



# Career Development and Major Choices in the Post-Pandemic Era

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## Career Development and Major Choices in the Post-Pandemic Era

### *Introduction*



**Mr. Toghrul  
ALAKBAROV**  
Moderator

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## Career Development and Major Choices in the Post-Pandemic Era

### *Opening Speech*



**Mr. Mustafa  
ABBASBAYLI**  
Chairman of the Board  
State Employment Agency

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## Career Development and Major Choices in the Post-Pandemic Era

### *Opening Speech*



**Mr. Oğuzhan Kağan  
GÜLDOĞAN**

Director General  
**İŞKUR**

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## Career Development and Major Choices in the Post-Pandemic Era

# *ILO global view about Career Guidance evolution and tools*



**Mr. François  
DUMORA**

Employment Services Specialist -  
Career Guidance Referent  
**ILO**



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## Webinaire

AMSEP, l'Agence nationale pour l'emploi de la  
République d'Azerbaïdjan & İŞKUR (SPE Turquie)

21 septembre 2021, 14h30 (CET)

**Développement professionnel et principaux choix de  
carrière à l'ère post pandémique**

# The role of career guidance in the post-COVID-19 recovery

François DUMORA (ILO/Geneva)

21/09/2021



## *Stages in our reflection...*

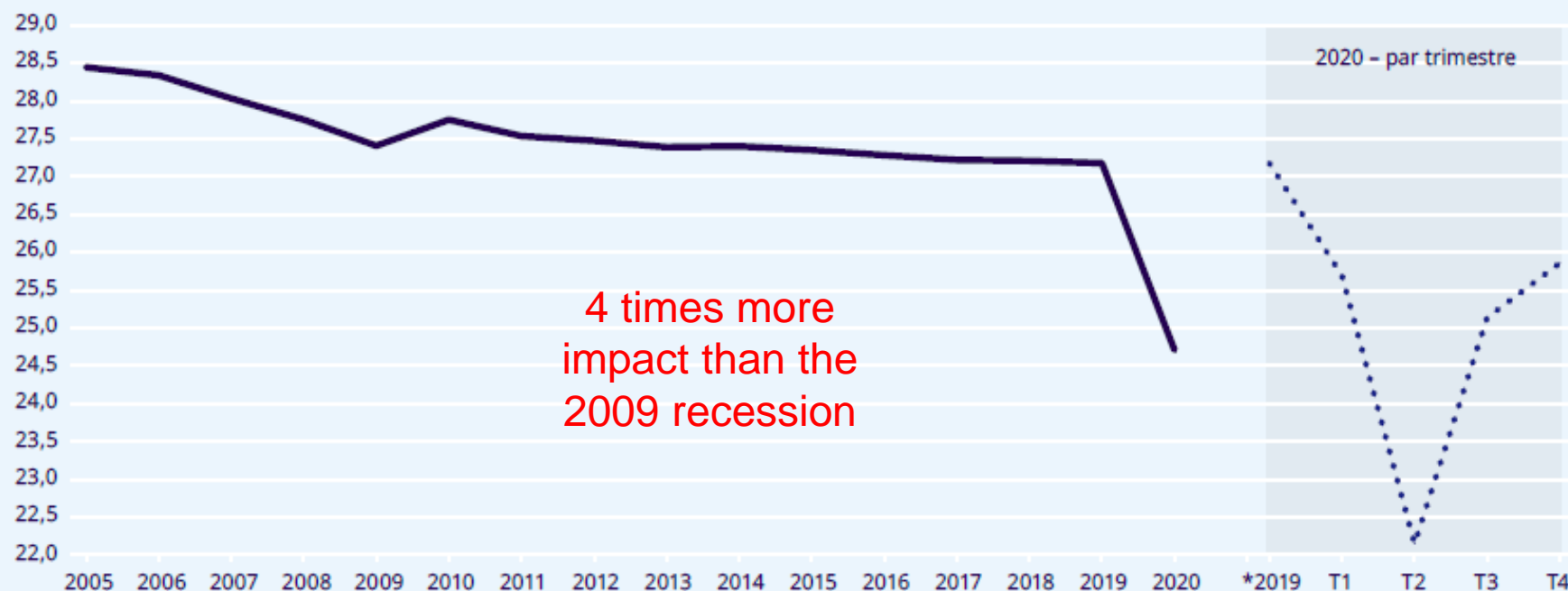




# Impact du COVID sur le monde du travail

Source : Observatoire de l'OIT – ilo.stat.ilo.org

► Figure 4. Heures travaillées par personne au sein de la population en âge de travailler (âgée de 15 à 64 ans), au niveau mondial, 2005-2020



\* Moyenne annuelle.

Source: Estimations modélisées du BIT basées sur le modèle de prévision immédiate du BIT (voir annexe technique 1).

In 2020, 8.8% of work hours were lost globally, the equivalent of 255 million full-time jobs.

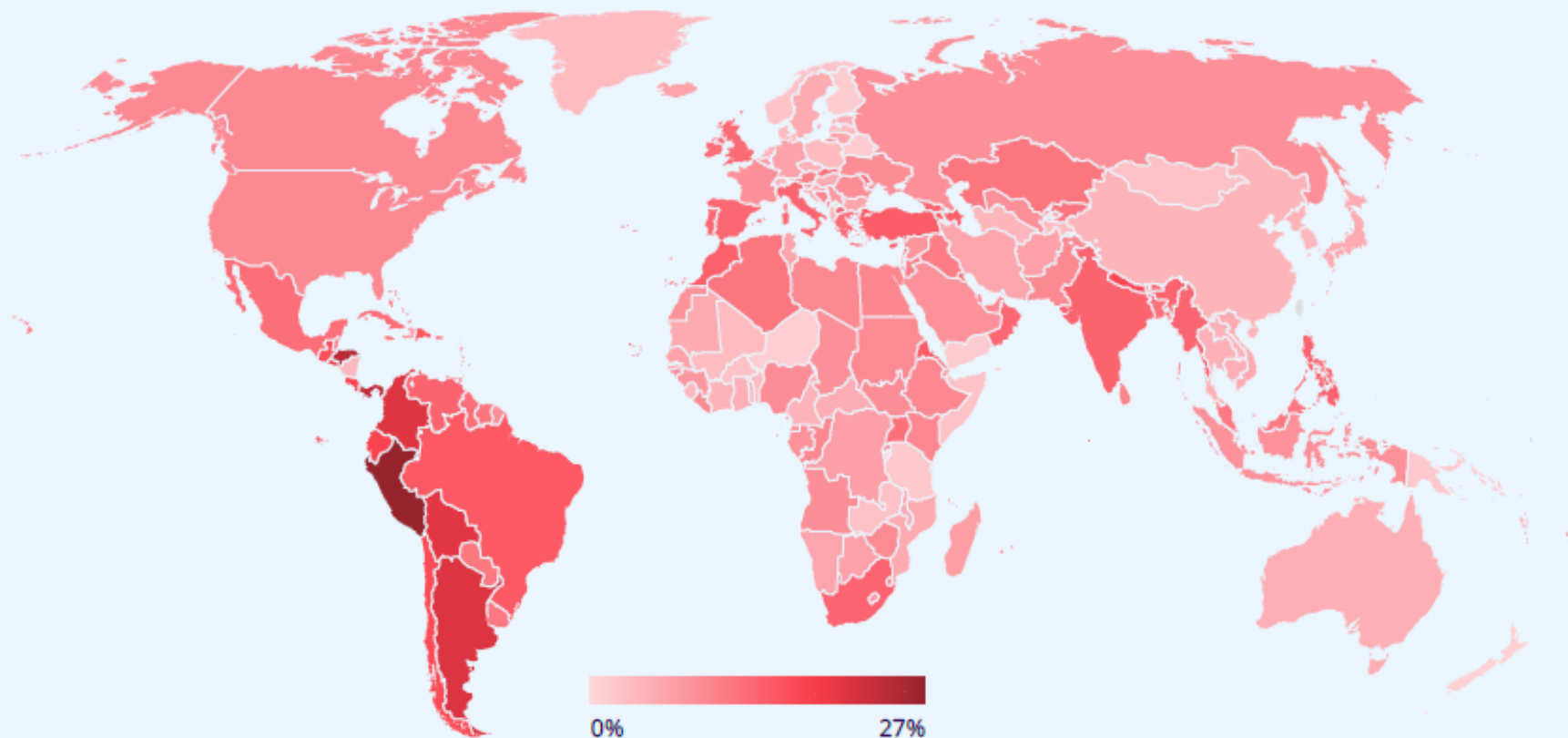
Projected employment deficit:

- 2021: 75 million
- 2022: 23 million

► ilo.org



► Figure 3. Heures de travail perdues à travers le monde en 2020 en comparaison au quatrième trimestre 2019 (pourcentage)



Source: Modèle de prévision immédiate du BIT (voir annexe technique 1).

