

The National Career Guidance Award 2015

Compendium of competition
contributions from the Czech Republic



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Foreword

Dear readers,

We present the Compendium of competition contributions from The National Career Guidance Award 2015, which we have been publishing since 2009. The seventh year of the competition was, as in previous years, organised together with the Slovak Euroguidance Centre: competition contributions from Slovak participants can be found in the second part of this publication.

The main aim of the The National Career Guidance Award (NCGA) is to identify good practices in career counselling, disseminate those practices and inspire other counselling providers. Career counselling is an important means of promoting employment, and also supports everyone to make use of their skills and potential and to shape their own life, including their career.

The competition is also aimed at raising awareness of career and lifelong counselling, which we see as a very important part of our lives in the modern world. The NCGA competition, which is traditionally held by the National Guidance Forum, was also this year supported by the Minister of Industry and Trade, Ing. Jan Mládek, CSc.

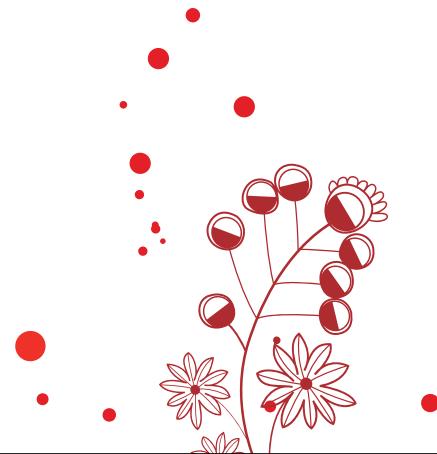
There were 26 contributions in this year's competition, spanning counselling services, projects, publications, tools and a variety of other activities. The diversity of the contributions and the awards show that career and lifelong counselling is growing in this country, and becoming ever more professional.

A conference associated with the ceremonial announcement of the winners of the NCGA was held in Prague on 16 September 2015, and was attended by more than 100 counsellors and other guests. This event was also an opportunity for all types of counsellors to get together and exchange experience across a variety of sectors. The conference also included a presentation of all the competition contributions in the form of a small fair and the winning contributions were then presented in plenary. At the end there was the chance to discuss topical themes such as cooperation and dialogue between the various parties involved in counselling.

Examples of good practice are disseminated through the proceedings and then given media coverage. These proceedings are also published in English in order to spread good practice through the Euroguidance network all over Europe.

We would like to thank everyone who participated in the competition and who have prepared and evaluated it with us, and, last but not least, all those whose registered contributions we have presented in this publication. Next year we plan to continue with the competition, thus raising awareness of examples of good practice in career counselling and supporting networking and discussion about various aspects of career counselling.

Euroguidance team, Czech Republic



Evaluation of competition contributions

This year's competition was prepared on the ground of evaluation of experience from previous years. The Euroguidance Centre worked with the external assessors to develop assessment criteria, procedures and tools. They prepared an assessment table with the following 8 criteria:

- Necessity
- Innovation
- Methodology, procedures, tools
- Qualifications, further professional development
- Benefits, impact
- Development of CMS (Career Management Skills)
- Availability and promotion
- Evidence, casuistry, case studies, etc.

Each competition contribution was evaluated by two assessors according to the set criteria. Point ratings formed one basis for the final stage of the assessment process; all the contributions were also evaluated as a whole by the two experienced assessors. (An extract from the evaluation can be found in these proceedings with each of the award-winning contributions.) In the final stage the assessors met up, compared the individual assessments and engaged in discussion to reach a consensus to suit everyone in the expert team. It was important that entries came under various categories, the aim was to reward the individual representatives of these categories. The discussion also defined the specific benefit of each of the award-winning contributions.

The following awards were presented:

- Award for supporting disadvantaged groups on the labour market
- Award for the transfer of good practice from abroad
- Award for supporting positive motivation for lifelong learning
- Award for methodology usable in career education for elementary school pupils
- Award for the implementation of the appreciative inquiry method in career counselling
- Award for cooperation between individual participants on the labour market
- Special consistent service quality award for university students
- Audience Award

The panel of experts evaluating the entries sent in to the National Career Guidance Award 2015 competition consisted of the following members:

- Mgr. Jan Brůha
- PhDr. Zuzana Hadj Moussová
- Mgr. Lenka Hloušková, Ph.D.
- doc. PhDr. Iva Kirovová, Ph.D.
- PhDr. Jiří Král
- Mgr. Tomáš Langer
- PhDr. Veronika Nürnbergerová, Ph.D., C.A.S.
- Ing. Michal Pejskar
- PhDr. Zdeněk Stočes
- Mgr. Pavlína Šťastnová
- Mgr. Iva Mawlood Tahová

