



# **MODULE 1**

# **COMMUNICATING**

# **EFFECTIVELY USING**

# **DIFFERENT FORMATS**



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# INTRODUCTION

With various online formats available, career guidance practitioners need to adapt their communication strategies. From video consultations to chat-based interactions and email correspondence, this module will provide insights into tailoring communication for each format. Participants will explore ways to overcome communication barriers and foster active engagement in virtual career guidance sessions.

Through this exercise, participants are expected to decide on the proper guidance formats needed based on the client's needs and background.



## OBJECTIVES

- This activity aims to provide knowledge on how to communicate effectively when using different formats of online guidance.

## TYPE



**GROUP  
DISCUSSION**

## DURATION

60– 120 minutes  
depending on the  
size of the group

# MATERIALS NEEDED FOR THE IMPLEMENTATION

If the activity takes place in a physical format the materials needed are:

1. Chairs
2. Tables
3. Board / Flip chart/ 4 big paper sheets (one per question)
4. Sticky notes (for participants to include their answers)
5. Board marker/ markers

If the activity takes place in an online format the materials needed are:

- Laptop
- Internet connection
- Platform of choice for the discussion to take place i.e. Zoom, Microsoft teams.

# METHODOLOGY

**To implement this activity, the trainer should follow the steps as described below:**

- Prior to the meeting with the participants, you should divide them in 4 groups where each group will focus on one specific guidance format:
  - Face to face guidance
  - Online guidance
  - Chat guidance.
  - Email guidance.
- For each group, participants are expected to analyse the motives of why clients should be assigned with the specific guidance method.
- The setting must be prepared whether you have decided that the activity will take place in a physical or an online format.
  - In case the activity takes place in a physical format you should prepare the setting by setting up 4 tables with chairs for each group, 1 big paper per group, some sticky notes for participants to write their input and pens so that they can write on the sticky notes.
  - In case the activity takes place in an online format, you should prepare the platform link as well as assign members into breakout rooms.



## METHODOLOGY

- In any case of implementation, the World café method is suggested to be used since participants will rotate and have the opportunity to answer all questions and thus provide their own perspective.
  - One participant will be the 'leader' of the group and will not rotate in the other groups. Alternatively, the leader will be providing instructions to the rest of the participants.
- Participants should be given about 10 – 20 minutes per question, depending on their size
- After all participants have made the round through all the tables, each table leader should provide a summary of what has been mentioned in their table.
- After all the results, it is suggested that you have a 10 – 20-minute discussion on the topic and further additions.



## FURTHER RESOURCES

- Indeed Editorial Team A definitive guide to email: Importance, uses and advantages | indeed.com, Indeed. Available at: <https://www.indeed.com/career-advice/career-development/importance-of-email>
- Judelman, V. (2022) Why face-to-face meetings are so important, LinkedIn. Available at: [https://www.linkedin.com/pulse/why-face-to-face-meetings-so-important-vanessa-judelman?\\_l=en\\_US](https://www.linkedin.com/pulse/why-face-to-face-meetings-so-important-vanessa-judelman?_l=en_US)
- Conversation and ideas (2020) Harj Taggar. Available at: <https://harj.posthaven.com/conversations-and-ideas>
- Career Counseling(2023) How can you evaluate the benefits and limitations of online career counseling?, Online Career Counseling: Benefits, Limitations, and Tips. Available at: <https://www.linkedin.com/advice/1/how-can-you-evaluate-benefits-limitations-online#:~:text=Online%20career%20counseling%20offers%20a,affordability%2C%20diversity%2C%20and%20flexibility>. (Accessed: 07 May 2024).



## REFERENCES

- World Café method :  
<https://theworldcafe.com/key-concepts-resources/world-cafe-method/>
- How to run the world café:  
<https://www.mindtools.com/akolpj7/how-to-run-a-world-cafe>