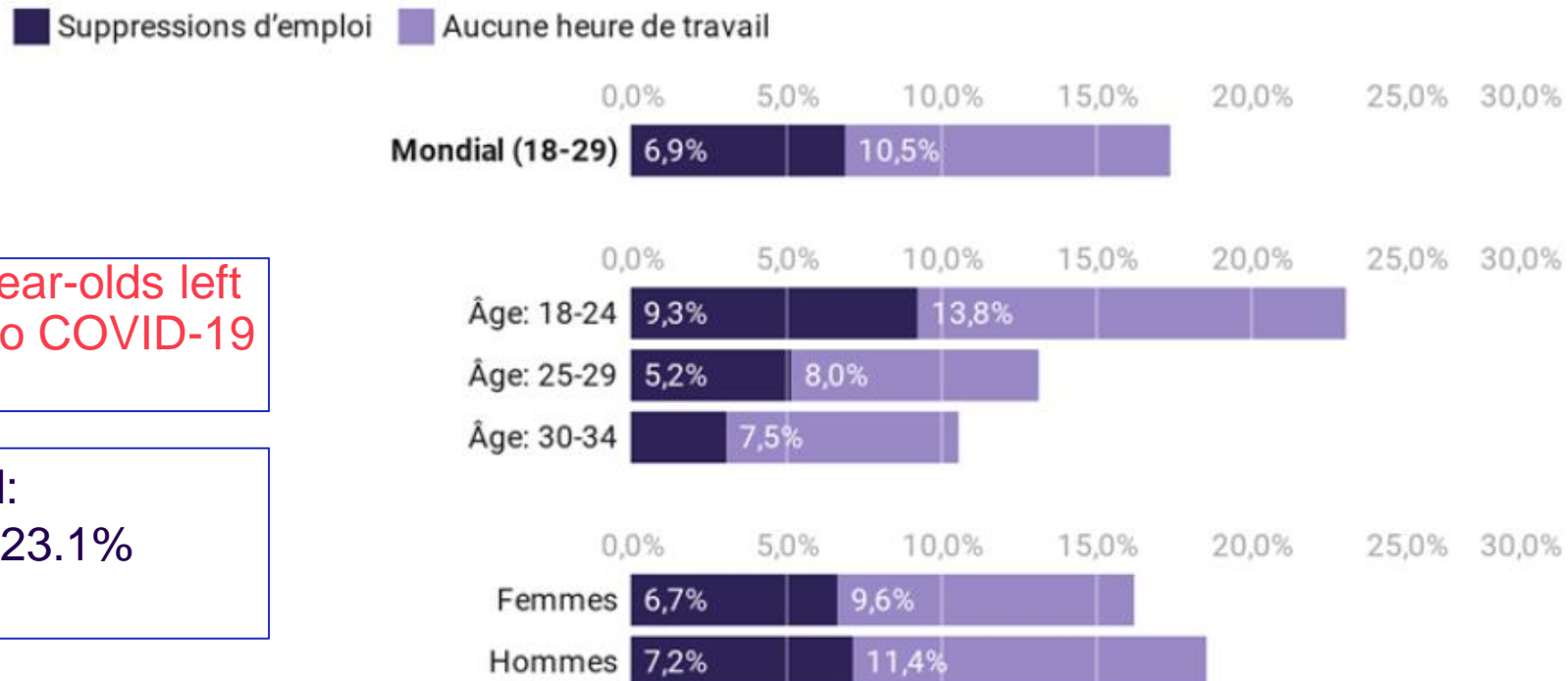
Global unemployment  
estimate:

- 2019: 187 million
- 2022: 205 million (+ 10%)

# Impact spécifique sur les jeunes

Source : rapport d'enquête mondiale 2020 « Les jeunes et le COVID 19 » publié par l'OIT

**Figure 4** Proportion de participants qui déclarent avoir cessé de travailler après le début de la pandémie



17.4% of 18-29-year-olds left employment due to COVID-19

The most affected:  
✓ The youngest: 23.1%  
✓ Men: 18.6%

**Table 3 Bien-être mental des jeunes (échelle SWEMWBS)**

		Anxiété ou dépression probable (%)	Anxiété ou dépression possible (%)	Aucun signe d'anxiété ou de dépression (%)
<b>Tranches d'âge</b>	18-29	16,7	50,2	49,8
	30-34	11,1	45,0	55,0
<b>Sexe (18-29 ans)</b>	Femmes	18,3	53,4	46,7
	Hommes	14,8	46,5	53,5

► Only 35% of young people say they are optimistic about the future

50% are showing signs of depression

Jamais
  Rarement
  Parfois
  Souvent
  Tout le temps

**Je suis optimiste sur l'avenir**



## Quelle mobilisation des dispositifs d'orientation professionnelle durant la crise ?

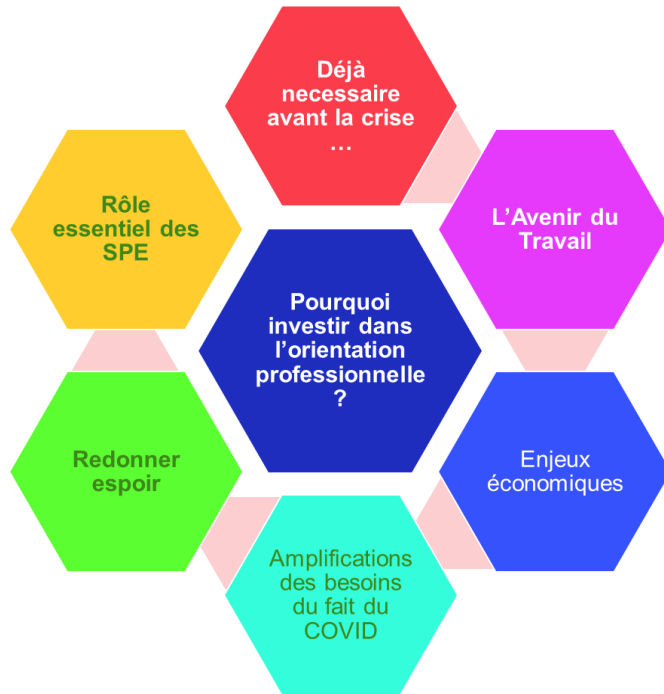
- 40%: career guidance has been one of the policy solutions designed to respond to the pandemic's impact
- Labour mobilisation and adaptation:
  - ✓ more extensive use of social networks,
  - ✓ development of online resources designed to replace face-to-face services.
  - ✓ phone support for the most vulnerable groups,
  - ✓ support for career changes: information on the labour market, training
  - ✓ psychological support



Source: 'Career guidance policy and practice in the pandemic' report.

