



ICCI Global Council Report – 9th May 2017

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 5000 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.

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

The withdrawal of the United Kingdom from the European Union is commonly known as Brexit. Article 50 of the Treaty on European Union, the formal procedure for withdrawing has now been invoked, which, within the treaty terms, would put the UK on a course to leave the EU by the end of March 2019. In the hope that a stronger Conservative Government majority would be beneficial to this process, the Prime Minister, Theresa May, announced a snap General Election for 8th June 2017

Political uncertainty in the UK therefore continues. A Careers Strategy for the delivery of career guidance in schools, originally intended to be published early in 2016 is yet to be published and this is leading to further uncertainty and anxiety about the provision of career guidance in schools. The sector is much in need of government investment.

There is also debate about the future of the National Careers Service which provides career advice, information and guidance to adults. The political uncertainty is also having an impact on the funding for HE and other providers through European projects which are ESF funded and which will not be accessible following Brexit.

The CDI's 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

UK Employment Rate Highest Since 1971

In spite of the uncertainty around Brexit employment figures are holding up. Figures released from the Office for National Statistics show that the UK's employment rate (the proportion of people aged from 16 to 64 who are in work) was 74.6% for the period ending in February 2017.

There were 31.84 million people in work, 39,000 more than for September to November 2016 and 312,000 more than for a year earlier. There were 1.56 million unemployed people (people not in

work but seeking and available to work), 45,000 fewer than for September to November 2016 and 141,000 fewer than for a year earlier.

What is happening in the career coaching profession?

As I reported in November 2016 there still appears to be ongoing demand from individuals for career coaching - either asked for through their employer or sought privately. Issues remain the same e.g. workplace bullying that has undermined confidence, dealing with redundancy, looking for work that feels more meaningful.

Publicly funded organisations continue to tighten their belts, offering fewer days with day rates remaining stagnant. HMRC's focus via IR 35 on the taxation of the freelance sector has meant some organisations are introducing more bureaucracies - with the onus on the sole-trader or Limited business to prove that the career coaches are self-employed rather than employed.

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

At a recent International Centre for Guidance Studies Associates' Meeting I heard a presentation from Professor Wendy Hirsch on Trends in Talent Management. Her research in medium and large companies has found that:

- Talent Management is very largely about resourcing and career development
- The term 'career', so long avoided by employers, is back loud and clear
- TM overtly prioritises the kinds of work and people that present resourcing risks to the business – response is to 'grow their own' but to remain permeable at every level
- In large organisations, considerable attention is still given to senior posts/people and hard to fill ('critical') posts
- But increasing attention to much larger groups with skills central to business:
 - Attention throughout the 'pipeline', including longer term supply
 - Sustained skill and career development for these groups – key experiences
 - Breadth within function to increase ability to respond to change
 - Career attention contributes to attraction, engagement, retention
- Workforce diversity is becoming a major driver of TM:
 - TM used to challenge and 'turn the dial' on gender and ethnicity
 - Also diversity of thought and background to face uncertain future – shifting demography in terms of age, range of experience and attitudes
- Not yet really addressing longer working lives
- When organisations really want career outcomes they give:
 - Richer feedback and more airtime for individuals with a range of people (line, directors, HR, mentors, occupational psychologists etc.)
 - Planned experiences with primarily developmental intention (formal training and qualifications much less on the agenda)

- Support to make cross-boundary/challenging career moves
- Managers are expected to have ‘career conversations’ with all staff (who want them) but most organisations still see this as challenging to deliver. Some are:
 - Mainstreaming career management skills into management development
 - Looking again at ‘career pathways’ information and self-help tools

A copy of the full report: Talent management: responding to uncertainty, Institute for Employment Studies, Perspectives on HR 2017 by Professor Wendy Hirsch is included, with her permission, with this report.

2. What is going on in career coaching organisations?

There continues to be a continuous pressure on providing cost effective careers provision which means career coaches need to come up with new ways of providing services. Face to face one to one work still exists but is becoming less prevalent. There are opportunities for online teaching platforms to streamline offerings (sites such as teachable.com; udemy.com; thinkific.com) are becoming highly successful and an excellent way of increasing a career coach’s reach.

New social media platforms are becoming mainstream: This creates an opportunity for career coaches to understand and use new social media platforms, for instance Instagram, Snapchat, Pinterest as a career development and job search tool.

Claire Johnson
CDI Professional Development Manager
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