



## ICCI Global Council Report – 8<sup>th</sup> May 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.

In our Business Plan for 2018/2019 we have the objective to develop an International Digital membership category and would appreciate views please on the following as part of today's ICCI Global Council Meeting:

- What member benefits people working abroad would like to have from the CDI?
- Ideas for organisations we could approach about international membership?
- Ideas on how the CDI can better engage with career coaches in UK and globally? What are their training needs?

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

Brexit continues to rumble on with slow progress being made. Political uncertainty in the UK therefore continues with much of the Government's focus being on Brexit.

The sector was therefore fortunate that the Careers Strategy for the delivery of career guidance in schools was finally launched at the CDI Conference in December 2017 and new statutory Guidance published in January 2018. The sector is much in need of government investment and this is beginning to come through in the shape of funding for the training on Careers Leaders in schools and colleges and more interest in professional training for Careers Advisers in schools and colleges.

Whilst there is uncertainty about funding linked to Europe, everyone in the sector appears to be doing the best that they can.

In spite of the hesitation around Brexit, employment figures continue to improve. Estimates from the Labour Force Survey show that, between September to November 2017 and December 2017 to February 2018, the number of people in work increased, the number of unemployed people decreased and the number of people aged from 16 to 64 years not working and not seeking or available to work (economically inactive) was little changed.

- There were 32.26 million people in work, 55,000 more than for September to November 2017 and 427,000 more than for a year earlier.

- The employment rate (the proportion of people aged from 16 to 64 years who were in work) was 75.4%, higher than for a year earlier (74.6%) and the highest since comparable records began in 1971.
- There were 1.42 million unemployed people (people not in work but seeking and available to work), 16,000 fewer than for September to November 2017 and 136,000 fewer than for a year earlier.

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

We have recently welcomed two new Directors to the CDI Board, Stephanie Rix and Nicolette Wykeman, both of whom work in the career development sector as independent professionals.

Nicolette has reported that there is increasing usage of Artificial Intelligence in the selection process for candidates. Even though it is very much recruitment related, career coaches need to be able to prepare clients for that. The whole 'human' element is being taken out at the first part of the selection process and even though it is often used for graduates, it will eventually be used for mid-career candidates as well.

As a way to prepare clients for these type of selection processes (often video interview) career coaches are guiding clients in finding out what the company is looking for (characteristics) and how to come across as genuine but also in line with the company values. Networking is also a key part of the selection process. A few articles have been published recently on this topic by the Guardian:

<https://www.theguardian.com/technology/2018/mar/04/robots-screen-candidates-for-jobs-artificial-intelligence>

<https://www.theguardian.com/careers/2018/feb/02/will-a-robot-recruiter-be-hiring-you-for-your-next-job>

Another trend is the need to specialise in an overcrowded coaching arena. Where most coaches were generalists before, today they are trying to find a niche to be able to stand out.

Stephanie reported that Social media is continuing to influence how we search and connect with others to grow career e.g., continued growth of LinkedIn and with further advances in Artificial Social Intelligence making this search easier for users. This is increasingly two way in that companies are using algorithms/search techniques in LinkedIn to find candidates who are not actively searching for new opportunities as they believe them often to be better hires.

Personal brand values and purpose are becoming more prevalent within career conversations and of increasing importance to employees/employers. (Extent of importance can be dependent on the size and nature of the organisations and industries.)

There is a more holistic approach to career coaching focusing on the person, attitudes and beliefs. There is also an increasing focus on building confidence, maximising opportunities, building connections, resilience and adaptability to change (reflecting career landscape). For individuals, (and particularly for those who are teenagers and not yet in the workforce), career development will need to focus on adaptability and the ability to learn new things as jobs will disappear and evolve several times in their working lives. It is estimated that 75% of people who are yet to join the workforce will do jobs that do not exist today.

There is a growing trend of self-employment (particularly in women/part time workers) influencing a broader spectrum of work for the career coach e.g. coaching clients out of organisations...leading to 'business coaching' for some.

One of our members, Valerie Rowles also said that global opportunities for independents are growing as a result of technology affordances. Webinars, and the possibility of increasing visibility through media platforms have led to demand that is not geographically constrained.

At the November 2018 ICCI Global Council meeting I will be able to report on any insights gained from CDI attendance at:

- Career Thought Leaders' European conference 1st-3rd May 2018, in Madrid
- International Centre for Guidance Studies (University of Derby) Imagining new perspectives on work – the role of career development in shaping futures, 23<sup>rd</sup> and 24<sup>th</sup> May 2018.  
The event aims to examine how the concept of work might develop and evolve over the next decade and in conjunction with this how the role of career development practitioners might need to adapt to continue supporting individuals in the future.

Claire Johnson  
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30<sup>th</sup> April 2018