963 responses from 93 countries – June to August 2020 [ilo.org](https://ilo.org)





## Already needed before the crisis...

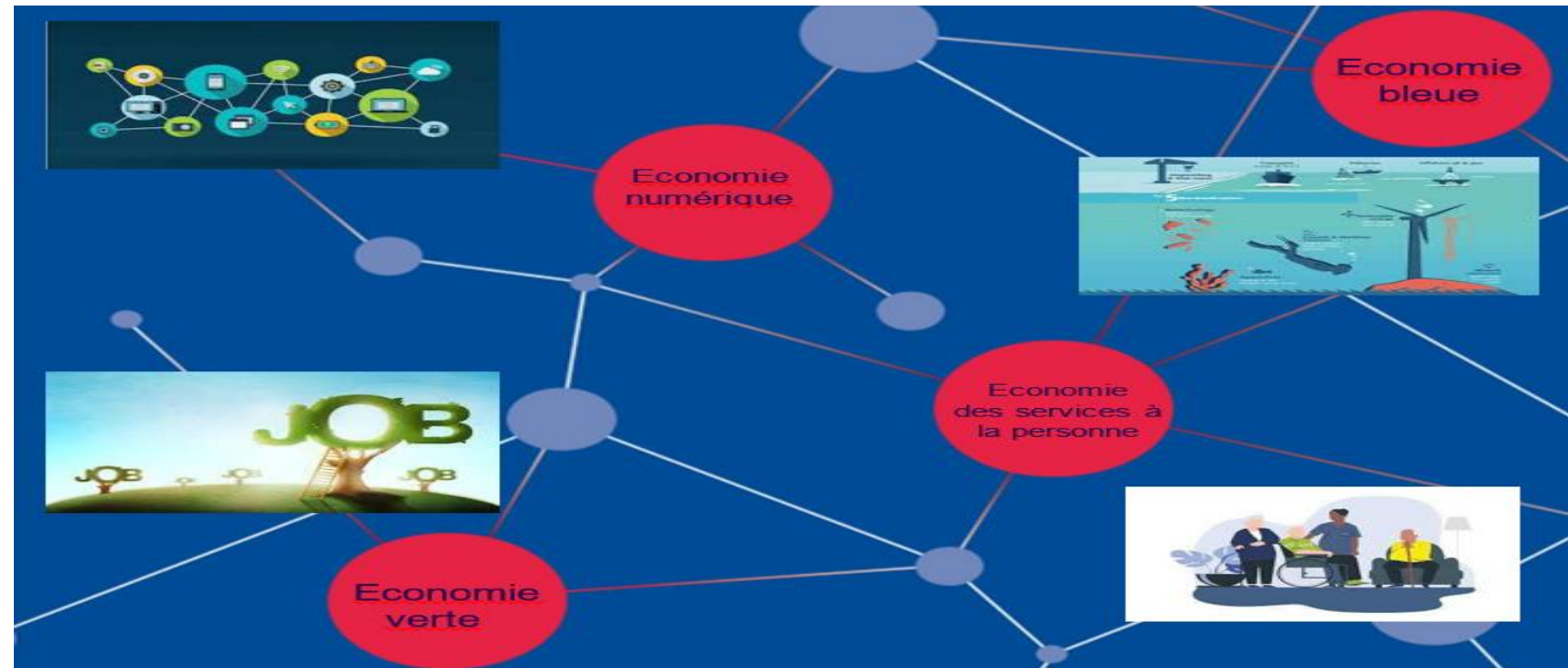
- An already worrying global situation for young people
- 2030 Agenda recommendation
- A constantly evolving labour market
- Need to acquire 'life-long' guidance skills to be able to navigate the labour market with ease





## The future of work...

- A labour market already impacted by major transformations linked to climate, demographic, technological changes...
- Transformations intensified by the crisis, requiring informative material on the labour market to be updated







## Economic reasons...

- Investing in skills = a win-win
- Information on the Labour Market and Career Guidance services help eliminate mismatches between the needs of businesses and the skills of young people and jobseekers.





## Intensification of needs due to COVID-19...

- Economic and social balances disrupted
- New ways of working
- Economic sectors abandoned during the crisis, struggling to recruit during the recovery
- The most vulnerable have been the most affected
- Need for a human-centred recovery





## Restoring hope...

- Reminder: only 35% of young people say they are optimistic about their future
- Helping to bounce back by identifying which job and training is most suitable for them
- Offering psychological and social support as well as personalised solutions



## Essential role of PES...



- Convention No. 88 of 1948
- Key role in supporting transitions
- Offering Labour Market information materials
- Developing Career Development Advice
- Organising and steering towards training that is adapted to new market expectations
- Fostering equity on behalf of those with the greatest needs
- Guaranteeing access to all digital services





## Offre de service de l'OIT dans l'appui aux dispositifs d'orientation

20

### Two types of service to develop career guidance services...

#### Making tools available globally

- A collection of practical guides aimed at jobseekers
- Training provision for employment advisers
- Digital tools creation project

#### Tailor-made support for countries that request it

- Diagnosis of national guidance services
- Support for outlining a guidance strategy
- Support for creating tailor-made specific measures





**Thank you for listening!**  
**[dumora@ilo.org](mailto:dumora@ilo.org)**





## Career Development and Major Choices in the Post-Pandemic Era

# *Career Guidance evolution and actions in Azerbaijan*



**Mr. Toghrul  
ALAKBAROV**

Head of the Career  
Guidance Division  
**State Employment Agency**

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Ministry of Labour and  
Social Protection of Population  
of the Republic of Azerbaijan



State  
Employment  
Agency

# Career Development and Major Choices in the Post-Pandemic Era

Toghrul Alakbarov

# What Happened?

01

Since the first half of 2020, the COVID-19 pandemic has spread globally and has had a profound effect on the labor market as many industries

02

Studies show that after the Great Depression of the 1930s, COVID-19 was the most destructive process in the labor market

03

In 2020, when the pandemic was accompanied by mass closures, there was a 8.8% decrease in working hours compared to the last quarter of 2019. As a result of this decline, global workers lost \$ 3.7 trillion, or 4.4% of world GDP

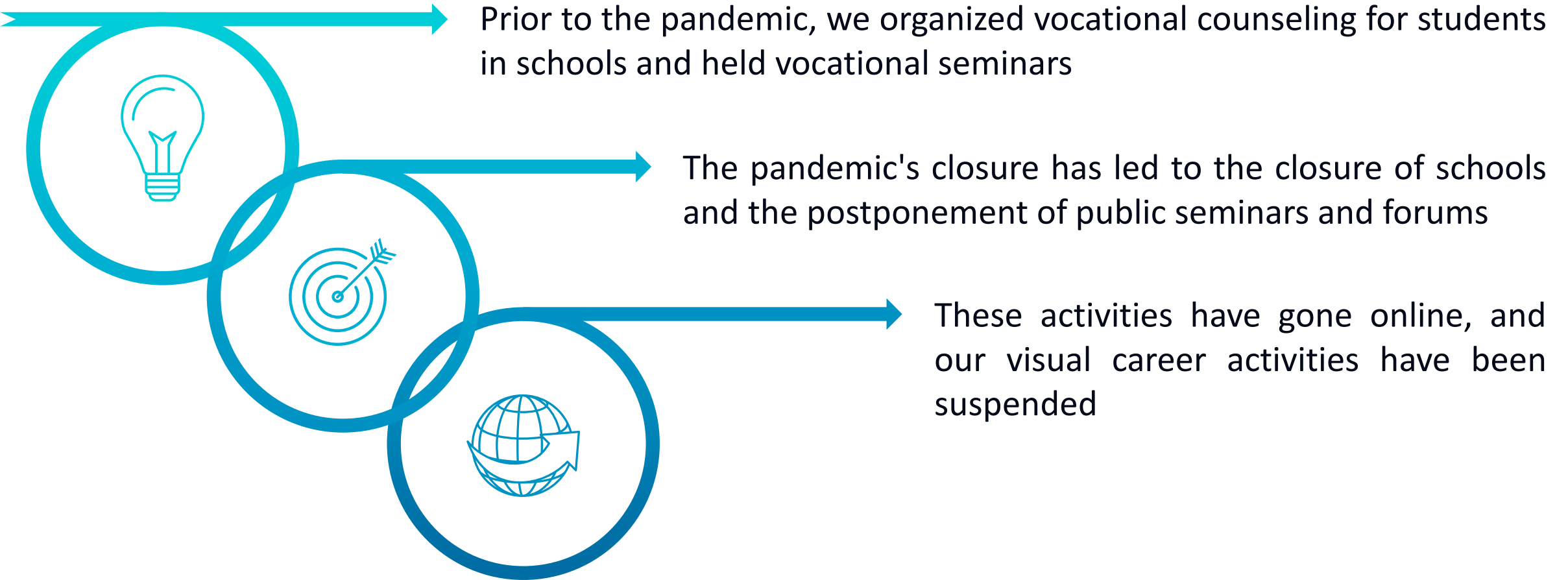
04

Although vaccination news raises expectations that the labor market will recover by early 2021, progress has shown that the labor market has not yet recovered from the shock and countries are experiencing third and fourth pandemic waves

