

material p4.2m

CAREER GUIDANCE & COUNSELING – DEFINITIONS

Career

The term "Career" (in the sense of "Career Counselling" or "Career Guidance") often is associated with career-oriented activities and activities related to institutionally existing "career paths" (e.g. climbing up the career ladder). This perception today is considered as too narrow or one-sided for career counseling. In the light of the course of changes in the world of work, high labor market dynamics, and the transformation of public and private companies the term has developed. (cf. Bolder 2012; Bolder/Epping/Klein/Reutter/Seiverth 2010). Career today is seen as tied to activities (jobs) rather than to career paths, career is individualized, unpredictable, risky, fragile, also lateral careers are usual, career can be project-based. There is a need for further discussion, and contributions from the international context should be taken up more intensively and critically in the European context (e.g., Inkson 2015; Hirschi/Dauwalder 2015; Arulmani 2014).

Career Guidance and Counselling (CGC)

Beyond the differentiation of guidance into different fields of action, "guidance and counseling" as professional conversation technique is applied in many contexts. Thus, guidance and counseling can also be a meaningful and important element in the context of vocational orientation, employment promotion or job placement, career coaching and in other contexts.

How CGC is referred to in different contexts or fields of action varies greatly. In the course of expanding CGC as a practice that can support individuals throughout their lives, the term "career guidance" appears to be relatively narrowly confined to a single, albeit still very important, aspect. The concept CGC in the context of education, career and employment marks a broader approach here, which also stands for the fact that the aforementioned areas of life are merging ever more closely (Schiersmann/Weber 2013; NICE 2016; ELGPN 2014). Important sub-aspects of this broad field of action are employment-oriented guidance (Göckler/Rübner/Kohn/ Jäger/Franck 2014) or work-related guidance, which also includes, for example, guidance in the context of companies and human resources development (Schiersmann/Thiel 2012). In the international, mainly Anglo-American context, the terms "career guidance" and "career counseling" are used parallel with overlappings in the definitions (Arulmani/ Bakshi/Leong/Watts 2014; Brown/Lent 2013; Athanasou/Esbroeck 2008). If one would prefer to distinguish between Counseling and Guidance, counseling would be mostly used for a helpful, problem-solving interaction between mostly two individuals (Weber, 2013). Guidance (as opposed to "counseling") stands for a broad repertoire of action formats and, in addition to guidance in the narrower sense (face-to-face interaction), also includes other offers of career orientation, group counseling, or information services (cf. OECD 2004, p. 19; Commission of the European Community 2005, p. 11; Plant, 2008 ELGPN, 2014).



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