# Take back control Why politicians should care about career development

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Politics is quite busy for us...



And you have also been enjoying some excitement recently...









Beyond the political soap opera there are clearly political issues that matter for people's lives



So, with all this going on, why are we talking about career?

## What do you think?

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## Overview

# Why we should care about politicians

Why politicians should care about us

Getting them to listen

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Politics can often feel disconnected from our work

Something that happens in a different sphere



Despite a lot of noise, politicians rarely talk about career development



But the decisions they make shape our work and our clients lives



The selfish reason

# Career development is a public policy intervention

- Many countries have a private sector in career development provision.
- More commonly career development can be embedded in wider educational services that you pay for e.g. as part of an MBA.
- But, in all countries public provision, through schools, public employment services and the welfare system provides the greatest access to career development services.

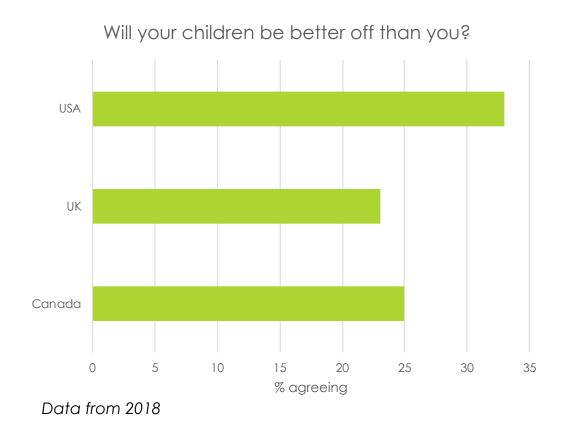




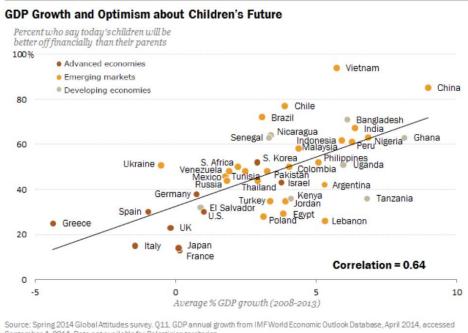


Because politics sets the framework for people's careers

## Optimism for the next generation



#### **GDP Growth and Optimism about Children's Future**



September 4, 2014. Data not available for Palestinian territories.

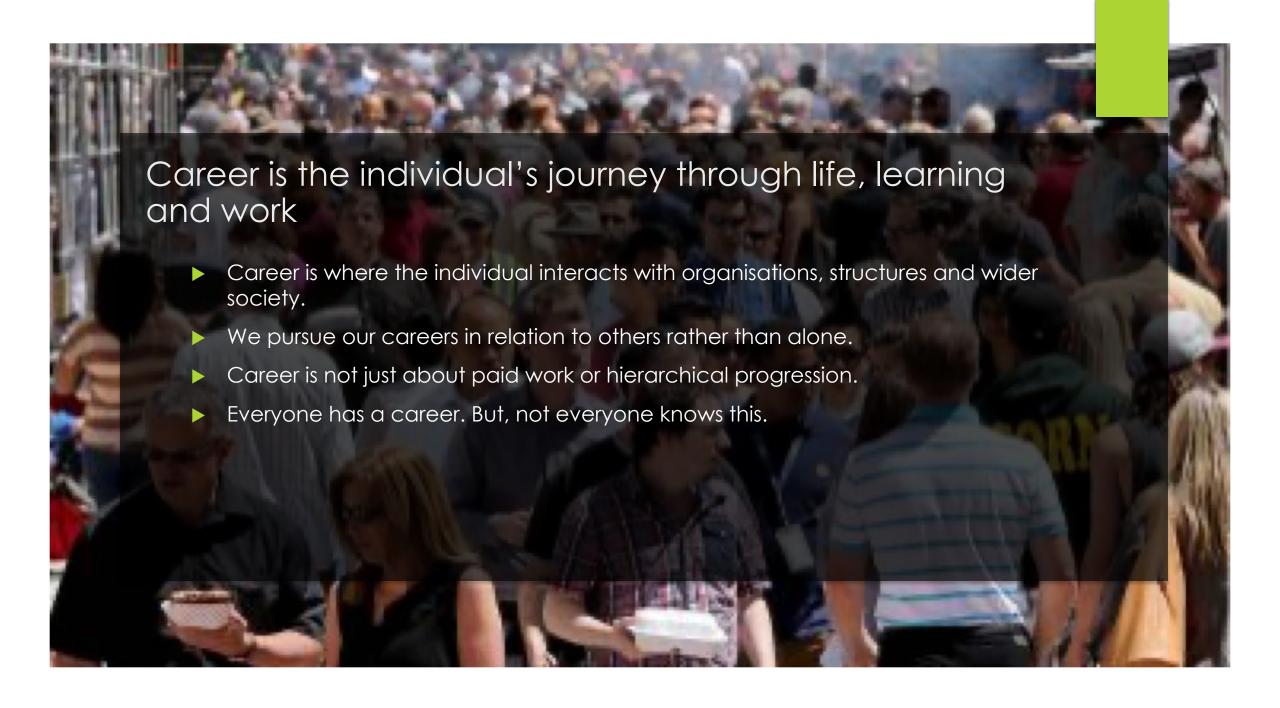
PEW RESEARCH CENTER

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# Career development should be the main aim of politics

- Career development is about how people spend their time and energies across their lives.
- We try to ensure that they can do it in a way that contributes to the world, makes them happy and allows them to feel that they are making progress in their lives.
- Surely this should be the key aim of politics.