05

Forecasts suggest that the recovery process in the post-pandemic period will be uneven at the level of countries and individuals

# How did it **affect us?**

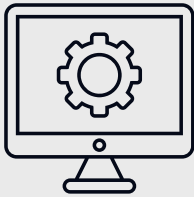


# What are **we** doing?



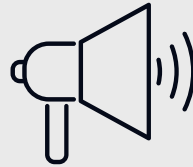
# Alo Career

## Individual meetings



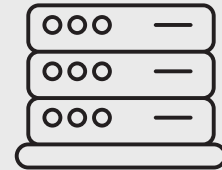
Designed for meetings that require an individual approach such as self-awareness, market research, career choice and goal setting

## Group meetings



Intended for general topics such as use of job search tools, preparation of resume and cover letter, preparation for job interview

## Career Webinars



Career Webinars are organized for the informative and increase of the awareness purposes. The main difference is that 100 or more people can join the webinars at the same time.

# Statistics

1000+

total number of the meetings

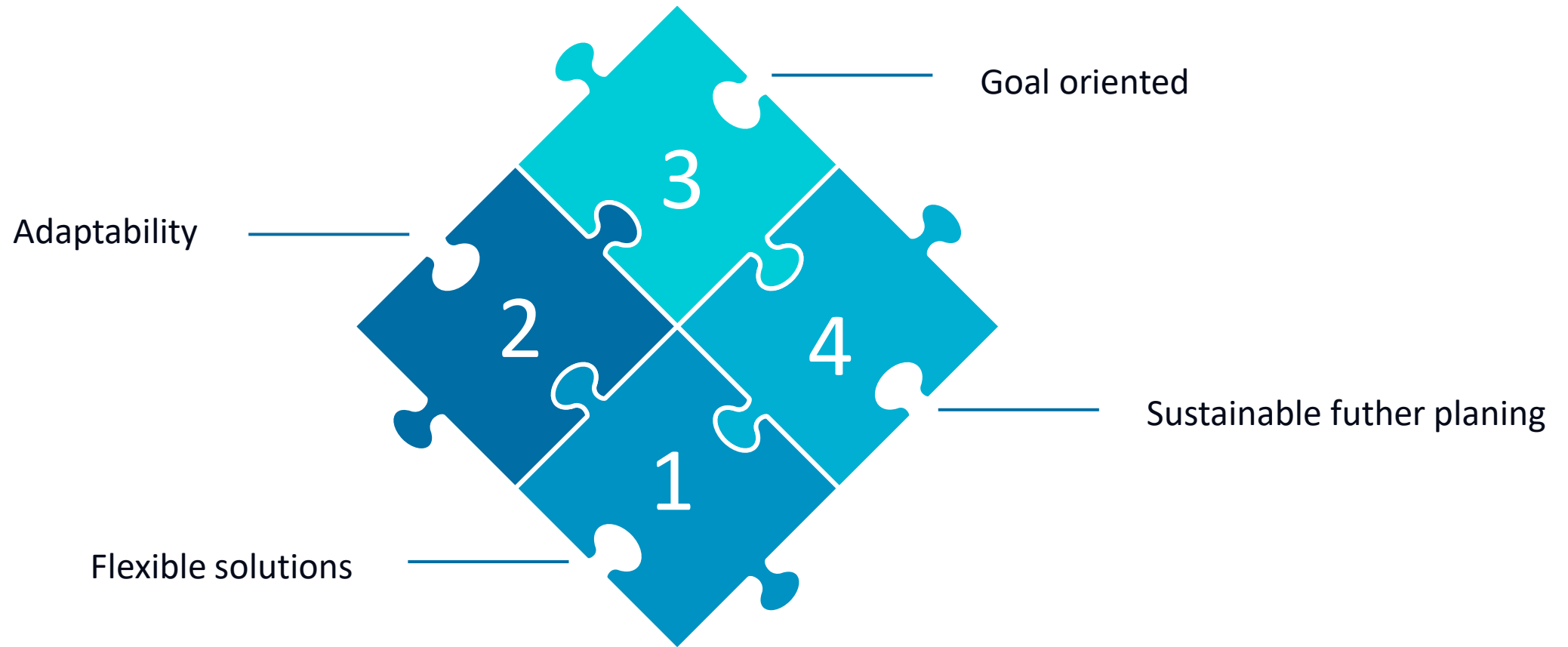
800+  
number of people benefiting  
from the service



98%+  
percentage of service  
evaluation by citizens

# Our response to the pandemic

## Vocational and Career Center





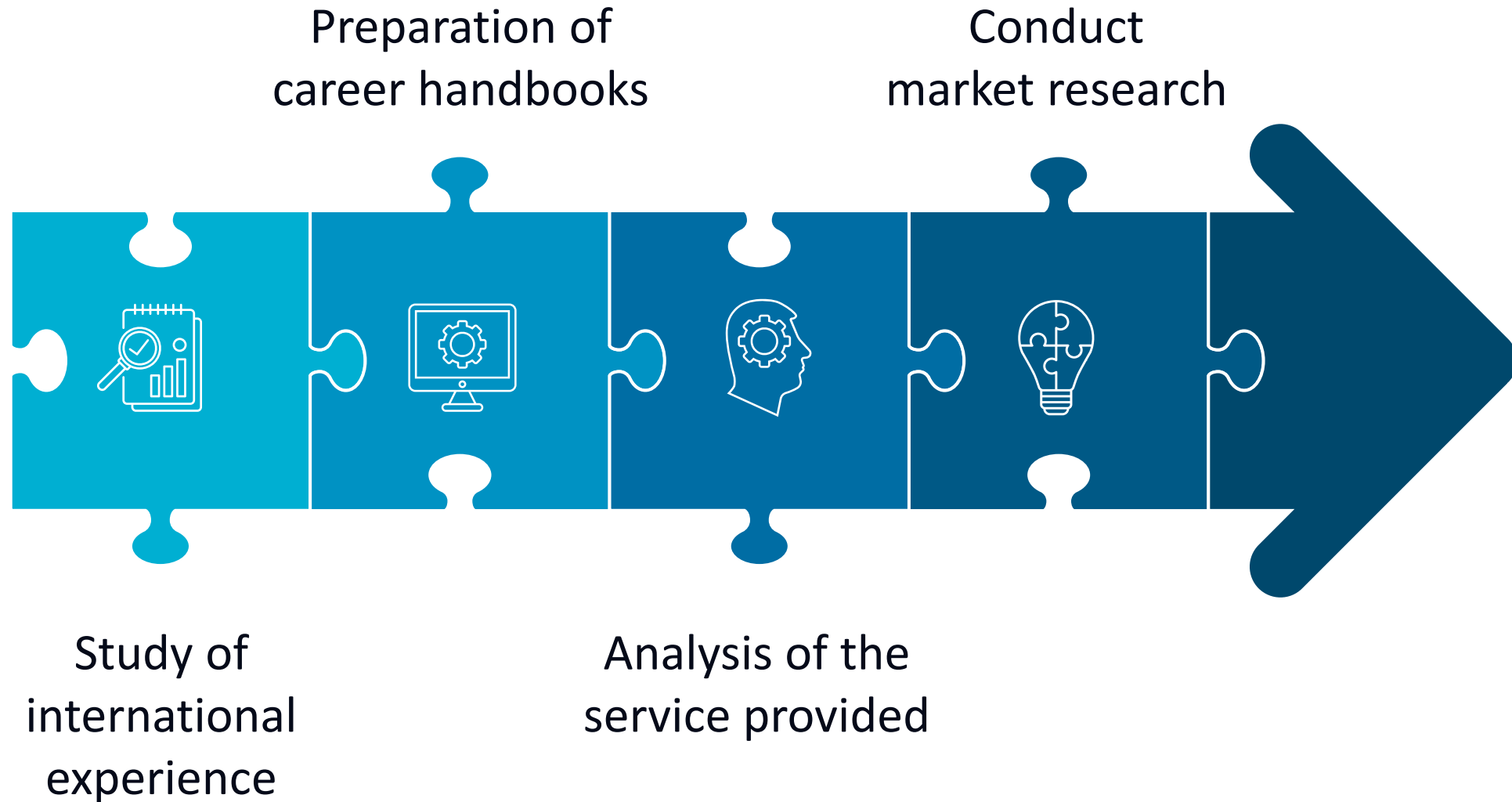
Ministry of Labour and  
Social Protection of Population  
of the Republic of Azerbaijan



