



MODULE 1

DECIDING THE MOST APPROPRIATE APPROACH FOR FACE TO FACE AND ONLINE GUIDANCE



**Co-funded by
the European Union**

THIS PROJECT HAS BEEN FUNDED WITH SUPPORT FROM THE EUROPEAN COMMISSION. THIS PUBLICATION REFLECTS THE VIEWS ONLY OF THE AUTHOR, AND THE COMMISSION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN.
PROJECT NUMBER: 2022-1-SE01-KA220-VET-000089994

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.

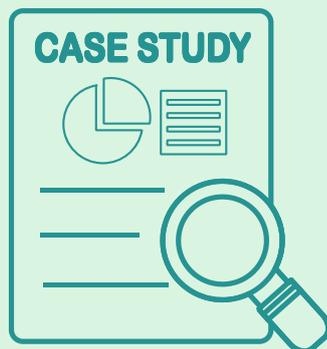
Through this current activity, participants will be asked to identify the best approach needed for each case study, whether it should be online, blended or face to face guidance format and the specific guidance needs.



OBJECTIVES

- Communicating effectively when using different formats of online career guidance

TYPE



**CASE
STUDY**

DURATION

80-120 minutes
depending on the
size of the group

2/9

MATERIALS NEEDED FOR THE IMPLEMENTATION

In case the activity takes place in a physical format the trainer should provide:

- Handout for each client case (optional)
- Paper (optional)
- Pens (optional)
- Chairs
- Board
- Markers
- Tables

In case the activity takes place in an online format the trainer should provide:

- Meeting link i.e. Zoom, Microsoft Teams
- Online tool i.e. Google Jam board so that each 'client case' is presented to the participants.
- Laptop
- Internet connection



METHODOLOGY

Regarding this activity, the trainer should follow the steps below for a smoother implementation:

- You should provide a short introduction to the participants regarding the activity.
- You should explain to them that 4 different case studies will be presented to them and based on each case study they should decide the best approach for the client i.e. online, face to face or blended guidance. For a further implementation of the activity, it can also be used as a role play



METHODOLOGY

CASE STUDY 1

Mark is a 54-year-old male who holds a BA in Accounting & Finance. He has been working in the banking sector for more than 15 years, but he has decided that he would like to pursue his lifelong dream of opening his own Italian bakery considering his migrant background. Even though, he is sure about what he would like to follow he is unsure on how to proceed so he reaches out to you for further help and guidance. He has a pretty good level of digital skills however he is sharing the laptop with his spouse which is enrolled in an online course during some evenings while in some mornings now that he is not working, he is taking care of his grandchildren. Mark lives in an easily reached urban area which is also located near to public transport thus transport is not an issue for him.



METHODOLOGY

CASE STUDY 2

Helen is 30 years old and has arrived in your country about 2 years ago from Sweden due to professional obligations of her partner. For about a year she focused on learning the local language, she is not completely fluent yet, but she is able to communicate on a basic level. She holds an undergraduate and a postgraduate degree in Graphic design and she would like to get some guidance on how to become a freelancer and sell her services accordingly. She is not familiar with online platforms and currently lives in a rural area which is quite lengthy to reach your offices. She is sharing a car with her partner but is only available in the evenings.



METHODOLOGY

CASE STUDY 3

Andrea is a 26-year-old who is aiming to start his professional career. He does not have any specific background since after he graduated, he engaged in a gap year while also engaging in travelling. Currently, he has a temporary job and he believes it is the best time to decide upon his professional context since he has gathered various experiences, and he has an idea of what he is interested in and not. Andrea has a quite flexible schedule but depending on his shifts and he can only meet on certain days in the morning for physical meetings.



METHODOLOGY

CASE STUDY 4

Maria is a 18 year old recent graduate and she is still indecisive on what to do regarding her future career. She really loves to dance and interested in the artistic sector, but her parents are still hesitant. She is thinking about having a gap year in order to decide what she would like to do but she would like to have an appointment with you in order to set a more concrete road map. She lives in a rural area but she can use public transportation in order to get to your meetings.



METHODOLOGY

- Based on the above stories you should create a plan for the above case studies.
- In case the activity takes place in a face-to-face format, participants are encouraged to create a drawing of each character to have a better representation of them with their characteristics.
- In case the activity takes place in an online format you can create a slide in an online tool i.e. Google Jam board where in each slide the core information of each character should be included
- After the characters have been outlined, the following questions should be asked:
 - What are your goals?
 - What have you done so far to achieve these goals?
 - How often are you able to meet and when?
 - What makes you feel motivated?
 - How do you define success?
 - How would you like to develop yourself in order to achieve your goal?
 - Is there a desired timeline you would like to achieve this goal?
- Based on the above questions and information obtained the participants should provide some basic guidelines and the format to be adapted



FURTHER RESOURCES

Team, H. (no date) 7 career advice questions to ask your career advisor, Handshake. Available at: <https://joinhandshake.com/blog/students/7-career-advice-questions-to-ask-your-career-advisor/> (Accessed: 07 May 2024).

A diagnostic approach to careers guidance - University of Warwick (no date) The Approach to Guidance: A Handbook for Staff. Available at: https://warwick.ac.uk/fac/soc/ier/ngrf/effectiveguidance/improvingpractice/theory/new-theories/atg_staff_handbook.doc_23.3.09_final.pdf (Accessed: 07 May 2024).

What are some effective strategies to assess clients' career interests, values, and skills?, How to Assess Clients' Career Interests, Values, and Skills. Available at: <https://www.linkedin.com/advice/0/what-some-effective-strategies-assess-clients> (Accessed: 07 May 2024).



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<https://positivepsychology.com/career-counseling-test-questions/#questions> (Accessed: 07 May 2024).

