

The Importance of Career Guidance 4.0 Training for Developing Career /School Counselors' Competencies in the Era of Digitalization and Industry 4.0

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We live in a time when the world of work is changing at an astonishing pace. Digitalization, artificial intelligence, automation, and new work models are transforming the way students plan their careers and what they expect from future professions. In this context, the role of the school counselor is becoming increasingly important, but also more challenging. Personally, I must admit that adapting to digitalization has not always been easy.

New platforms, online tools, and digital assessments initially caused me some anxiety. Participating in the **Career Guidance 4.0 Training** in Larnaca, Cyprus, in June 2025 was a revealing experience that helped me see how technology can be a real ally in guiding students, even though it requires continuous learning.



One of the most interesting aspects of the training was the presentation of digital tools for career guidance. These tools allow counselors to create comprehensive assessments of students' vocational and psychometric profiles, identify their skills, interests, and values, and match them with over 1,200 occupations available in the labor market. However, adapting to these digital tools requires time, patience, and courage to explore new platforms, interpret test results, and use them constructively to guide students.

The work of a school counselor also comes with real challenges. Students have different expectations and sometimes do not know which career suits them best, while information about future professions or alternative career paths is often limited.

Many faces socio-emotional challenges or learning difficulties, which makes vocational guidance more complex. At the same time, diversity and inclusion must be integrated into every counselling session to provide each student with equal opportunities.

The training demonstrated that digital tools can be a real support, but they can never replace the human relationship between counselor and student, which remains essential to understanding each student's context and providing recommendations tailored to their needs and personality.

The experience in Cyprus was highly practical and provided concrete strategies for digital counseling. I learned to use online platforms for assessments and personalized guidance, build digital portfolios and professional profiles, and support students through webinars, workshops, and video sessions, making vocational guidance accessible even remotely.

I also learned to integrate the concepts of diversity, inclusion, and social responsibility into all career recommendations. I realized that digitalization is not an enemy but a tool that, when used correctly, can make a counselor's work more efficient and more responsive to students' needs. Still, challenges remain... we must balance technology with personal interaction, ensure confidentiality, and maintain the human connection.

The training has had a direct impact on how I approach counselling. Students now receive clearer, more personalized recommendations and can explore alternative paths and emerging professions, including those in digital and green fields.



I have become more aware of the importance of socio-emotional approaches and self-awareness in vocational guidance and have learned to use digital tools confidently, gradually integrating them into my daily activities.

Career Guidance 4.0 Training reaffirmed that the role of the school counselor is to be a guide, facilitator, and mentor, combining human experience with technological advantages. This enables us to prepare students for a continuously changing world of work, develop their resilience, and encourage them to build flexible careers adapted to the digital future.

Although keeping up with digitalization can sometimes be challenging, the experience in Cyprus inspired me and showed that every small step in using technology brings significant benefits to students.

Vocational guidance in the digital era is demanding but incredibly rewarding, and the tools and strategies learned during the training allow me to be closer to the needs of each student.



My participation in the **Career Guidance 4.0 Training**, held in June 2025 in Larnaca, Cyprus, was an opportunity offered by the **Bucharest Municipal Center for Psychopedagogical Assistance and Resources / CMBRAE**.

It turned into a complex experience: professional, cultural, and spiritual - during which I discovered unforgettable people, valuable information and useful competencies for my profession of SCHOOL/ CAREER COUNSELLOR, and beautiful human resources and places.