
Career Management: The Role of Career Counsellors in Building Strategic Partnerships Between Individuals and Their Employers

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ABSTRACT

Career Management: The rôle of career counsellors in building strategic partnerships between individuals and their employers. As career counsellors strive to bring their practices into the mainstream of business, there are many emerging career management issues that they could potentially address. This article reviews important changes in the world of work, including restructuring, displaced workers, survivors, continuous learning, and self-directed careers. It then explores the new roles that both individuals and employers play in a career development culture. Finally, it addresses specific mainstream niches where career counsellors can serve, including dealing with the psychological impact of change; building a resilient workforce; career planning, exploration, and work search activities; and training managers as career coaches and mentors.

RÉSUMÉ

La gestion de carrière : Le rôle des conseillers d'orientation professionnelle est d'établir des associations stratégiques entre les employés et leurs employeurs. Comme conseillers d'orientation professionnelle, ils s'efforcent de contribuer par leur expertise au monde des affaires. Ce faisant, ils sont confrontés à de nombreux problèmes nouveaux de gestion de carrière qu'ils pourraient éventuellement traiter. Cet article étudie les changements importants survenus récemment dans le monde du travail, notamment la restructuration, le déplacement du personnel, les survivants, l'acquisition continue du savoir et les carrières autogérées. Il étudie ensuite les nouveaux rôles que les individus et les employeurs jouent dans la culture de l'établissement de carrière. Finalement, cet article examine les services particuliers pouvant être assurés, pour le grand public, par des conseillers d'orientation professionnelle, comprenant entre autres, le traitement de l'effet psychologique du changement, l'établissement d'une main-d'oeuvre aguerrie, la planification de carrière, l'exploration et la recherche de différentes possibilités de carrière et la formation de gestionnaires en tant que formateurs et guides de carrières.

For several years now, Canadian career counsellors have been encouraged to move their practices into the mainstream (Bezanson, 1999). Hiebert and Bezanson (1995), offered a concise summary of issues that needed to be addressed if career development was to 'remain a vital force.' In the same year, the Canadian Labour Force Development Board published an important discussion paper entitled *Career Development: An Emerging National Strategy* (Canadian Guidance and Counselling Foundation, 1995). Yet, as we enter the new millennium, many career and employment counsellors do not seem to have made much progress toward becoming mainstream practitioners. As concerns grow about