesellschaft
für Internationale
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The World of Education ↔ **the World of Work**



SCHOOL

LIFE &
WORK

Situation of Graduates



Who benefits from Career Guidance?



Directly: Students/ Trainees (& families)

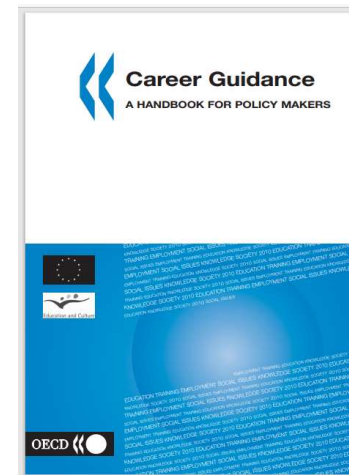


Indirectly: Employers

International Definition of “Career Guidance”

“Career guidance refers to **services and activities** intended to **assist individuals**, of *any age* and at *any point throughout their lives*, to **make educational, training and occupational choices** and to **manage their careers**.

Such services may be found in schools, universities and colleges, in training institutions, in public employment services, in the workplace, in the voluntary or community sector and in the private sector. (...)”



Source: OECD (2004) Career Guidance Handbook for Policy Makers (<http://www.oecd.org/edu/innovation-education/34060761.pdf>)



The Career Counsellor

As the all-knowing expert,

- who examines people (x-ray),
 - in one meeting (30 min?), and then
 - prescribe a remedy against unemployment,
 - that works instantly,
- simply does not exist!



A Career Counselor

- is close to the people s/he supports
- to achieving their (the client's!) goals.
- Uses communicative methods.
- Semi-professionals (e.g. teacher) can do the job, if trained well:
- Theory + Practice + Reflection -> Learning
- (Increasing) understanding of the world of work & the labour market.
- Lifelong learning!

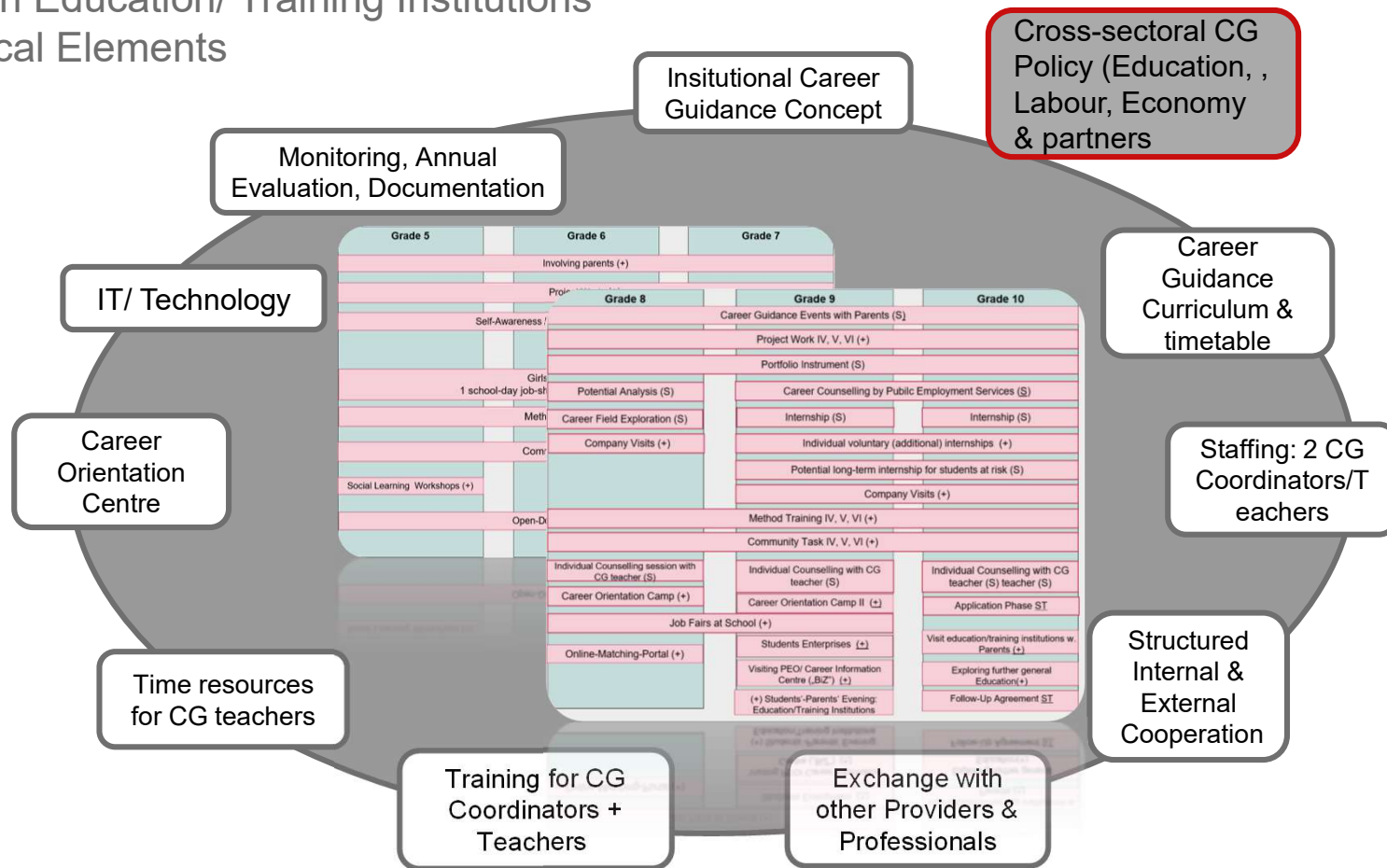
Starting Points for the Development of Career Guidance Services

Start small (focus!); TVET is a good starting point! Be open for more. Be an expanding learning system



- Competence Development: Theory + Practice + Reflection -> adaptation
- Learn from outcomes. Quality Assurance
- Build on existing elements; integrate, interface
- Open door policy
- Working with groups clients
- Training semi-professionals to work with clients
- Involves also Institutional Development! Organization!

CG in Education/ Training Institutions Typical Elements



Career Guidance Construction Principles



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