

OPENING DOORS FOR BETTER DIRECTION TO SHAPE YOUR PRESENT AND FUTURE

The choices made by adolescents and young individuals have direct consequences not only on themselves and their family but also on the whole society. Career-related choices can have long-term impacts on their emotional happiness, sense of worth, productivity, and economic status. Family and friends are well-meaning in their career advice and support, but in a lot of cases their knowledge and understanding could not be up to date and accurate. Adolescents and young individuals need to get information and knowledge which is directly related to profession and place of work so that they are fully engaged in their chosen career.



QUICK INSIGHTS

CAREER

The term “career” is used a lot in everyday life. It is interchangeably used with words like profession, occupation, job, work and the like. Career is however more than an occupation, a profession or a job or a work. From the previously mentioned terms “Profession” would probably be the closest term to it.

CAREER GUIDANCE

Career guidance is a continuous process which supports individuals to:

- ✓ Attain self-directed identification of career options
- ✓ Reach a decision for making a practical career choice
- ✓ Plan and attain career goals

CAREER COUNSELLING

Career counselling is a multistage set of related procedures or events with a particular long-term aim that helps individuals to know and understand themselves better through career assessment tests. When these events are coupled with an assessment report, professional guidance and recommendation it results in achieving the aim to help an individual for making a decision concerning a certain educational, vocational and career path. Career counselling makes use of theories and techniques and other available options from fields like education, psychology and human resource development.

CAREER COUNSELLING HELPS TO SOLVE THE FOLLOWING CORE PROBLEMS

- ✓ The problem of students not knowing which subject stream/course or vocational course to pick
- ✓ Prevents the troubles of picking a career path of other's liking and based on pre-conceived fantasies
- ✓ The problem of students not knowing the subjects and courses required for entry to their choice program of higher study and future career

Individuals make better decisions when they are confident of their own sense of career identity, know that they are ready to make decisions, have the confidence to make decisions, and understand the supports and barriers that affect their decisions.

RESEARCH BASED EVIDENCE

Research shows that career guidance professionals play an important role in society by enriching and educating individuals about their future career options, assisting to map out their career path and to build their confidence to decide their career and life.



Researchers state that students seek the support of career guidance professionals for self-awareness and career direction, information about education, vocations, jobs, careers, labor market and the knowledge and skills they will require for being successful. The transition from education to employment can be smooth and considerably easy with effective career guidance and counselling intervention as early as in high school. Studies show that young individuals are five times less likely to be disconnected in their higher education or their careers, if they can recall four to five structured career activities (career guidance and counselling) through their school and college life.

In contrast, studies have revealed that most of the career guidance professionals have helped students identify careers that match their interests and abilities, but only a miniscule of them have developed a career transition plan for the students. It is also a known fact that school curriculums do not focus on a student's awareness of personal attributes, the job market, linking their learning with the present and future job market, dispensing crucial information about career options, and providing workplace learning.

Researchers have found that students relate to individualized discussions with practical, knowledgeable, and accommodating career guidance professionals as being the most valuable career activity and the students are more inclined to respond most positively with them. Evidence affirms that one-on-one career counselling has long-term positive effects. Young individuals who cultivate an ability to develop and set realistic career goals, who understand the labor market and its working, the employment prospects of those individuals increase dramatically. Research has shown that developing clear career plans early supports young individuals to accomplish positive employment outcomes by the age of 25.



STATE OF AFFAIRS

There are very few schools in India and around the globe which have robust career guidance and counselling programs. The schools which have such programs spend only a very small amount of time to actually help students to think about how to choose and decide the career path and about opportunities that are available for those paths. Likewise, students only learn knowledge and skills for marks and grades, without really thinking about how these could be applied beyond school years in their professional and personal lives. The present reality is that the demand for quality career guidance and counselling services far exceeds its supply.

Common external career path influencers;

1. Parents
2. Family and relatives
3. Friends and acquaintances
4. Peer group
5. Educational institution
6. Teachers
7. Financial situation
8. Trends
9. Fancy and rare occupation titles
10. Absence of exposure
11. Ignorance
12. Career counsellor

Individuals choose a career for different reasons, for example;

1. High income
2. Status and position
3. Follow passion
4. Serve others
5. Adventure



Commonly seen scenarios in education and career selection;

Situation 1:

Students often make uninformed choices and decisions about their career path due to several erroneous factors only to end up in unsatisfying careers. They eventually become unproductive in their careers and uninspired in their lives.

Situation 2:

Students do not have individual exposure to the world of work and this invariably becomes an obstacle in making decisions about education and career choices.

Situation 3:

Educational institutions push/admit students to a particular subject stream based only on overall academic performance without really considering the student's subject/academic interest and career aspiration. In such situations the student is simply left with no option but forced to take on a career path.

Situation 4:

Many achieving and deserving students end up taking an education and career path that their limited financial funds can support. But due to their non-acceptance of reality and their inability to handle the pressure of early adult responsibility they just settle for any graduation certificate and a degree at the end.

Situation 5:

Some students accept and believe themselves to be the saviour of their families and hence they consider only financial returns as the key reason to take a career path to aid their family situation.



THE PROBLEM

There are numerous employed persons today who are dissatisfied with their career choices due to lack of guidance, counselling and support in their school years.

THE SOLUTION...*Start Early!!*

By starting early in your school years, the young generation will be able to see and experience the value of our service offerings by succeeding in their careers and life.

ABOUT US

- ✓ We love what we do and that is to “HELP YOU”
- ✓ We apply knowledge and wisdom from personal experiences and insights
- ✓ We are professionally qualified and experienced
- ✓ We are logical and analytical in our problem-solving approach
- ✓ We help you to find a reasonable and realistic solution

MISSION

Our mission is to provide career guidance and counselling support services for school students, college students, and freshers.

CORE VALUE

We value 3 key elements that are learning, receiving, and giving for leading a happy and satisfied life

OUR CAREER COUNSELLING AND GUIDANCE

- ✓ Unique and second to none
- ✓ Facilitative with a view to help
- ✓ Lifelong relationship



In order to extend access to one and all, more flexible delivery methods such as the use of web services and ICT are being tapped. Personal appointments are offered face-to-face and via video conference.

Now is the most important time!
Start your journey with EXPERTE

We look forward to seeing you soon!

Sincerely,

Anu Damodaran,

Founder and Resource Person

Certified Career Counsellor (TISS, Mumbai),

Global Career Counsellor (UCLA, Singapore),

MBA (Amity University),

PGDHHM (Symbiosis Centre of Health Care),

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Your Career Guidance Specialist!

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