

# 'Work and Life' – career guidance for the Y generation in a time of economic slowdown

EAIE – FEDORA Summer University Ioannina,  
'Modern Times: Counselling Students in C21 Greece', 17 June 2011

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Nottingham Trent University

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Nottingham Trent University



# Key to Work and Life:

- Lifelong learning is an economic imperative.
- More people with higher level skills are needed.
- People are learning that to progress, remain employable, or change direction they will need to re-skill.
- This may involve a return to education or engaging in higher education for the first time.
- Providing high quality careers education, information and guidance is vital to support decision-making at key transition points.

# Imperative in knowledge economy

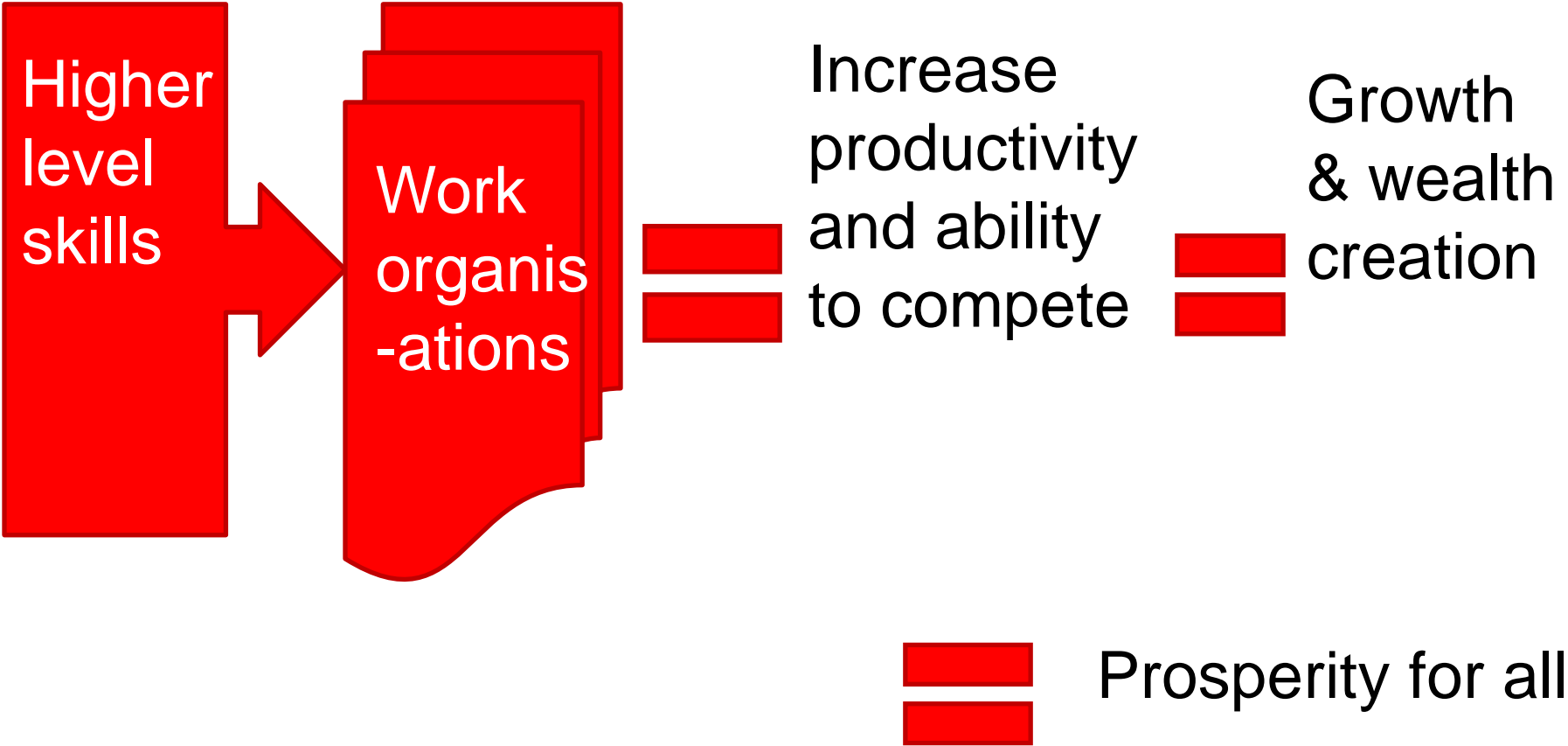
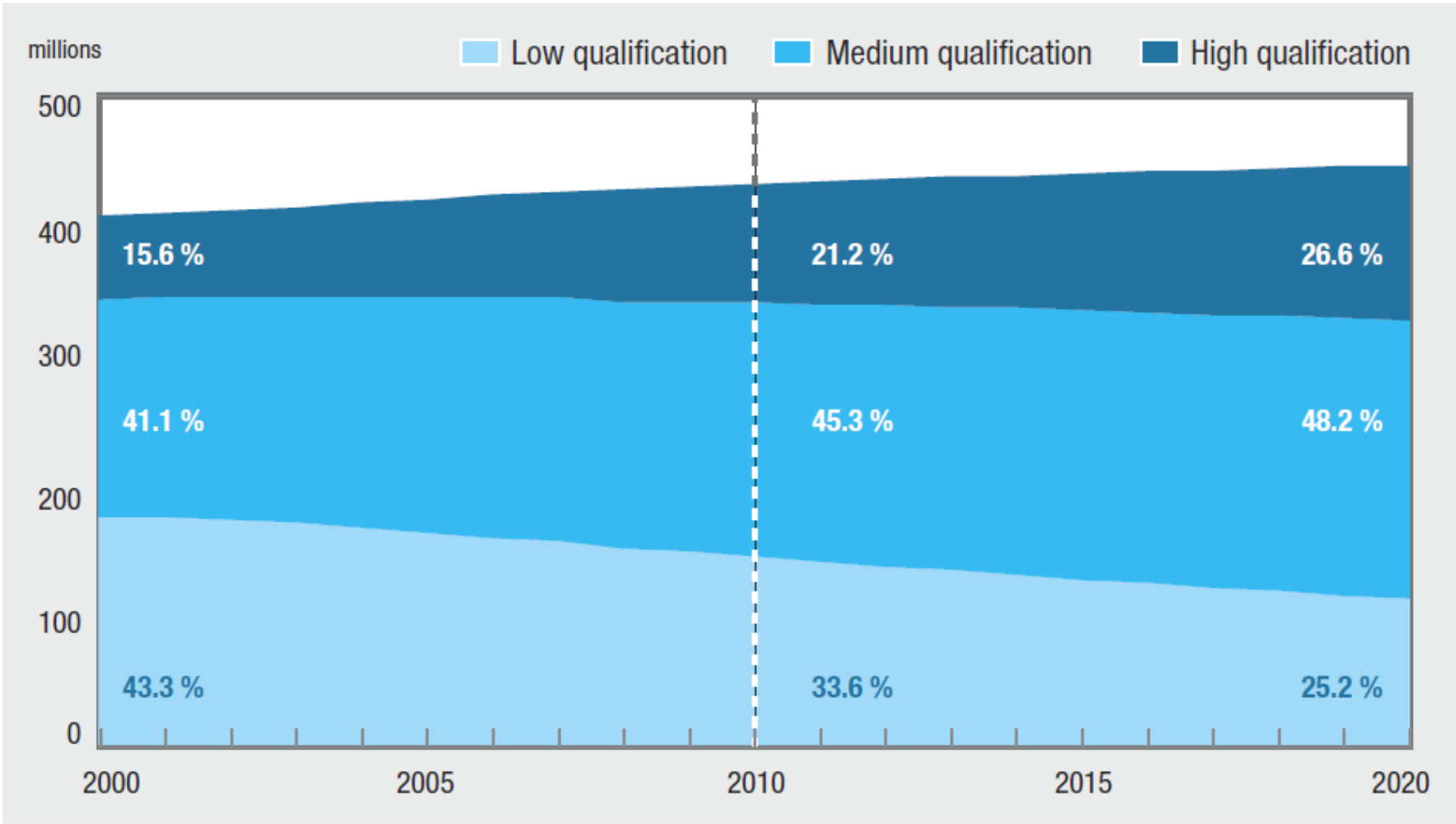
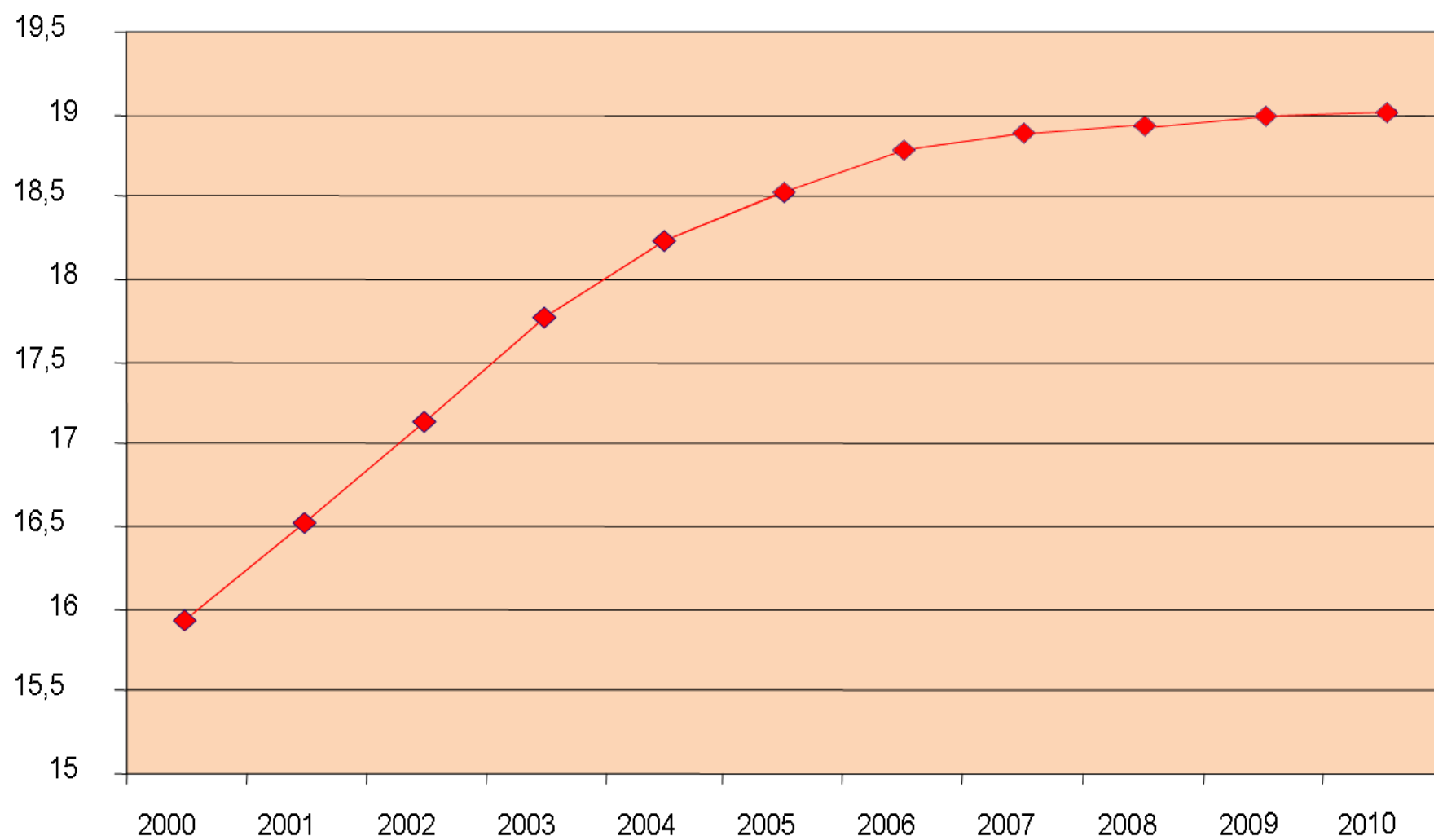