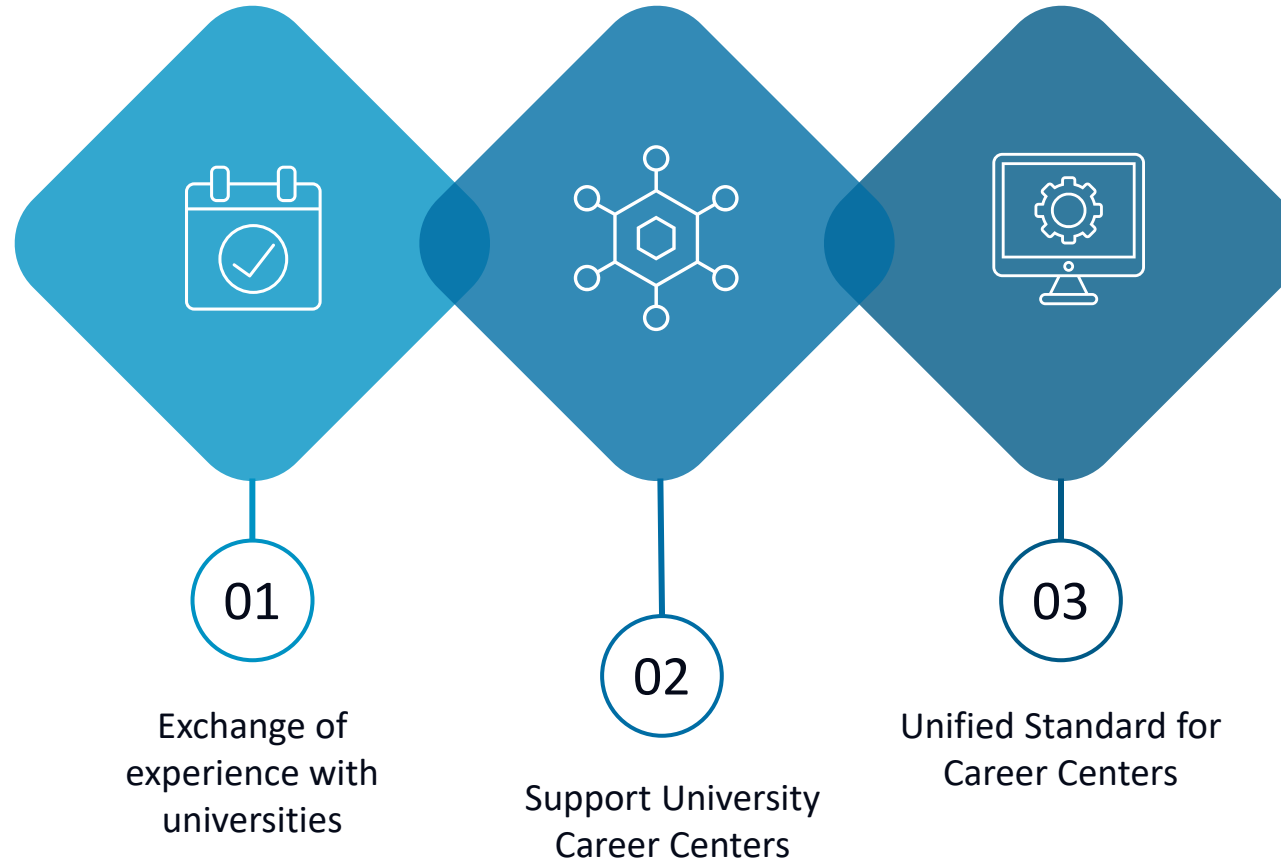
State  
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Agency

# Our future plans

# Brain Hub



# Coordination Council



# Mobile Profession

Excursions of Experts  
to the Regions

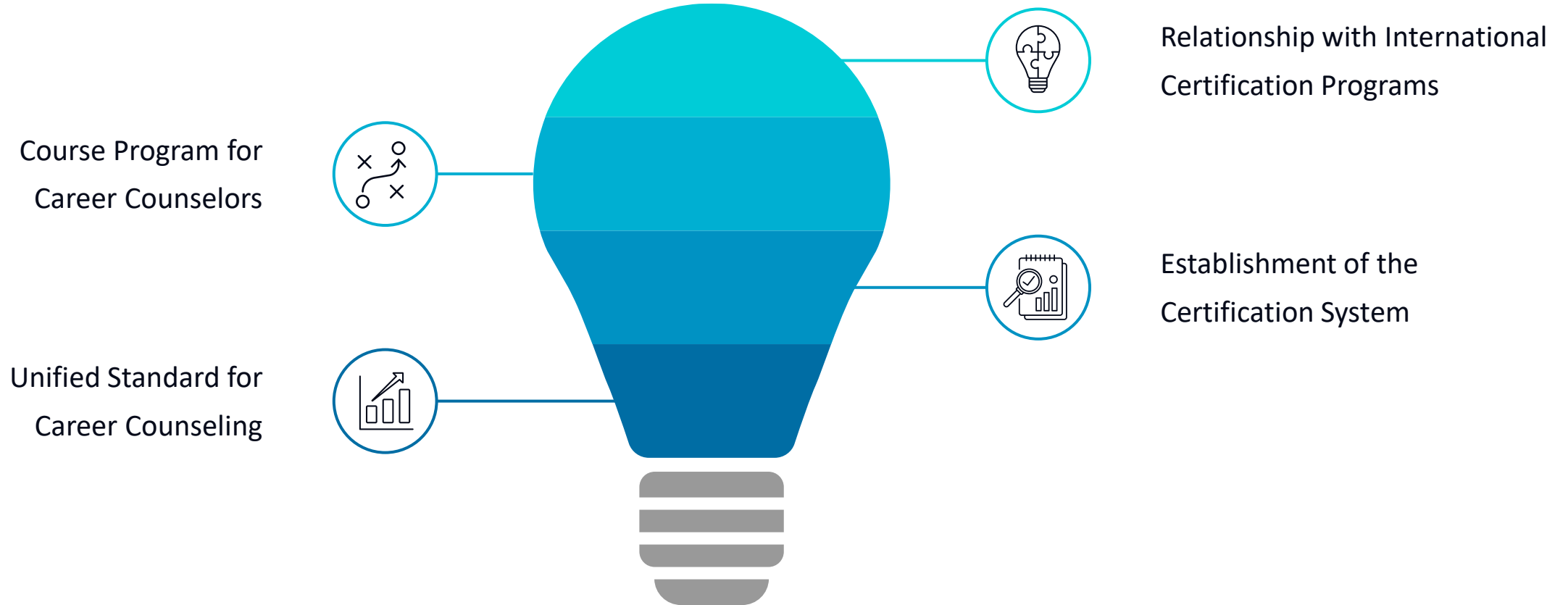
Mobile Information  
Service to the Regions



