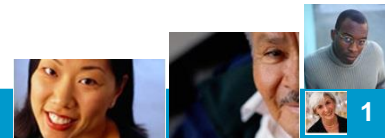


Coaching Learners for Work Transitions

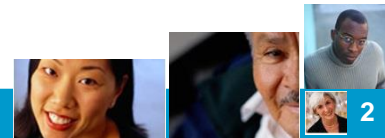
Embracing the New Realities

Valerie G. Ward
valeriegward@gmail.com
www.EmploymentReadiness.info
ACE/CACEE/CAFCE Better Together Conference
May 29, 2017



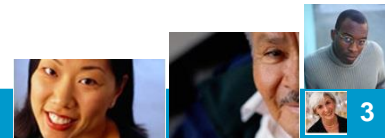
Session Outline

- ✓ Review common beliefs (myths) & realities about what it takes for individuals to succeed in today's labour market
- ✓ Identify effective coaching strategies in context of these realities



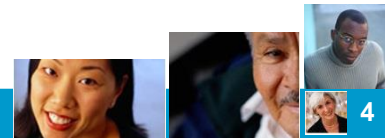
Learning Outcomes

- ✓ Understand the new labour market realities
- ✓ Challenge beliefs about learners we serve; strengthen/empower their capacity for self-help
- ✓ Gain strategies for achieving efficiencies in preparing learners for education-to-work transitions



Question for the room

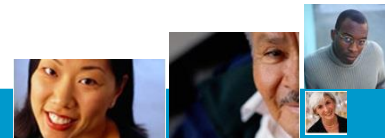
What labour market changes are you aware of and what challenges do they pose?



Myth #1

Get a good job & you're set for life

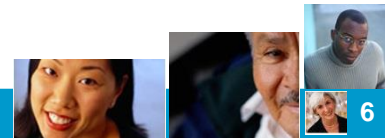
- ✓ Canadians average 15 jobs in their work life.
- ✓ 51% stay in one role for less than 2 years.
- ✓ 30% stay in a job for over 4 years.
- ✓ 41% have already had 3 or more careers.
- ✓ Only 6% of current workers have worked for the same employer for at least 12 years.



Managing ongoing work life change

- ✓ The ability to plan ahead & move successfully between jobs and occupational fields is becoming an essential skill.
- ✓ 89% of Canadian youth seeking assistance need help with managing ongoing change (Ongoing Career Management).
- ✓ 60% still need help managing ongoing work life changes after completing standard interventions.

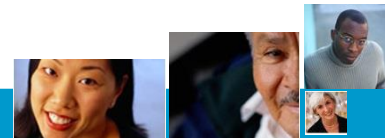
Data from the Employment Readiness Scale™



Myth #2

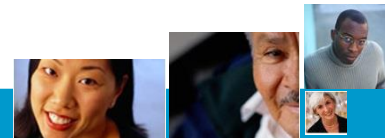
Full-time employment is the “best” goal

- ✓ 55% or less projected to be in standard full-time employment, on location & with benefits, by 2020.
- ✓ Employers perceive a need for a “contingent” work force in order to be competitive.
- ✓ Increasing percentage of new jobs are part-time, or full-time without benefits.
- ✓ Increasing number of workers are in “precarious” employment (low wages, unpredictable hours of work, no benefits).
- ✓ Many millennials like the flexibility of gig economy.



Possible work structures

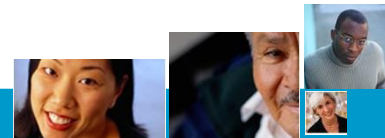
- ✓ Standard full-time with benefits, on location
- ✓ Full-time without benefits, on location
- ✓ Telecommute: full-time off location
- ✓ Telework: full- or part-time working virtually
- ✓ Part-time/contingent work without benefits
- ✓ Employee of a temp agency
- ✓ Self-employed:
 - » Independent contractor on a project-by-project basis
 - » Self-managed diversified simultaneous contracts



Myth #3

Career training & technical skills are key

- ✓ Technology & work options change rapidly.
- ✓ One-third of university & college graduates end up in low-skilled jobs.
- ✓ Career paths have become non-linear.
- ✓ Employers hire for soft skills as much as for technical skills.



Canadian youth seeking assistance need help with soft skills:

✓ 77% with Work History

» The feeling of having performed well in the past

✓ 67% with Self-Efficacy

» A sense of confidence that one can perform well

✓ 62% with Social Supports

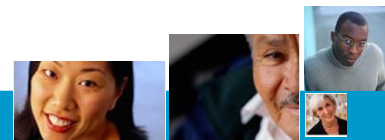
» One's network & ability to reach out for help

✓ 48% with Job Maintenance

» Interpersonal & self-management skills

✓ 38% with Outcome Expectancy

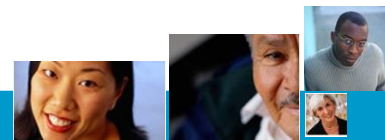
» Expecting to succeed & willingness to take responsibility for creating that success



Myth #4

Life stabilization issues always come first

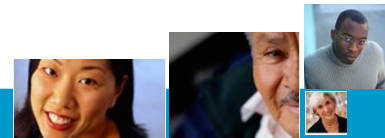
- ✓ 60% of “Fully Ready” youth have life stabilization issues.
- ✓ Life stabilization issues include addictions, bereavement, child/elder care, disability, domestic violence, housing, legal issues & more.
- ✓ Life stabilization issues can arise for all of us
- ✓ The stronger their soft skills, the better a client can manage life stabilization issues.
- ✓ Managing life stabilization issues strengthens Self-Efficacy, Outcome Expectancy, & motivation.



Myth #5

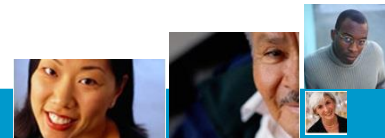
Thorough preparation & motivation will get you a job

- ✓ 6.4 unemployed Canadians for every job vacancy in February 2017.
- ✓ Delayed exits mean fewer job vacancies.
- ✓ Employers unlikely to interview those who have been unemployed for 6 months or more.
 - » Skills can become outdated & irrelevant.
 - » Social networks are lost or become obsolete.
- ✓ Delay in (re) employment is linked to increased stress & negative health consequences.



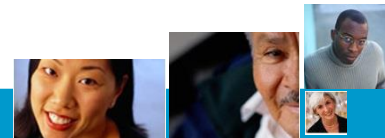
Coaching challenges

- ✓ Speed of integration / reintegration is critical.
- ✓ Youth need exposure to a range of work life structures.
- ✓ Job placement is less important than learning to anticipate and manage work transitions.



Questions for discussion

1. What coaching approaches can accelerate the speed of education-to-work transitions?
2. What coaching strategies can help learners evaluate the range of work structure options without bias towards full-time standard employment?
3. How can learners be helped to embrace lifelong change in work life focus?



Reference Article
“Coaching Clients, Working Smarter”

www.EmploymentReadiness.info