Figure 8. Trends in population (15+) by qualification, EU-27+



Source: Cedefop (IER estimates from StockMOD).

Tertiary students in EU27 (Million)



News > World news > United States

## Unemployed graduate sues US college

Trina Thompson claims a college in New York should refund her tuition because she has been unable to find a job

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**Unemployed graduates:**  
**We've made the grade so**  
**where are our jobs?**

## Graduate with no job unfurls CV on plinth .... and gets work

02.09.09





## **Spain's lost generation of graduates join wave of migrants in search of jobs**

Rising unemployment has led to an exodus of young Spaniards looking for better opportunities abroad on a scale not seen since the 1960s

Journalism graduate Nacho Luna has decided to emigrate to London. 'I don't want to form part of the lost generation,' he says. Photograph: Ignacio Luna





It took two hundred years to fill the shelves of the Library of Congress with more than 57 million manuscripts, 29 million books and periodicals, 12 million photographs and more.

Now the world generates an equivalent amount of digital information nearly 100 times everyday.

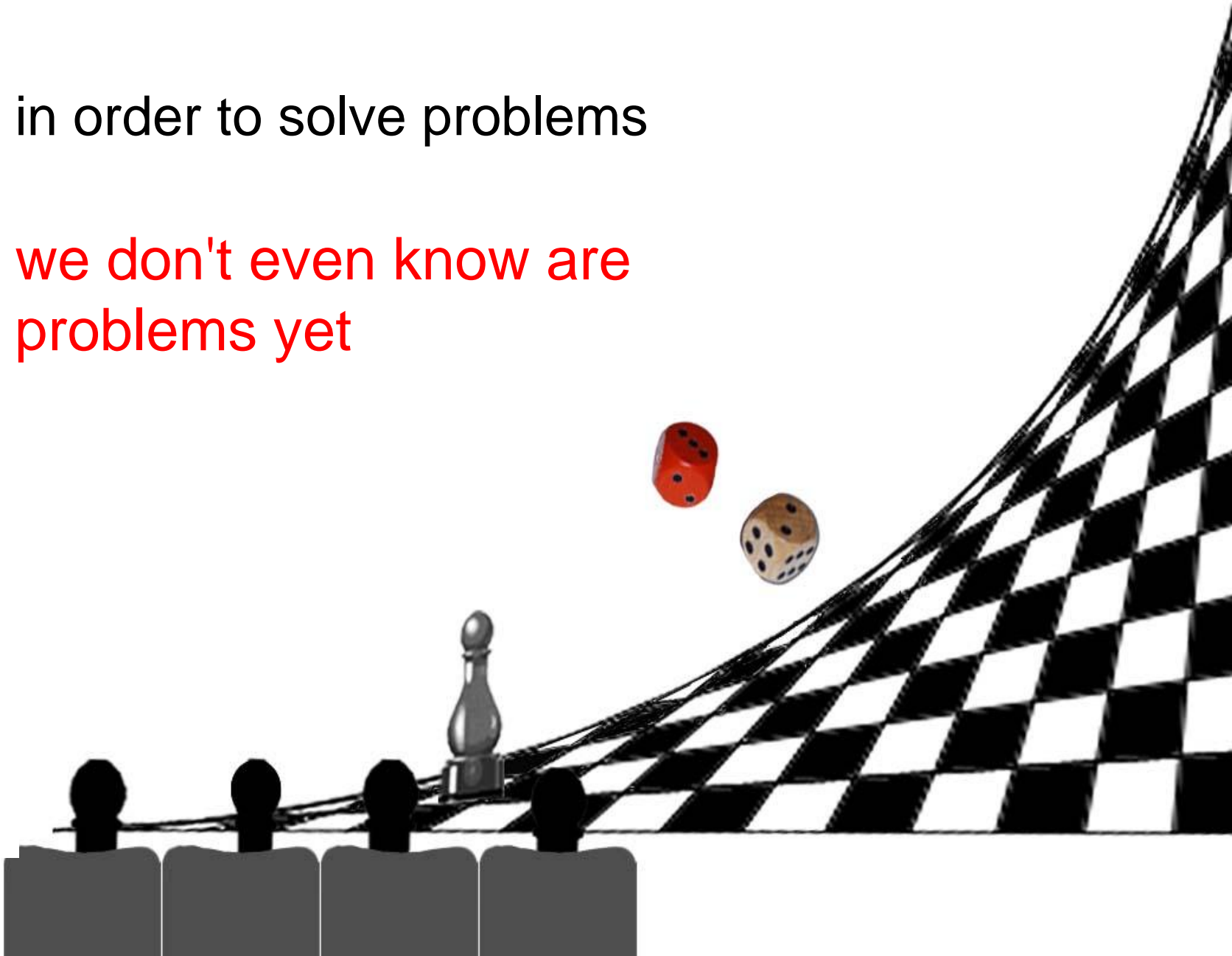




We are currently preparing students for jobs  
that don't yet exist

in order to solve problems

we don't even know are  
problems yet



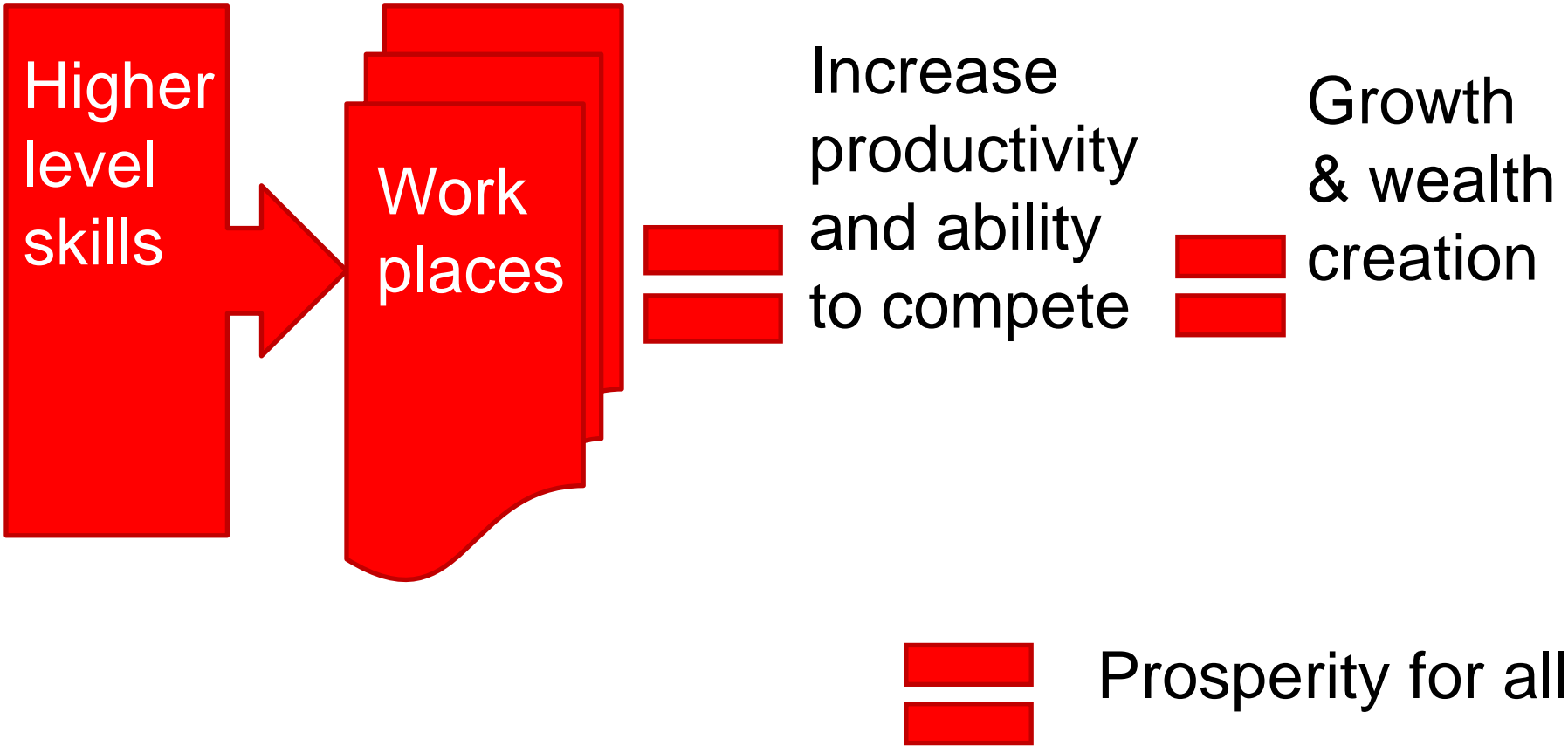
**Half of what a technical student learns in his/her first year will be out of date by their third year.**

out of date

On 2 September 2009 an American science student captured images of the curvature of the earth using equipment costing 102 euros  
(NASA's budget is \$17billion)



# Imperative in knowledge economy



# Generation Y

Want **good** work

- Make a difference
- Shared values
- Flat structures
- Self-development
- Ethical & sustainable operation
- Sharing learning & working in teams

# Communicating with Generation Y

- Don't make assumptions that everyone under 30 is IT savvy
- Don't drop everything you've always done – add new methods
- Online tools (Social media) comes in many forms – you need to understand what each tool does and how to use it appropriately