Mobile Testing and  
Evaluation Service

Mobile Career  
Counseling Service

# Certification Center



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Thank You  
For Your Attention

Get in touch with us:



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## Career Development and Major Choices in the Post-Pandemic Era

# *Career Guidance evolution and actions in Turkey*



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# JOB AND VOCATIONAL COUNSELLING SERVICES

Ramazan BEĞBOĞA  
Employment Expert

21/09/2021



TurkiyeIsKurumu

www.iskur.gov.tr

## İ Job and Vocational Counselling Services

Job Seeker Counselling

Employer Counselling

Vocational Counselling

Job Club

Disabled Job Coaching

Human Resources (HR) Platform

## İ Job and Vocational Counselling During the Pandemic

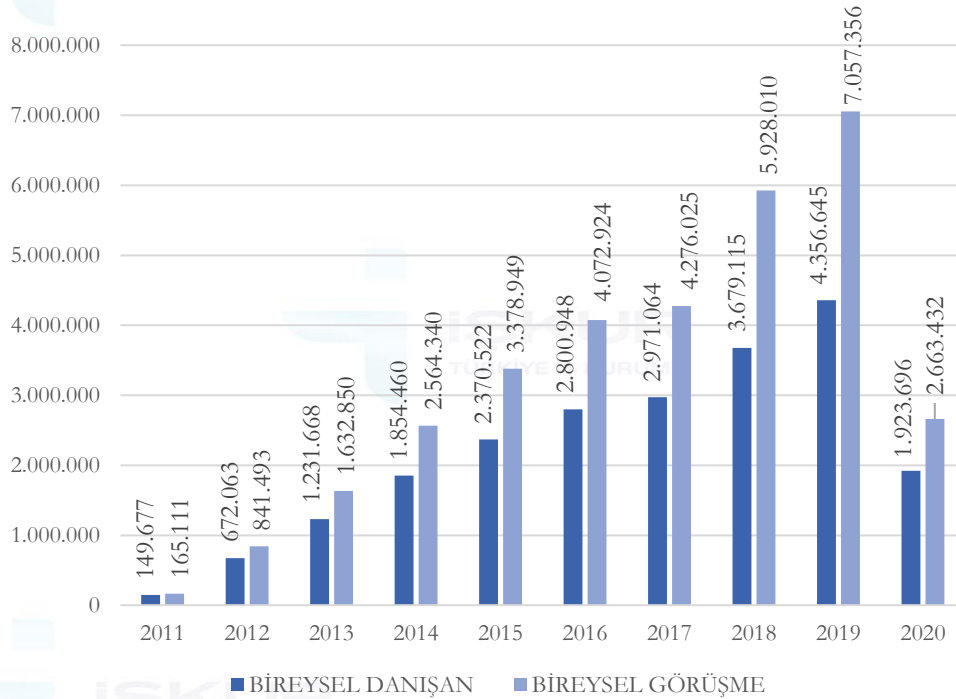
Online Job Clubs

Online Human Resources Platform

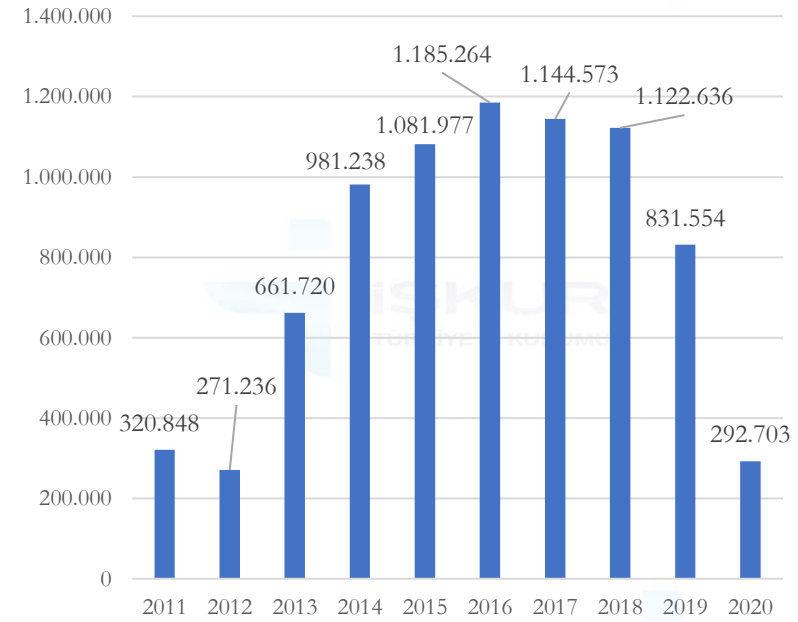
Digital Career Day

- The three main target audiences of the job and vocational counselling services are job seekers, employers and students.
- Job and Vocational Counselors (JVCs); They systematically help job seekers registered with İŞKUR to find a job, solve their occupational adjustment problems, improve their professional skills, change their profession/job, meet the demands of employers by being informed within the framework of the legislation, and help students choose their profession.
- Counselling services are carried out on the basis of individual interviews, group interviews, workplace visits, and educational institution visits.

