

Career Guidance 4.0 Provision Competence Profile for Career Guidance Practitioners

Lifelong Career Development and Future-oriented Career Management in a Digital Age

Competencies	Learning Outcomes	Employment Outcomes
• Ability to foster a lifelong learning and career development mindset in clients, emphasizing adaptability and continuous professional development. • Proficiency in guiding clients to develop STEAM and career management skills. • Ability to apply an extroverted approach and interaction with young beneficiaries (Gen Y & Z) in a digital environment. • Ability to counsel clients on entrepreneurial paths, self-employment, and freelance work in the digital economy and new emerging sectors.	• Knowledge of updated theoretical approaches and models of career empowerment, career readiness and development in transitional, digitized and precarious work conditions (e.g theory of work psychology, new approaches to self-management of change, learning and careers, as well as collaborative professional exploration (self-directed career learning, career guidance in communities, collaborative career exploration/co-careering). • Knowledge of the latest trends and dynamics and rapidly changing nature of work (globalisation, workforce generational changes, career navigation in international markets and cross-culture collaboration, technological advancements & automation/ Rapid Skills obsolesce and creation of new sectors and professions - new tasks to replace automated tasks/ displacement prospects & transition from declining occupations to new jobs • Knowledge of upskilling and reskilling pathways in response to technological change.	• Support clients to develop their self-awareness and self-perception by applying experiential methods (role plays, exercises etc.,) utilizing modern digital technologies and tools. • Support clients to identify the relevance of digital skills and develop transferable skills relevant to multiple sectors. • Encourage clients to develop STEAM skills and digital career management skills and engage in lifelong learning to stay relevant in the evolving job market, through various opportunities (e.g., micro-credentials, digital badges, online courses, vocational training, digital job search, use of social media, creation of a professional digital identity, digital self-employment, digital networking). • Provide guidance on selecting appropriate reskilling or upskilling

	• Understanding of the role of STEAM skills (Science, Technology, Engineering, Arts, and Mathematics) in enhancing career development and personal growth and adaptability in an ever-evolving career landscape. • Understanding of digital career management skills such as digital job search, use of social media, creation of a professional digital identity, digital self-employment, digital networking etc.) • Knowledge of business start-up processes and opportunities for entrepreneurship in the digital economy.	programs and pathways that align with emerging industry needs and facilitate transition from declining to new occupations. • Foster self-directed learning and the ability to manage career transitions effectively. • Coach clients on building their personal brand, networking, and developing skills for a dynamic, competitive job market. • Provide guidance on new business models, business planning, and the entrepreneurial mindset in the digital economy.
//Emerging trends and technologies affecting the labour market/ Labour market intelligence and Data Literacy in industry 4.0		
Competencies	Learning Outcomes	Employment outcomes

• Ability to follow labour market trends, employment policies, and socio-economic changes at local, national, and global levels. • Ability to analyze and interpret labour market data using digital tools and analytics.	• Understanding of Industry 4.0 technologies such as automation, artificial intelligence (AI), Internet of Things (IoT), and their impact on reshaping industries, job roles, and skill demands in the job market. • Understanding of digital transformation, sustainable development and environmental perspective (green guidance) and other contemporary factors. • Understanding of new non-standard forms of employment/ work methods (e.g. gig economy, remote remote and hybrid work models , digital self-employment/crowd work, teleworking, multi-tasking and multi-employer work, job sharing, (project-to-project careers, multi-tasking /multi-agency work, interaction with AI systems). • Familiarity with data-driven tools to assess labour market needs, including analytics and forecasting. • Processing updated career information material on education, training, employment and the changing labour market trends, new forms of work, prospects for future jobs, new required skills, etc.	• Provide data-driven career advice based on labour market trends and future skills needs. • Help clients navigate non-traditional employment forms (e.g., freelancing, gig work, and entrepreneurship). • Use data analytics to predict emerging job roles and sectors in demand due to technological shifts. • Develop or provide digital career information material presenting the current labour market trends and prospects, based on digital transformation, sustainable development and environmental perspective and other contemporary factors.
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**Digital and Technological Competence - Digital career planning in industry 4.0 –
Using Digital Career Guidance Tools and Methods**