# What is Social Media?

Internet services where  
online content is generated  
by the users

User comment and discuss  
the content





# What is a network?

- people you know (and maybe the people who they know)
- people who know you (and maybe the people who know them)
- way of accessing help and advice
- a way of providing help and advice
- based on the idea of reciprocity

twitter

facebook

Linked in

# Twitter

- 140 character 'micro blogging'
- Follow and Followers
- @ convention enables you to direct tweets at specific users (but seen by all Followers)
- # tags used to theme tweets
- Retweeting – Accreditation and Amplification

twitter



**Personal Learning Network**

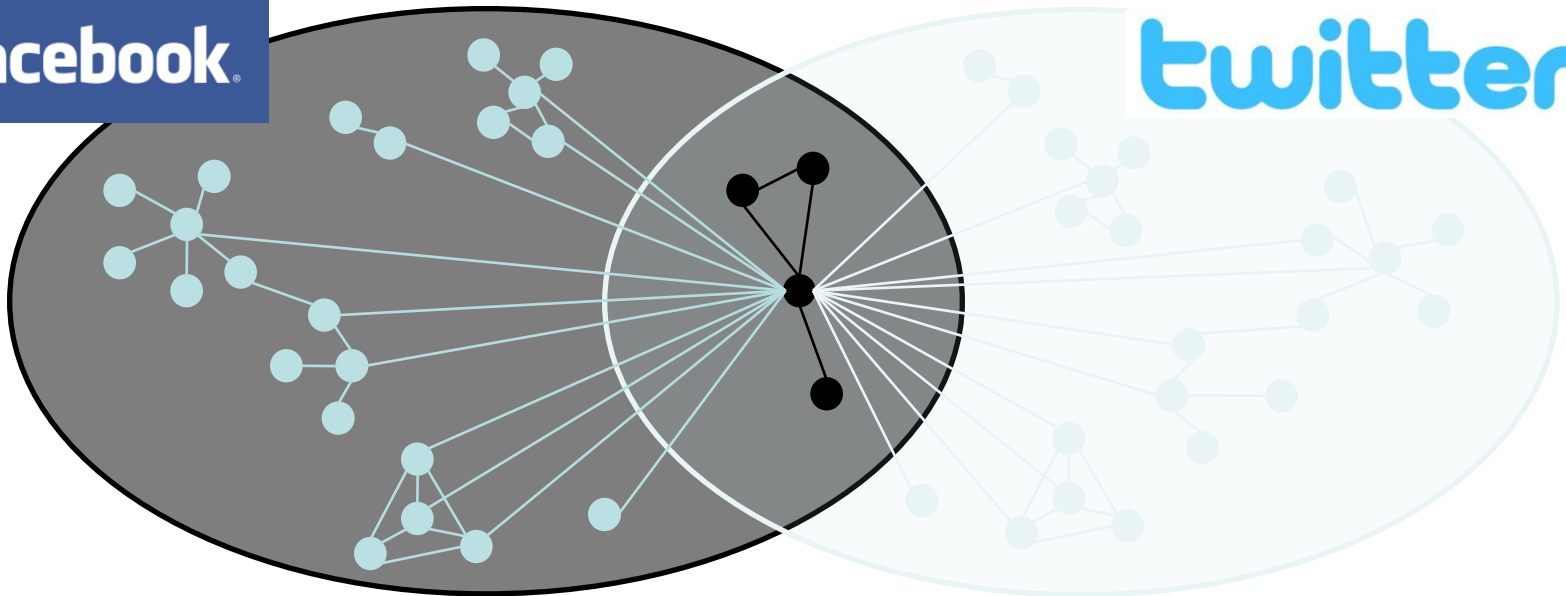
# Facebook

The 'Social' Network



facebook

twitter



# LinkedIn

## Professional Network

- Profile is more like a CV
  - Experience
  - Specialities
- Updates tend to be professional achievements
- Join professional interest groups



The screenshot shows a LinkedIn profile for Paul Norris. At the top is a profile picture of a man with short brown hair, smiling. To the right of the photo, the name 'Paul Norris' is followed by a 'YOU' tag. Below the name, the current position is listed: 'Employability Systems Co-ordinator at Nottingham Trent University', with 'Nottingham, United Kingdom' and 'Higher Education' listed below it. The main body of the profile is a table with two columns. The left column lists categories: 'Current', 'Past', 'Education', 'Connections', 'Websites', 'Twitter', and 'Public Profile'. The right column lists the corresponding details: 'Employability Systems Co-ordinator at Nottingham Trent University', 'Assistant Examinations Officer at Broxtowe College', 'University of Plymouth', '18 connections', a list of three website links ('Company Website', 'Personal Website', 'Personal Website'), the Twitter handle 'pmnorris', and a full URL to the public profile. At the bottom of the profile section are three buttons: 'Share', 'PDF', and 'Print'.

Current	• <b>Employability Systems Co-ordinator at Nottingham Trent University</b>
Past	• Assistant Examinations Officer at Broxtowe College
Education	• University of Plymouth
Connections	18 connections
Websites	• Company Website • Personal Website • Personal Website
Twitter	pmnorris
Public Profile	<a href="http://uk.linkedin.com/pub/paul-norris/14/626/b85">http://uk.linkedin.com/pub/paul-norris/14/626/b85</a>

### Summary

In my current role I am responsible for managing the Destinations of Leavers from Higher Education (DLHE) Survey for Nottingham Trent University, from the initial collection of data to the dissemination of results.

I am also project manager for the implementation of the 'Destinations' career management package within the institution.

### Specialties

Away from work, I created and maintain websites for a local amateur dramatic company, and also for the theatre in which they perform.

# Employers

Companies > Accenture

Overview

Careers

 accenture

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## Jobs you may be interested in...