## We have good evidence

- We have extensive evidence showing that career development interventions have an impact.
- We have evidence, policy and practice from across the world.
- Yes, we still need to know more...
- But we should be assertive about the evidence that we stand on.
- Very few public policies have better evidence.



## The value of investing in career guidance

"Effective career guidance helps individuals to reach their potential, economies to become more efficient and societies to become fairer.

- It provides people with personalised, impartial and timely information and support to make **informed decisions** about their lives.
- It acts as a lubricant for developing and nurturing human talent to power innovation, creativity and competitiveness.
- It helps to implement lifelong approaches to learning and active approaches to labour market engagement and transition.
- As the working world becomes increasingly complex, career guidance is becoming ever more important to individuals, employers and to society."

# INVESTING IN CAREER GUIDANCE













## Public policy rationales

### Learning aims

- Participation in vocational and higher education.
- Reducing early school-leaving.
- Enabling learning mobility
- Efficient investment in education and training.
- •Lifelong learning

#### Labour market aims

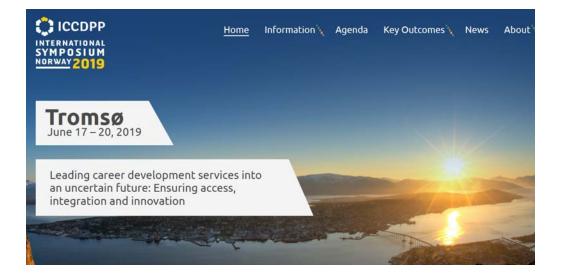
- Labour market efficiency
- •Flexibility/flexicurity.
- •Supporting employment mobility
- •Youth employment.
- Active labour markets
- •Effective skills utilisation.
- •Employee engagement.

#### Social aims

- Active ageing
- •Social equity.
- Social inclusion

## ICCDPP 2019

- The International Centre for Career Development and Public Policy (ICDDPP) is an international forum for sharing policy and practice around career guidance/career development.
- The 2019 meeting was held in Norway with 33 countries in attendance.
- It produced a series of international recommendations for governments across the world.



# Addressing a changing context

- Develop a cross-sectoral strategy for career development and embed it into wider skills, education, employment and social policies.
- Strengthen quantitative and qualitative evidence on career development to support decisions about policy and practice.
- 3. Create mechanisms for sharing and learning from international policy and practice.
- 4. Ensure that career development programmes and services develop citizens' ability to manage their own careers

## Improving access

- Increase awareness of, and access to, career development programmes and services.
- 6. Recognise the diversity of users of career development programmes and services and ensure that provision recognises this diversity.

# Integrating career development into society

- 7. Establish mechanisms to support coordination and co-operation between government departments and agencies with responsibility for career development and associated fields.
- 8. Empower citizens to shape career development programmes and services.
- Develop and resource a national body to support consultation and coordination in career development.

## Supporting innovation

- 10. Provide resources to support innovation and space for piloting new career development programmes and services.
- 11. Adopt an integrated and transformative multi-channel approach to the delivery of career development programmes and services.
- 12. Ensure that career development professionals are highly trained and supported to continue to innovate and develop their practice.

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## It's politics baby!

#### Carrot

- Lead with solutions that connect to their interests.
- Work out how career development fits with their big ideas.
- That will be different for different politicians.

#### Stick

- Use the democratic process, protest and lobbying to engage them
- Embarrassment focuses the mind
- Losing votes focuses it even more!



GOOD CAREER
GUIDANCE





An example: The Gatsby Benchmarks

## After 2010 career guidance in England was in crisis

Campaigning got the government's attention

But, we needed a proposal





## Developed a project

- Led by an independent voice outside of the sector (Sir John Holman)
- Literature review
- Visits to international comparators (including Canada) to find the best in the world
- Visits to independent schools in the UK
- Surveys of state schools
- Stakeholder and expert input

## Good career guidance

- Summarises existing evidence and frames good practice as eight benchmarks.
- Presents it in a way that can be understood by policy makers and acted on by school leaders.
- Has achieved wide support amongst policy makers and practitioners alike.

### GOOD CAREER GUIDANCE





## The Benchmarks

- 1. A stable careers programme
- 2. Learning from career and labour market information
- 3. Addressing the needs of each student
- 4. Linking curriculum learning and careers
- 5. Encounters with employers and employees
- 6. Experiences of workplaces
- 7. Encounters with further and higher education
- 8. Personal guidance

## Since publication

- Creating and evaluating a pilot – The power of being able to show as well as tell.
- Ongoing lobbying.
- Aligning stakeholders around the message
- Consistency and patience
- Measuring and showing progress
- Supporting it with new developments e.g.
   'careers leadership'



## Reflecting on Gatsby

There is always an aspect of the right place and the right time. But, it also has some strengths that can be transferred.

- Met a need
- Evidence based
- 8 simple things!
- Worked within the existing policy
- Didn't require government to start making progress e.g. schools could take it forward alone
- Could be moved forwards a bit at a time.
- Could be measured and progress demonstrated.

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## In summary

- To misquote Dewey 'Career development is not preparation for life, it is life itself'.
- It should be of deep concern to politicians.
- What they do certainly makes a difference to our lives.
- Sometimes we need to help them to see what they need to do.
- This requires us to soil our hands in the dirty world of politics!
- But, there are real rewards waiting for us there.

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