‘Vipua ja vetoa töihin!’ project develops career guidance services in the field of Finnish higher education and builds stronger networks between the counselling professionals.

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Who knows where your career path might lead?

Work markets are changing rapidly and career paths rarely are straight and linear nowadays.

Youth employment rates are worrying and higher education degree doesn’t necessarily guarantee employment.

As we can’t predict the demands of future work markets, it’s important to pay attention to practices which promote employability in the long run.

WE NEED TO GIVE GUIDANCE AND TOOLS FOR LIFELONG CAREER PLANNING.
Supporting career planning and career orientation

Individuals need support not only in concrete job search but also in career-related questions such as self-knowledge, and career decision-making.

There are many ways how teachers and counselors can support the students and graduates in their career planning. This can be done by integrating work orientation closely into the curriculum, by e.g.

- using reflective exercises and peer evaluation to improve self-knowledge,
- building learning environments with employees (project assignments etc.),
- organizing study visits and using alumni lecturers in substance studies in order to introduce the different possibilities in the work markets, or
- teaching to use the social media in job search and in building your own ‘brand’.

Source: James P. Sampson
Cross-sector training for counselling professionals

Cooperation between professionals in higher education institutions, employment offices and labour unions was promoted by building a joint professional development training. It reinforces the networks between teachers, career counsellors and other professionals giving career guidance.

Training process was built based on the constructivist approach. The aim was

- **to hear the needs and interests of the target group** in the planning of the training contents,
- **to respect the individual learning objectives of the participants** in developing their own counselling procedures and services, and
- **to build learning climate** which would promote collaboration and dialogue between the actors in different organisations.

100 counselling professionals have carried out this national training process which began in March and will be completed in December.

![Figure 2: Description of pedagogic elements of the training process](image)