Accenture Learning - NVQ Lead - Level E, Accenture - Milton Keynes - Buckinghamshire  
NVQ Accredited Centre Lead Accenture Learning Milton Keynes Salary up to £26,000 plus excellent benefits We are currently seeking a NVQ Accredited... [more](#)

Architecture Innovation Consultant, Accenture - London  
Background Accenture's Architecture Innovation group is currently looking for creative Technology Architects. Are you our new colleague? Accenture... [more](#)

SOA Design Consultants/Architect - C&HT, Accenture - London  
Service Orientated Architecture (SOA) Design Consultants/Architect You will work within consulting engagement teams to design/deliver SOA solutions as... [more](#)

Accenture Boot Camp - 21st to 23rd February 2011, Accenture - London  
Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive... [more](#)

Accenture has **162,558** followers

[Follow Company](#)

How you're connected to **Accenture**

0 **1st** Connections

3 **2nd** Employees in your network

**103,845** Employees on LinkedIn

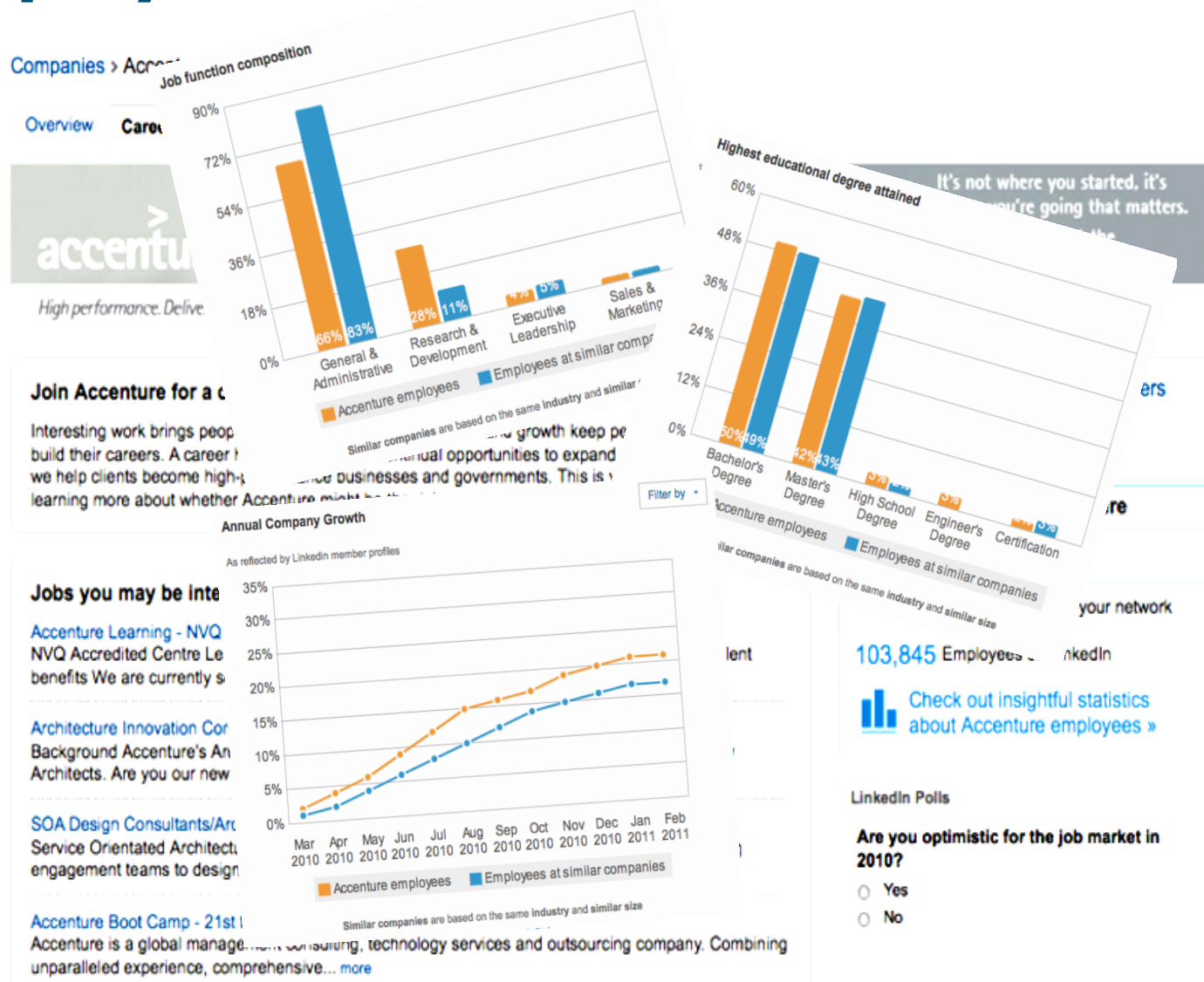
 [Check out insightful statistics about Accenture employees »](#)

LinkedIn Polls

**Are you optimistic for the job market in 2010?**

- ☐ Yes  
☐ No

# Employers



*"In three to five years  
time I would expect not to  
be looking at CVs and  
doing most of my  
recruiting online using  
LinkedIn"*

Graduate Recruiter – Accenture



# 6 things a Careers Professional could do with Social Media

1. Create a Personal Brand for themselves and teach clients how
2. Build a professional network
3. Engage clients and market the services they offer (facebook page)
4. Create online career learning opportunities using blogs (recording experiences and thoughts as they happen as a tool for reflection and as a reference for a later date)
5. Manage online information for themselves and for their clients
6. Develop their own and their clients digital literacy