Competencies	Learning Outcomes	Employment outcomes
• Ability to work in a blended/ multi-channel service delivery approach.	• Knowledge of digitized methods and media, digital communication and cooperation practices, technology systems and methods related to the planning and organization of the	• Use of technology systems and methods for organizing, classifying and sharing information (e.g. Modern electronic archiving tools and data

• Ability to identify, critically select, integrate, adapt, and contribute to the development of new ICT methods for career guidance. • Proficiency in using digital career guidance tools (e.g., AI-driven career assessments, virtual job fairs, online career platforms). • Ability to navigate online platforms and e-portfolios to guide clients on upskilling and reskilling.	provision of career guidance services (e.g. Blockchain & microcredentials systems). • Knowledge of the use of advanced Labour Market Information LMI & skills intelligence databases and other digital and automated tools, career chatbots, career management "games" (serious games) etc., and psychometric professional assessment (gamified assessment) • Knowledge of digitized methods and advanced technologies for career education/ exploration activities (e.g. Virtual - Augmented Reality)	management systems, Blockchain & microcredentials systems etc.). • Communicate with clients via virtual counseling sessions and different tools of (synchronous-asynchronous communication) (e.g. telephone helplines, video communication, email communication, live webinars with chat function, chatbots etc.) • Use of advanced Labour Market Information LMI & skills intelligence databases and other digital and automated tools to follow current labour market trends. • Support clients in exploring personal skills as well as learning and employment opportunities, using digital platforms, career chatbots, psychometric gamified assessment and job matching etc) • Organizing and using digital interactive career education experiences using advanced technologies (Virtual - Augmented Reality) e.g. virtual career days, 3D career videos, career serious games, virtual workplace simulations, user activation activities on career development & management through augmented reality.
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Inclusivity and Social Equity in Career Guidance		
Competencies	Learning Outcomes	Employment outcomes
• Ability to tailor career guidance provision to meet the needs of disadvantaged, vulnerable or marginalized groups. • Skills in advocating for social equity in access to job opportunities and career development resources.	• Understanding of diversity, equity, social justice and just transition, social responsibility and inclusion principles in the context of career guidance. • Understanding the importance of inclusivity in career guidance and the diverse needs, particularly for underrepresented, vulnerable or marginalized groups facing discrimination, social exclusion or other forms of inequality in terms of professional development and inclusion in Industry 4.0. (digital divide) such as (e.g. NEETs, long-term unemployed, low-skilled or older workers, migrants, refugees, asylum seekers, persons with disabilities and/or special educational needs, mental or chronic illnesses, cultural minorities or ethnic groups, Roma, LGBTQI+ communities, victims of domestic violence, single parents, juvenile offenders, ex-prisoners, ex-substance abusers, etc.)	• Design and deliver adapted and accessible career guidance services, material and tools that promote equity and inclusion according to the needs of diverse groups. • Assist clients from marginalized groups in overcoming barriers to employment, particularly in sectors affected by digitization and automation. • Work with educational institutions to promote inclusive training and upskilling opportunities. • Work with employers to promote inclusive hiring practices and support diversity in the workplace.
Professional development and Ethical Professional Practice		
Competencies	Learning Outcomes	Employment outcomes
• Enhance professional skills essential for future employability in industry 4.0 • Adherence to ethical standards, particularly with respect to client data privacy	• Learn to develop high-level cognitive abilities that are difficult to automate (critical thinking, analytical thinking, complex problem solving), readiness for change and innovation, interdisciplinary collaboration and social-emotional skills such as empathy, emotion management, diversity	• Apply specifications and ethics for the remote and digital provision of career guidance services, as well as personal and sensitive data protection regulations.

and the use of AI-driven tools. • Commitment to client-centered, impartial, and non-discriminatory career guidance. • Ability to build synergies facilitating partnerships that enhance career guidance services and labour market inclusion with employers, educational institutions, government agencies, and community organizations.	management, active listening and creativity, resilience, adaptability, etc. • Understanding of ethical and quality assurance issues related to career counselling ICT-based interventions, such as cyber security and personal data protection. • Understanding ways of working across sectors to integrate insights from education, industry, and public policy into career guidance.	• Ensure that the use of digital tools respects client confidentiality and individual needs. • Provide unbiased, transparent advice that prioritizes client welfare, informed decision-making, employability in the industry 4.0. • Develop and maintain a network of stakeholders to support career opportunities and transitions for clients to address complex labour market challenges in the context of Industry 4.0..
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