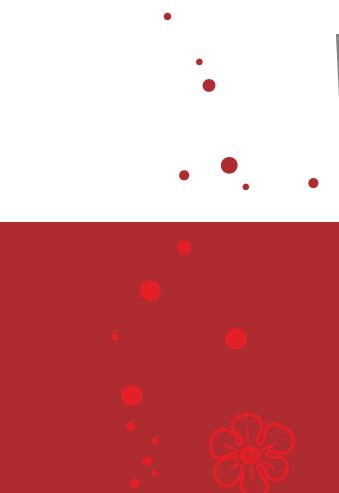


Award for supporting disadvantaged groups on the labour market

ŠKOLA Manažerského rozvoje, s. r. o.

with the contribution:

**DELTA and BRAVO programmes,
I am at a crossroads and have the option to choose**



Winning contribution
represented by
Sylvie Navarová

"Life is like a journey, and at the crossroads you can choose which way to go next. The DELTA and BRAVO programmes are one way of seeking further opportunities on the labour market."



The DELTA and BRAVO programmes, I am at a crossroads and have the option to choose, support people with multiple disadvantages on the labour market through group and individual activities.

The main aim of the programmes is to strengthen the social and workplace competencies of people with multiple **disadvantages on the labour market** (e.g. the over-50s, those caring for close family, the long-term unemployed, those with health constraints) to ensure them equality on the labour market and to motivate them to be active on the labour market, thus integrating them into society and helping them to remain employed.

This aim is achieved through interlinked group and individual activities that meet the specific objectives of the project, which are self-experience

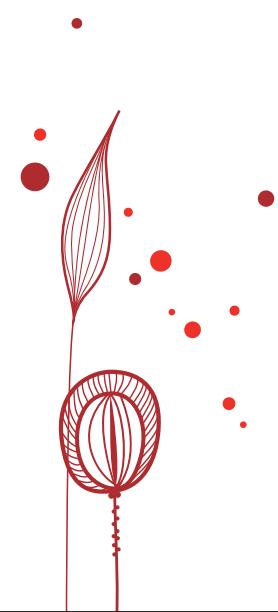
training through self-knowledge, training in competencies for the labour market, career coaching, PC work to develop IT skills usable in normal life and practice, enabling **people to present themselves to potential employers on the basis of their performance, regardless of any tendency to discriminate, thus increasing the likelihood that they will find and keep a job.**

The activities of the programme are accompanied by online consultation offering immediate support for participants in crisis or in dealing with problems during the course of the project.

A word from the assessor: PhDr. Zuzana Hadj Moussová

"This programme enables practical integration, allowing participants to test their skills and convince potential employers of their competencies. The participants of this programme are also supported through individual consultation in resolving problems during the course of the project. Besides its focus on the target group, which receives services that are truly needed and evidently very useful, it is also worth mentioning the seminars for career counsellors held at the same time. The project is very carefully structured and provides both group and individual care according to the needs of the project participants."

www.smrov.cz



Award for the transfer of good practice from abroad

EC-Employment Consulting, s. r. o.

with the contribution:

**Take and Give project – Approach for the integration
of homeless immigrants**



Winning contribution
represented by
Monika Höklová

"Speak to people whose mother tongue is not the same as yours. Find friends who are of a different age than you. Meet someone who comes from a different social class. This way you will know the world. This way you can grow. Take and give."



Take and Give is a project that plans to help resolve social and labour integration for homeless immigrants.

The project is based on the fact that everyone knows how to do something: cook, play the musical instrument, do the craft, or at least speak their language. Immigrants run courses focused on teaching less common languages, music and dance courses, creative workshops and courses in cooking their national cuisine.

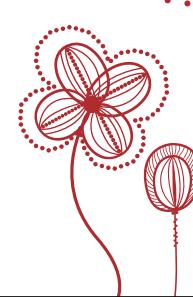
This diverse offer is presented to the public at 12 branches of the leisure centre and in other venues.

This gives several helping hands to foreign nationals: paid employment on courses, finding and broadening contacts with majority society,

A word from the assessor: Mgr. Lenka Hloušková, Ph.D.

"This project, aimed at supporting the integration of immigrants, is inspired by experience from Austria. There is a clear need for these activities and the innovations made within this project are evidently excellent. In the spirit of social services all activities are focused on supporting independence and autonomy amongst clients/immigrants. I see a potential benefit in the sustainability of the project, which is based on the coordinated involvement of NGOs working with immigrants in the Czech Republic and leisure centres."

www.empl-cons.cz



thus improving language skills, learning more about social structures and boosting their self-esteem.

The public, on the other hand, has the opportunity to broaden its skills and learn more about life in the immigrants' home countries. This can remove two of the biggest barriers faced by foreign nationals: the inability to work and earn a living, and the difficulty of establishing appropriate contacts in the new world they live in.

