



MODULE 2 DESIGNING BLENDED GUIDANCE FORMATS



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INTRODUCTION

Participants will engage in scenario-based problem-solving exercises to apply their knowledge of blended guidance formats. This activity focuses on practical application and creative solutions to real-world challenges.



OBJECTIVES

- Apply blended guidance formats to solve specific career guidance challenges.
- Enhance critical thinking and problem-solving skills.
- Collaborate effectively in small groups to develop comprehensive solutions.

TYPE



GROUP
DISCUSSION



ROLE PLAY

DURATION

60-90 minutes
depending on the
size of the group

MATERIALS NEEDED FOR THE IMPLEMENTATION

- Scenario descriptions.
- Solution templates.
- Whiteboard or flipchart.
- Markers.
- Laptop or mobile for research



METHODOLOGY

STEP 1

Introduction to the Activity:

The trainer provides an overview of the activity, explaining that participants will work in small groups to solve specific career guidance challenges using blended formats.

Scenario Distribution:

Participants are divided into small groups, and each group is given a different scenario that presents a unique career guidance challenge. Scenarios should be realistic and relevant, requiring the application of various blended guidance tools and techniques.



METHODOLOGY

Scenario 1: Mid-Career Professional Seeking Career Change

Description: Alex, a mid-career professional with 15 years of experience in marketing, wants to transition to a role in data analysis. Alex has some basic knowledge of data analysis but lacks the formal education and specific skills required for the new field. Alex is unsure of the steps to take and how to leverage existing skills for this transition.

Challenge: Develop a blended guidance plan that includes:

- Online Assessments: To identify transferable skills and areas for improvement.
- Individual Counseling: To provide personalized guidance and career planning.
- E-Learning Modules: To help Alex acquire the necessary data analysis skills.

Key Considerations:

- How can Alex's marketing experience be leveraged in a data analysis role?
- Which e-learning platforms offer the most relevant and accessible courses?
- How will progress be monitored and adjusted?

METHODOLOGY

Scenario 2: Recent Graduate Facing Job Market Challenges

Description: Maria, a recent graduate with a degree in environmental science, is struggling to find a job in a competitive market. Maria has applied to several positions but has not received any interview invitations. Maria needs guidance on improving her job search strategy and skills, including resume writing, interview techniques, and networking.

Challenge: Create a blended guidance approach that incorporates:

- **Group Workshops:** On resume writing, interview skills, and networking strategies.
- **VR Interview Simulations:** To practice and improve interview performance.
- **Social Media Engagement:** To optimize Maria's LinkedIn profile and expand her professional network.

Key Considerations:

- What specific strategies can Maria use to enhance her job applications?
- How can VR simulations be tailored to environmental science roles?
- How can Maria effectively use social media to increase her visibility to potential employers?



METHODOLOGY

Scenario 3: Employee Aiming for Promotion

Description: John, an employee at a tech company, wants to advance to a managerial position but needs to develop specific leadership and technical skills. John has been with the company for five years and has demonstrated strong performance in his current role. However, he needs to build on his leadership capabilities and gain knowledge of the latest industry technologies to be eligible for promotion.

Challenge: Design a blended guidance plan using:

- E-Learning Courses: Focused on leadership development and advanced technical skills.
- Follow-Up Coaching: To provide continuous support and feedback.
- On-The-Job Training Tools: To apply new skills in a practical setting.

Key Considerations:

- Which e-learning courses are most relevant to John's career goals?
- How can follow-up coaching be structured to ensure continuous improvement?
- What types of on-the-job training tools can be implemented to enhance learning?



METHODOLOGY

Scenario 4: Career Changer with Limited Digital Skills

Description: Lisa, a client with a background in retail management, wants to transition into a role in digital marketing. Lisa has limited digital skills and feels overwhelmed by the technology and tools required for digital marketing. Lisa is motivated to learn but needs a structured and supportive approach to build her digital literacy.

Challenge: Propose a blended guidance solution that includes:

- Digital Literacy Training: To build foundational digital skills.
- Individual Counseling: To create a personalized career development plan.
- Practical Workshops: To provide hands-on experience with digital marketing tools and techniques.

Key Considerations:

- What digital literacy training resources are available and appropriate for Lisa?
- How can individual counseling sessions be structured to address Lisa's specific concerns and goals?
- What types of practical workshops will be most beneficial for Lisa to gain confidence and competence in digital marketing?



METHODOLOGY

STEP 2

- **Group Discussion and Problem-Solving:** Groups discuss their assigned scenarios and collaborate to develop a comprehensive solution. They should use the solution templates provided to outline their approach, including the blended guidance formats they will use, the tools and resources required, and the implementation plan.
- **Preparation of Presentations:** Each group prepares a presentation to share their solution with the class. They should highlight the key elements of their approach, the rationale behind their choices, and how they plan to address the client's needs.
- **Group Presentations:** Groups present their solutions to the class. Each presentation is followed by a brief Q&A session, where other participants and the trainer can ask questions and provide feedback.
- **Debrief and Discussion:** The trainer facilitates a debriefing session, encouraging participants to reflect on the different approaches presented. Discuss the strengths and potential improvements for each solution, and explore how these problem-solving techniques can be applied in real-world settings.



FURTHER RESOURCES

- Article: "Effective Problem-Solving Strategies in Career Guidance"
 - Read here: <https://www.atlantispress.com/proceedings/isgc-19/125943368>
- Article: "10 Problem-Solving Strategies to Turn Challenges into Opportunities"
 - <https://www.betterup.com/blog/problem-solving-strategies>

REFERENCES

- Davis, M. (2021). Technology in Career Counseling.
- International Association for Educational and Vocational Guidance. (n.d.)

