



## ICCI Global Council Report – November 2018

### About the Career Development Institute

The CDI is the single UK-wide professional organisation for everyone working in the fields of career education; career information, advice and guidance; career coaching, career consultancy and talent management.

We have over 4300 members and aim to speak with one voice for the career development sector, ensuring a sound networking approach between practitioners, inspiring confidence in those who seek help in moving into and through the sector and providing support to members in the delivery of high quality career development services. We are also building our digital membership category, for more information please visit our website on [www.thecdi.net/international](http://www.thecdi.net/international)

#### 1. What is happening in your country in the economy, politically and the labour market?

Brexit continues to rumble on with no final decisions being made. Political uncertainty in the UK therefore continues with much of the Government's focus being on Brexit. However, the uncertainty is causing already lot of problems for staff, more and more employers are delaying hiring decisions due to the uncertainty, not just at senior levels. At the same time, in specific sectors Brexit will cause even more issues due to the shortage of candidates - agriculture, hotel and Catering, NHS. For instance the NHS is looking at hiring nurses from Jamaican and South East Asia since less Continental European nurses are coming to the UK to work.

Last July the government announced the launch of 20 Career Hubs and 500 free training places for careers leaders. At the conservative party conference at the end of September it was announced that the government is doubling the number of Career Hubs and careers leader training places for schools and colleges – investing an additional £4M.

This new promise increases the number of Career Hubs to 40 and career leader training places to 1300. The CDI welcomes this increase in training places, which puts the focus on career leaders at the centre of the government's careers strategy in schools and colleges. However, there is a shortage of qualified careers advisers at level 6/7 in the sector.

Despite Brexit the economic outlook is good:

- An employment rate of 75.5% compared to 75.3% a year earlier.
- There were 32,4 million people in work, 261.000 more than a year before
- It also showed the unemployment rate was 4.0%, 1.36 million in total, 95.000 fewer than a year earlier (ONS, July 2018).

Another trend Indicated by Gartner research group was the fact that a higher number of UK employees are looking to change jobs in light of optimistic perception of business conditions. The latest Global Talent Monitor report showed that 18.8% of UK employees indicated a very low intent to stay in their current role, higher than the global average of nearly 12%. This is the first time since

Brexit that employees reported having an optimistic outlook on the job market and their own career growth.

## **2. What is happening in the career coaching profession/career coaching organisations and where employers provide career coaching for employees?**

### **Women returners**

According to Stephanie Rix, our new board member there is an increase in a focus on women returners. This makes sense when looking at the low unemployment rate and the uncertainty around Brexit and the growing interest and demand for returnship programmes with companies such as PriceWaterhouseCoopers.

### **AI**

Advances in AI is still at the forefront of people's minds with regards to CV's and Cover Letters. Increased need for career coaches to familiarise themselves with the latest technological advances, focus on 'key words' so that they can guide clients better on how to job search in an increasing digitised world. A danger is that talented people can be left out, with Amazon's AI tool basing its conclusions on the pattern of CVs submitted, ruling out all female applicants (Evening Standard, 10 October 2018). Ruth Winden indicated that the debate is dominated by future thinkers and HR leaders and a strong need of Career Professionals to make a strong input is needed, it is actually an opportunity to raise awareness within the careers industry worldwide.

### **Careers Thought Leaders Professional Development Symposium**

Jan Ellis, Chief Executive of the CDI attended the Careers Thought Leaders Professional Development Symposium in Madrid in May. This is the first time that this esteemed group of largely US executive career coaches and CV writers has based their annual conference to Europe. The event attracted a number of EU based, English speaking, private practitioners from Spain; France and the UK too. Keynote sessions focused on personal brand, resilience and providing career development in organisations.

### **The International Centre for Guidance studies (iCeGs) celebrated its 20<sup>th</sup> anniversary**

The 23<sup>rd</sup> and 24<sup>th</sup> of May the celebrations took place at the Enterprise Centre at University of Derby. Using career guidance to address the 'changing world of work and technological panic' was one of the main topics with focus on adaptability in a fast changing environment. Career professional can help meeting the demands of the changing context in several ways. Adaptive guidance (helping individuals to manage the shift), expanded career guidance (rethinking career) and emancipatory career guidance (rethinking the problem). For more background and other topics please visit: <https://www.derby.ac.uk/research/about-our-research/centres-groups/icegs/icegs-20th-anniversary-conference-2018/>

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