Tristram Hooley

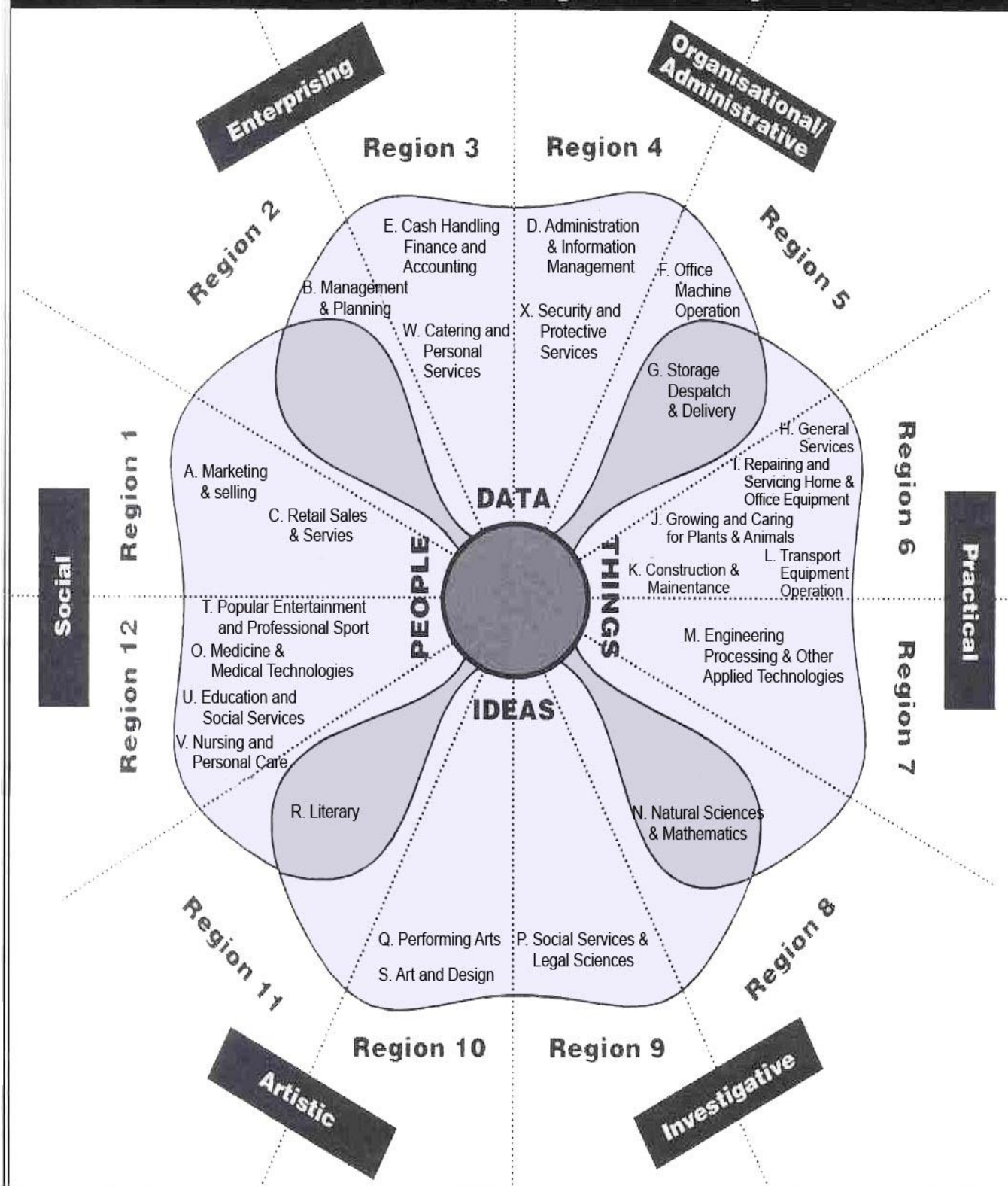
<http://adventuresincareerdevelopment.posterous.com/5-things-careers-professionals-could-do-with>