## INDIVIDUAL COUNSELEE-INDIVIDUAL INTERVIEW

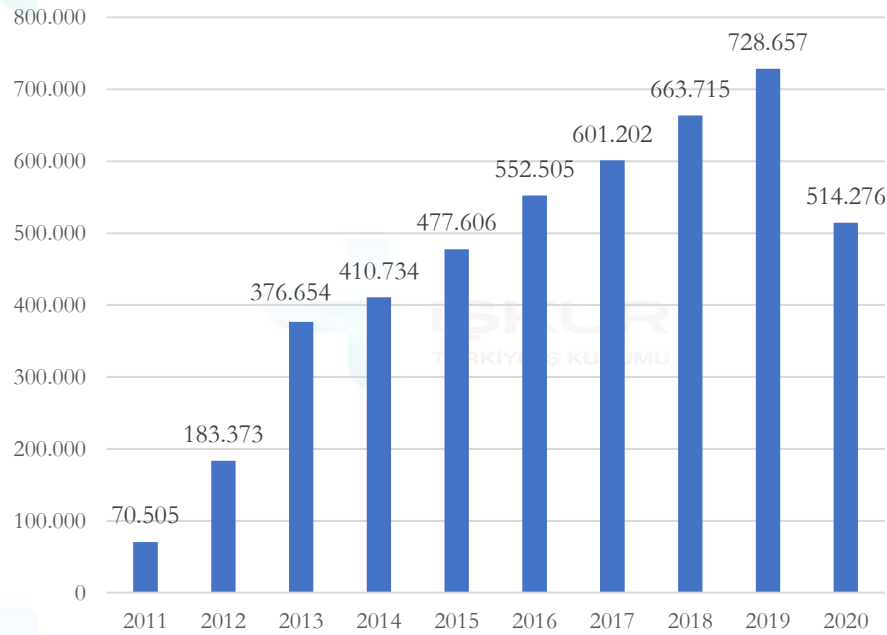


## GROUP INTERVIEW (Person Number)

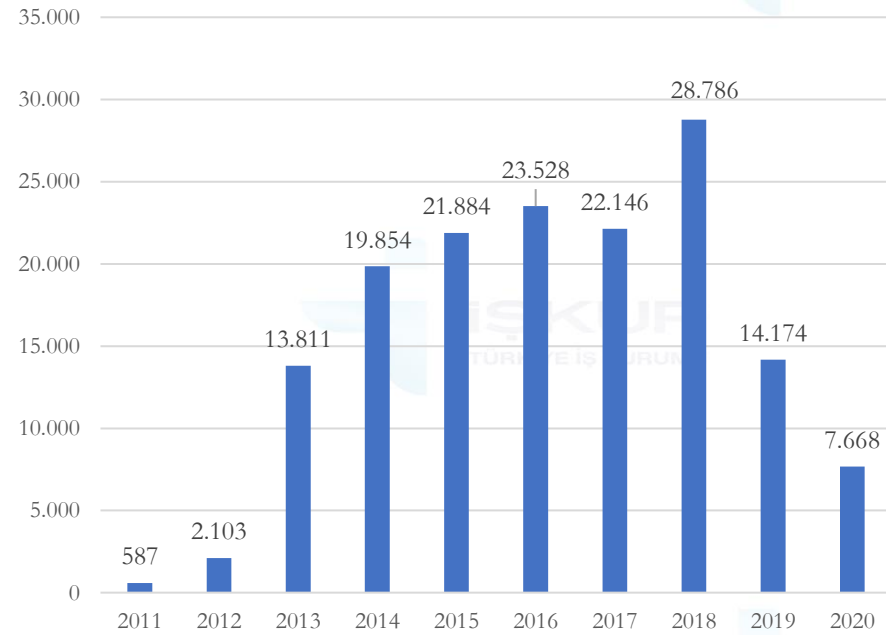


# Job and Vocational Counselling Statistics (2011-2020)

## WORKPLACE VISITS



## EDUCATIONAL INSTITUTION VISITS



## Individual Counselee-Individual Interview Statistics:

- Distribution by gender;

Gender	Number of Counselees	Number of Interviews
Women	360.363	429.491
Men	628.019	816.759
<b>Total</b>	<b>988.382</b>	<b>1.246.250</b>

- Distribution by age group;

Age group	Number of Counselees	Number of Interviews
15-19	61.326	71.369
20-24	231.139	285.813
25-29	172.273	216.407
30-34	129.986	165.841
35-39	120.814	154.545
40-44	115.757	148.506
45-49	84.226	108.118
50-54	44.887	58.198
55-59	20.670	27.600
60-64	5.411	7.340
65 ve 65+	1.893	2.513
<b>Total</b>	<b>988.382</b>	<b>1.246.250</b>

## Workplace Visit Statistics:

Number of Visited Workplace	Number of Workplace Visits
303.437	389.713

## Educational Institution Visit Statistics:

Number of Educational Institution Visits
1.981

\*2021 January-July Term

# JOB SEEKER COUNSELLING



İ Job and Vocational Counsellors conduct individual counselling interviews with job seekers;

- Getting people to know themselves,
- Gain information about professions and vocational training places
- Evaluating the knowledge they have gained, it helps them to turn to jobs, professions, courses and programs that are suitable for them.



İ Furthermore;

- The process of developing job search skills and defining skills
- Employer expectations,
- CV preparation methods,
- Interview techniques etc. They give group interviews and job search skills seminars.





# EMPLOYER COUNSELLING



- ❖ By visiting employers in the portfolios of Job and Vocational Counsellors;
  - Introducing İŞKUR services,
  - Receiving labor demands,
  - Assists in realizing their work related to İŞKUR.



- ❖ It acts as a bridge connecting the supply and demand aspects of the labor market by meeting the demands of employers who need personnel.
- ❖ Job and Vocational Counsellors not only meet the current needs of employers, but also determine the professions they will need in the future and draw a roadmap for them.
- ❖ Employers are informed about incentives and supports, and İŞKUR services.

# VOCATIONAL COUNSELLING

- For students who will choose a field/branch in high schools and for university students who are in the career planning phase;
  - Vocational counselling services is provided to get to know themselves, their professions and educational opportunities and to have more detailed information about professional orientation.
  - **Educational institution visits are carried out.**



- The importance of choosing a profession and the points to be considered in choosing a profession are explained, information is given about professions, vocational training opportunities, higher education options, etc. group work is carried out.



# JOB CLUBS





- İ Job Clubs is an intensified job and career counselling program that aims to provide method and motivation support for groups that require special policies, such as women, youth, the disabled, the long-term unemployed, and ex-convicts etc..
- İ In the Job Club, which lasts 2-5 days with groups of up to 6-15 people, theoretical and practical information is given to the participants to get to know their own skills, to gain information about the labor market, to be aware of job search channels, to prepare an effective CV, and to learn what to do in a job interview.
- İ In this context, 80 Job Clubs were established in 72 provinces. Until the end of 2021, it's planned to be open in all provinces of Turkey.
- İ Since the establishment of the Job Clubs, 102,680 people have benefited from the Job Club services.





### Club Visits by Employers

In the Job Club, successful actors of business life, registered employers are invited to the Job Club and interviewed by job seekers. Employers or human resources experts of companies provide information to the participants on matters that are important for their participation in business life. Hearing the theoretical training they received from the employer has a greater impact on the participants.



### Active Participation in the Process

Job Clubs benefit from peer-learning counseling. Thus, it is ensured that members actively participate in the process. While this aspect increases the self-confidence of individuals, it also strengthens the friendship between members and enables them to inform each other about business opportunities.



### Simulations

Theoretical trainings are reinforced with practices in the Job Club. Roles are defined for the participants in matters such as interviews and telephone conversations with the employer. Then, the mistakes and the truths made in the interview are evaluated by all the participants.



### Success Stories

Former Job Club beneficiaries who have been employed are invited to the club to share their experiences with new participants. In the observations made, it was seen that this practice had a very motivating effect on the members.



# DISABLED JOB COACHING





- Studies for the implementation of the supported employment model, which is implemented in many developed countries in the world, in order to increase the capacity of the Institutional services we provide for the disabled and to standardize them, have been initiated in 2018.
- The studies for the infrastructure of the model, which were initiated in 8 pilot provinces in 2018, are currently being implemented in 73 units in 51 provinces.
- Within the scope of education, method and application, dissemination studies will be carried out in 81 provinces. Job and Vocational Counsellors are trained as a Job Coach.



# JOB COACHING FOR THE DISABLED-II





# HUMAN RESOURCES (HR) PLATFORM



# HUMAN RESOURCES (HR) PLATFORMS-I

- İ HR Platforms; These are customized employer counselling services that identify workplaces with a human resources department within the workplace and preferably at least 10 employees as the target audience.
- İ HR Platforms have been established in order to inform employers about all activities of our institution and to improve services and awareness for employers.
- İ This structure, which was established with the studies started in 2018, also allows the contact information of the managers/HR officials of the member companies of the HR Platform of the provinces to be listed up-to-date. In this way, employers are promptly informed about the Agency's services.
- İ **There are a total of 106 HR Platforms in 81 provinces.**

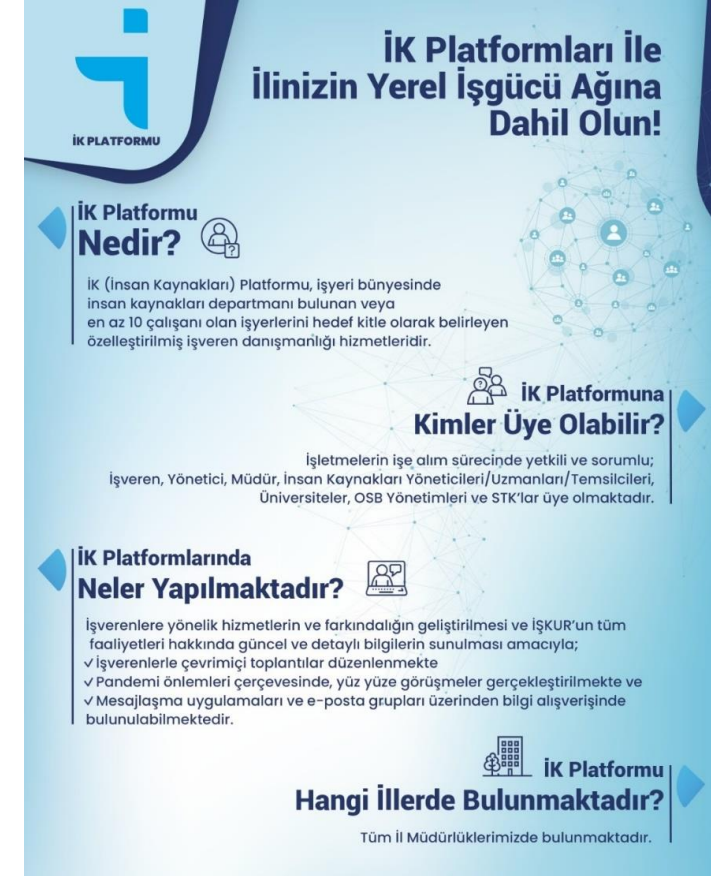




## Targets;

- Establishing local networks on behalf of the labor market by exchanging information with the help of face-to-face communication with employers and different communication tools such as e-mail groups and messaging applications,
- To transfer information quickly and effectively to employers about our Institutional services,
- To strengthen the private sector-İŞKUR cooperation by organizing regular meetings, seminars and training organizations.

