



ICCI Global Council Report – 10th May 2016

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 4000 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.

CDI Developments

1. CDI membership and the UK Register of Career Development Professionals

Both are continuing to grow and a number of independent career coaches have recently joined the Register via our Alternative qualifications route. This route allows people to demonstrate that their qualifications and experience when taken together cover the skills and knowledge from the National Occupational Standards: Career Development.

People who are ICCI certificants at Practitioner and Fellow level already meet the requirements for joining the Register and we are keen to make contact with these people to encourage them to join as a CDI member and then join the UK Register. A webinar on the benefits of being on the Register can be accessed at: <https://www.youtube.com/watch?v=Z6bSFLUb0lc&feature=youtu.be>

It is our ambition that the Register will become the single most important source of information for employers and individuals seeking career development services.

CDI Year of Professionalism

We have decreed that 2016 is the CDI Year of Professionalism. Doctors, lawyers, teachers are seen as professional roles with an expectation of professional qualification, ethical practice and updating of skills and knowledge. As people providing career development services we too are professionals but often feel that we are undervalued and our role misunderstood.

To promote the fact that we are professionals the CDI has co-written a paper with the International Centre for Guidance Studies on Professionalism in the Career Development Sector. This paper was used at a meeting of key stakeholders in England including the Dept. for Education in March. It aims to show that career development is not just about one to one guidance but also involves career education, career information, programme and service management and social systems intervenor and developer. This paper has applicability across the UK and for all parts of the career development sector. A copy can be accessed at: <http://www.thecdi.net/Reports---Resources>

We are also in the process of developing a Blueprint of Learning Outcomes for Professional Roles in the Career Development Sector to show the breadth and depth of the skills and knowledge required

to perform at professional level. The Blueprint also helps to address the confusion that having a variety of professional roles can cause amongst policy makers, employers and clients and demonstrates that these roles should be performed by people who hold a relevant career development qualification to at least graduate level

The learning outcomes for all professional roles are presented as a list and are categorised as being of relevance for career guidance/development; career education/leadership, career coaching or providing career guidance/development in HE. Some of the learning outcomes will be offered as initial training, e.g. Qualification in Career Development, whilst others will be better suited to delivery as post initial training qualifications

CDI members – CPD Resources Area

This is organised in line with the seventeen National Occupational Standards: Career Development, and split into:

<p>On-line resources</p> <p>websites, videos, on-line learning and webinars, professional blogs</p>	<p>Published (print) materials</p> <p>including those accessed as pdf</p>	<p>Live activities</p> <p>involving interaction with other people</p>
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We have recently added Guides on Online Learning and How to Access Research Materials for Free.

We continue to offer **Master Classes in Advanced Guidance and Coaching Skills.**

By the end of the day delegates will be able to:

- Evaluate the implications of developments in neuroscience/neuropsychology for your practice
- Explain how metaphor can be used to explore the story
- Evaluate the use of transformational coaching to expand self-identity
- Explore intuition in decision-making
- Evaluate the role of visioning and backward action planning in creating desire and energy for change.

<http://www.thecdi.net/Skills-Training-Events/Advanced-Career-Guidance-and-Coaching-Skills/27076>

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

Economy

Unemployment fell by 102,000 to 1.86 million in the three months to the end of January, according to the latest figures from the Office for National Statistics.

The number of people claiming Jobseeker's Allowance in February fell by 31,000 to 791,200, its lowest level since 2008. The employment rate now stands at 73.3%, the highest rate of people in work since the ONS began keeping records in 1971.

Labour Market

A report, *The Future of Jobs*, published by the World Economic Forum predicts a massive change in the skills needed for 'The Fourth Industrial Revolution'. This will include developments in fields such as artificial intelligence, 3-D printing, genetics and biotechnology and will cause widespread disruption to labour markets over the next five years.

The report has listed the top 10 skills needed for business in 2020 compared to 2015.