# Changes in careers guidance?

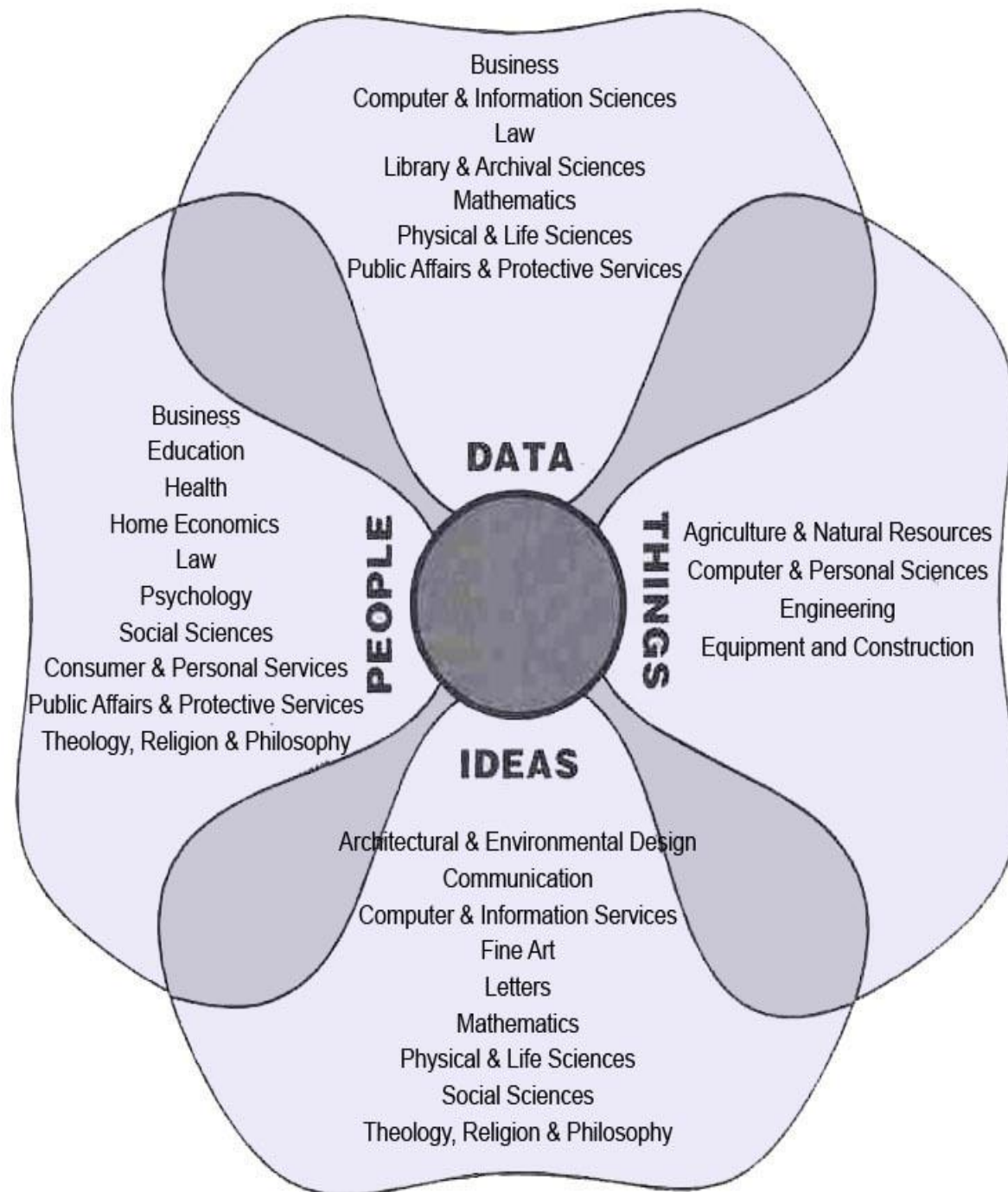
- Is the concept of 'career as a fit' out of date?
- Careers theories of Parsons & Holland.
- Human resource management is about moving individuals from an old to a new structure.
- Do education and employment maps still match?



# World of Employment Map



# World of Education Map



# Failure!

- Unplanned and unpredictable events and experiences are often crucial in determining an individual's career direction.
- At different stages of our life we also aspire to different goals and our value systems evolve.
- Do we need to find alternatives to *career fit*?

## CHANGING GOALS

# Managing change

- Key guidance role today is enabling clients to manage change in their lives.
- Help the client to spot opportunities, recover from setbacks and capitalise on chance.
- Create dissonance by challenging or suggesting alternative courses of action.



# Key interventions

- How can we enable the graduate to manage the complexities, uncertainties and dynamic aspects of modern work?
- Influence personal aptitudes e.g. persistence, flexibility, risk taking & curiosity.
- Facilitate movement through different phases in career development.





# Mechanisms to manage change

- Projects that encourage multidisciplinary working such as 'creative' students working alongside 'science & technology' students.
- Mini work based learning projects where graduates are 'problem solving' for 'SME's which can also grow new jobs.
- Alumni mentoring students/graduates and providing models for managing uncertainty.
- Unexpected changes, Paul Theroux.

**WORKING** TOGETHER

# Discussion

- Have you examples of ways you have experienced or addressed any of the issues we've outlined?
- Do you think we need to do anything different to respond to these issues?
- How do students in your university and country use social media as part of their career management?

# Find out more

- *Future skill supply in Europe: Medium term forecast up to 2020: synthesis report*, Luxembourg: Office for Official Publications of the European Communities 2009  
[http://www.cedefop.europa.eu/etv/Upload/Information\\_resources/Bookshop/546/4086\\_en.pdf](http://www.cedefop.europa.eu/etv/Upload/Information_resources/Bookshop/546/4086_en.pdf)
- *Shift Happens* – business slant  
<http://www.freotech4teachers.com/2009/09/did-you-know-40-shift-happen.html>
- *Shift Happens* – education and technology slant  
<http://www.youtube.com/watch?v=4Q75KhAeqJg>
- *Shift Happens* – Keynote presentation by Professor Jim Bright, School of Education, Australian Catholic University.  
[http://www.vetnetwork.org.au/dbase\\_upl/conference2008\\_bright.pdf](http://www.vetnetwork.org.au/dbase_upl/conference2008_bright.pdf)
- Generation Y resources  
<http://workempowermentfoundation.typepad.com/>
- Resources on innovation in 21<sup>st</sup> century  
<http://www.nesta.org.uk/provocations>
- *Prosperity without growth? The transition to a sustainable economy*. Professor Tim Jackson, Sustainable Development Commission  
<http://www.sd-commission.org.uk/publications.php?id=914>
- *Build Your Own Rainbow*, Hopson & Scally 1999
- *Ghost Train to the Eastern Star*, Paul Theroux, Houghton & Mifflin 2008
- *Integrative Life Planning*, L. Sunny Hansen, Jossey Bass 2001
- *Luck is no accident: making the most of happenstance in your life and career*, Al S. Levin & J D Krumboltz, Impact Publishers 2004.