

VECG 4.0 – Careers guidance in the digital age

Results of 2017 national symposium

Customer expectations

**What challenges do we face
What do our customers expect from us?**

New methods

How can we respond to them?

Prerequisites

**What are our requirements?
What are our objectives?**

Cantonal careers guidance offices

- Policymaking unable to keep up with the rapid pace of change
- The resources to make the necessary changes are not allocated quickly enough
- During career reorientation, guidance offices need to be a reliable source of information (digital transformation of public services)

- Steps should be taken to reinforce inter-cantonal exchanges between the cantons (best practices)
- Think tanks devoted to intercantonal cooperation should be established to develop new services and activities
- A national strategy should be developed

- Bid marketing, raising awareness at the national level (e.g. similar to www.berufsbildungplus.ch)
- There is a need to conduct research and development, Leading houses for vocational, educational and career guidance (VECG)/Information and documentation

Education and career guidance counsellors

- The changing conditions resulting from digitalisation and globalisation have created new clientele
- Gaps in education level are widening
- Increasing prevalence of career-related questions and concerns about the meaning of life and work
- Greater demand for process support/coaching
- Even greater need for labour market proximity and expertise

- New forms of guidance should be introduced (e.g. eCounselling, out-reach consultations)
- Images should be used to make complex subject matter easier to comprehend during consultation
- Values/questions of meaning should be addressed
- Career planning skills should be encouraged (e.g. selfmanagement, learning strategies)
- There should be interaction with multipliers and support for civil society commitment

- Ability to use IT
- Counseling should be given in a way that is tailored to the needs of specific groups of people, languages
- Knowledge advantage over customers
- Steps should be taken to enable employees to acquire the necessary knowledge, skills and know-how (e.g. social intelligence, creativity, analytical skills)
- There is a need to regularly update competence profiles in response to technological developments and changing working

Information and documentation

- Working life becoming more complex
- Rating and completing of pre-selected information (filter bubble)
- New reading habits
- Easy access, always and everywhere, through all channels
- Easier search features, everything from a single source

- The specific needs and background knowledge of individuals should be taken into account when showing people how to look for information
- There needs to be the right mix of information for all target groups, levels of education and training
- Information content needs to be increasingly simplified using infographics
- Various new on/offline channels need to be designed
- Research on individual questions needs to be carried out

- There is a need to plan, develop and learn how to use new IT tools
- Intercantonal initiatives are needed to work towards common solutions (e.g. virtual guidance offices)
- Steps should be taken to improve the exchange of experiences
- Employees need to be empowered, training should be provided to develop new skills

Questions ...

**What do customers need specifically?
How do potential customers requiring our help find their way to us?**

Are existing consulting/information concepts valid for the future? What changes are needed?

What resources and possibilities exist in cantonal structures? How will a national strategy be developed and implemented?