10. Cognitive flexibility	10. Creativity
9. Negotiation	9. Active listening
8. Service orientation	8. Judgement & decision making
7. Judgement and decision making	7. Service orientation
6. Emotional intelligence	6. Quality control
5. Coordinating with others	5. Negotiation
4. People management	4. Critical thinking
3. Creativity	3. People management
2. Critical thinking	2. Coordinating with others

And number 1 . . . **complex problem solving**. Read the report summary [here](#)

There is also the *Global Gender Gap Report* (WEF, 2015) which covers 145 countries, again with extensive use of graphics to convey rates of workforce participation, education and pay.

UKCES Working Futures 2014-2024

UKCES published an analysis of the future labour market, predicting that by 2024 54 per cent of jobs will be held by people qualified at or above level 4. *Working Futures 2014-2024* is the latest in a series of quantitative assessments by UKCES of the employment prospects in the UK labour market over a 10 year horizon. The report projects a shift away from employment in public sector activities, and a decline in public administration, health, education and manufacturing sectors. Jobs are expected to increase in construction and professional business services.

Political landscape

On 5th May elections took place for the Scottish, Welsh and Northern Ireland Assemblies. We are yet to see what impact this will have on how career development services are delivered in these nations.

To support CDI members in lobbying the political parties in Scotland and Wales we produced Manifestoes which set out our recommendations to the next Assemblies to ensure that each and every citizen in Scotland/Wales has access to the support they need.

The new Conservative Government in England, elected in May 2015, put economic recovery at the centre of its manifesto yet it has to date failed to recognise the importance of career development support. The CDI has been involved in meetings with both the Department for Education and BIS, and the chairs of the Education and BIS Select Committees, to lobby for changes in career development public policy. Our President, Virginia Isaac gave evidence to the Select Committee in March.

Later this year a Careers Strategy will be published by the Government in England together with new Statutory Guidance for Schools. We hope that both documents will emphasise the importance of employing people who are professionally qualified at QCF Level 6 (graduate level) or above to provide career guidance and that this will be made a requirement, rather than a recommendation as it currently stands.

Our overarching priority is to convince the Government to reconstitute the current National Careers Service in England into a genuinely all-age career development service that provides support throughout life: to young people in the education system, in employment or NEET, and to adults in work or unemployed. We also want to raise awareness among both business and individuals of the benefits of investing in career development and to incentivise private and personal investment in career development

3. What is happening in the career coaching profession?

Since the last ICCI Global Council report in November 2016 career provision for adults continues to be patchy but there is generally a wider range of provision than 10 years ago. We have seen a number of professionals formerly employed in the public sector setting up in the private career coaching sector.

Outplacement continues to be a highly fragmented sector with a number of small providers and a small handful of national ones.

Career professionals in the independent sector continue to come from a wide range of professional backgrounds.

4. What is happening where employers are providing career development for their own employees?

Many are seeking ways to try and provide a compelling career offer “employee value proposition” to both attract and retain their employees. A big focus continues to be on finding ways to improve the conversation between managers and employees about careers and development. Some high profile organisations (e.g. Accenture) are deciding to stop doing formal annual performance reviews in favour of more informal ongoing development conversations.

More organisations are trying to create broad career frameworks that allow employees to see potential career journeys and the capabilities required. Bite sized learning is attractive as are career portals as a means of providing flexible “just in time” learning and development.

5. What is going on in career coaching organisations?

In the UK, concerns still centre around an ageing workforce, and impact on talent mobility, loss of experience, and a need to build a more flexible and agile workforce. Consultancies support

organisations to develop their approach to career development for their own employees, run workshops, provide on-line career tools and train in house HR people to provide careers support.

It still remains the case that in the larger career coaching organisations, whose core business is career transition and outplacement, business is changing. In the past companies who made their employees redundant were willing to pay quite a lot of money to provide 1:1 career coaching, especially for professionals and senior people. Often workshops were available to other employees.

Over the last ten years this service has become more of a commodity and price sensitive so these companies have looked to find a range of creative solutions to provide careers support at a competitive price; more self-directed support via on-line tools, and workshops.

One to one career coaching is still offered but on a more time bound basis, unless it for a very senior executive.

Claire Johnson
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6th May 2016