The HR Platform activities will increase the rate of influence of our Agency in the private sector by affecting the private sector-İŞKUR cooperation, as well as the promotion of our Agency services to employers/HR representatives.



**İK Platformları ile İlinizin Yerel İşgücü Ağına Dahil Olun!**

**İK Platformu Nedir?**

İK (İnsan Kaynakları) Platformu, işyeri bünyesinde insan kaynakları departmanı bulunan veya en az 10 çalışanı olan işyerlerini hedef kitle olarak belirleyen özelleştirilmiş işveren danışmanlığı hizmetleridir.

**İK Platformuna Kimler Üye Olabilir?**

İşletmelerin işe alım sürecinde yetkili ve sorumlu; İşveren, Yönetici, Müdür, İnsan Kaynakları Yöneticileri/Uzmanları/Temsilcileri, Üniversiteler, OSB Yönetimleri ve STK'lar üye olmaktadır.

**İK Platformlarında Neler Yapılmaktadır?**

İşverenlere yönelik hizmetlerin ve farkındalığın geliştirilmesi ve İŞKUR'un tüm faaliyetleri hakkında güncel ve detaylı bilgilerin sunulması amacıyla;

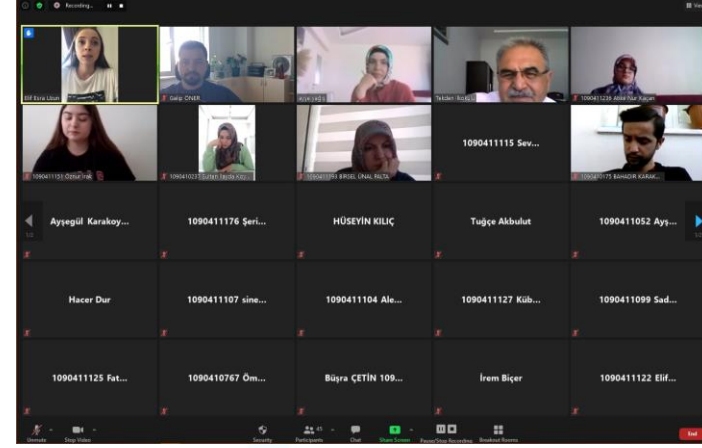
- ✓ İşverenlerle çevrimiçi toplantılar düzenlenmekte
- ✓ Pandemi önlemleri çerçevesinde, yüz yüze görüşmeler gerçekleştirilmekte ve
- ✓ Mesajlaşma uygulamaları ve e-posta grupları üzerinden bilgi alışverişinde bulunulabilmektedir.

**İK Platformu Hangi İllerde Bulunmaktadır?**

Tüm İl Müdürlüklerimizde bulunmaktadır.

# JOB AND VOCATIONAL COUNSELLING DURING THE PANDEMIC

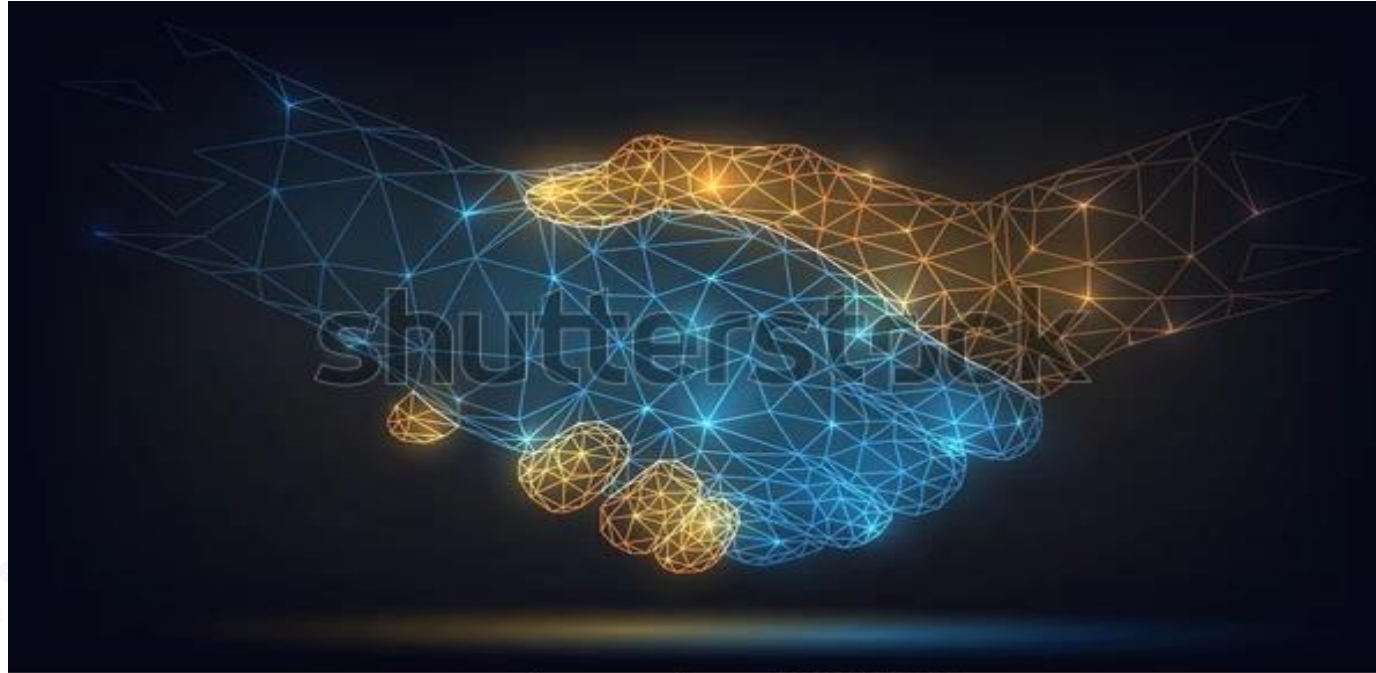
- † Job Club activities, which were only face-to-face until the onset of the pandemic, have been moved online since June 2020.
- † In addition to health-related measures, online services provision;
  - Increasing accessibility of services,
  - There are also benefits such as providing counselling services in places where there is no Provincial Directorate and Service Center.
- † Until the end of July 2021, a total of 25,588 people benefited from the online Job Club trainings.



- ❖ On May 27, 2021, both a preparatory workshop for the HR summit and a half-day communication and legal training were held online with the participation of all provincial directorates.
- ❖ In 2021, due to pandemic conditions, online meeting platform (zoom) membership for HR platforms was provided to each of our provinces.
- ❖ Within the scope of HR platform studies, 200 online interviews were conducted with employers.



“Digital Career Day” was held online on January 15, 2021, in order to safely bring together employers and students and young people who want to steer their careers, within the scope of job and vocational counselling services offered to students, during the pandemic period.



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*Daima Yanınızda...*

**THANK YOU**

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## Career Development and Major Choices in the Post-Pandemic Era

*Q&A with audience*

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## Career Development and Major Choices in the Post-Pandemic Era

### *Closing remarks* ***WAPES Europa Vice presidency***



**Ms. Florence  
DUMONTIER**

Director Europe and  
international relationships  
**Pôle emploi**

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