The primary benefit is therefore not only the **positive integration effect**, but also the fact that foreigners are accepted by majority society.



Award for supporting positive motivation for lifelong learning

EDUin, o. p. s.

with the contribution:

Supporting motivation for lifelong learning through the tool What I Know



Winning contribution represented by **Miroslav Hřebecký**

"Everyone likes being rewarded, and thus they try all the harder."

What I Know (Co umím) is an online application enabling anyone to collect documentation about what they have learned.

It intends to show that we can learn many important things for life outside school, too, and is suitable for children in the 3rd to 4th years of elementary school to secondary school pupils. It is based on so-called proof – the application enables a wide variety of multimedia formats to be saved: photographs, video, audio, documents.

Users can also collect digital badges, and it makes a special record of all books read. The application as a whole works with tags, enabling information to be sorted and searched using a range of criteria. Users compile their proof to create a portfolio, which they can share via the internet. The application also has a diagnostic and planning module. It enables targets to be planned and achievements archived.

The tool promotes self-assessment in children as they collect their proof and then compile their portfolios.

Comparing books read with peers is an attempt to promote reading. The application also includes diagnostics, with a graph showing the evenness of personality development in eight particular areas.

The "Create a Gift" section makes it simple to export saved photographs and make a photo calendar, which is the ideal Christmas gift for relatives, being a reminder of the child's success. One of the main aims of the application is to bring together the family, school and informal education (extracurricular groups, scout and guide groups, rambling groups, etc.). Ideally, all these components are interlinked and work together as far as possible.

A word from the assessor: PhDr. Zuzana Hadj Moussová

"I appreciate the clear and transparent description of this project. This is a simple online application used to record school results and the personal development of elementary (or secondary) school pupils. The application is intended for a relatively diverse target group of pupils (in terms of age or skill in working with text or ICT), but also offer the potential for cooperation with children and parents, or children, parents and teachers."

www.couumim.cz

Co je to Co umím?

- Online aplikace určená pro mapování dovedností dětí
- Vložení do svého portfolia a informativní výkazník i hodnoty
- Přístup pro rodiče a učitele k výkazníku a tomu, co se dětí podařilo
- Zaměřuje se na silné stránky dětí
- Je vypracován motivacína rozvojem
- Možnost srovnávání dětí mezi sebou a souběžně s vývojem možností dětí
- Vede děti k sebeodhalení, jíž je možné využít i když je třeba dosahovat plánovat neplánované cíle
- Umělý inteligentní důkázání z dětského skrytého života

Vložit na stránku

Co umím?

Pro děti

- Očekávám od mých dětí výsledky?

Pro dospělé

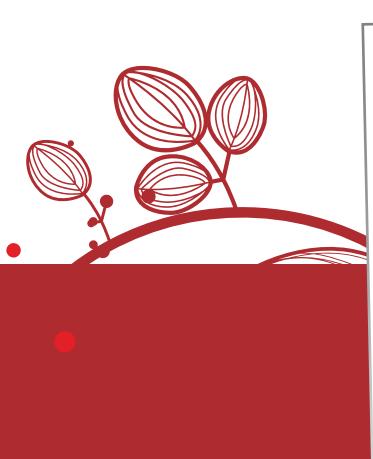
- Očekávám od svých dětí výsledky?

Award for methodology usable in career education for elementary school pupils

GENDER STUDIES, o. p. s.

with the contribution:

Choice of profession without prejudice



Winning contribution represented by
Jitka Hausenblasová

"When choosing a career it is not important for children what gender they are, it is their abilities and talents that count."



Choice of profession without prejudice, or Methodology of the Elementary Schools Project Day is a publication issued as part of a project focusing on the topic of young people and the labour market, and is a purely practical career guidance handbook for schools.

The aim of the publication is to make children aware of these **stereotypes** and to consider their choice of career based on a realistic evaluation of their abilities and skills, regardless of whether they fit into men and women's traditional social roles.

At the same time, it develops critical thinking and reflection on gender stereotypes, which can have a major impact on children's choice of career.

It consists of 18 activities with worksheets. Together, these form the content of the project day,

which is open to the entire school – according to this organisation, decisions concerning future study and career choices should not be restricted solely to year-nine students.

However, activities can also be held separately, as part of individual subjects. With each activity there is a description of the link to a specific area of education and the cross-cutting themes of framework educational programmes. Thanks to promotion in national scientific journals, the publication has spread through a number of regions and to smaller towns and municipalities.

A word from the assessor: Mgr. Lenka Hloušková, Ph.D.

"The publication is a methodical aid for teachers / career counsellors who want to focus specifically on the topic of the gender stereotypes that influence the choice of profession (career) in elementary school pupils or students in lower years at grammar schools.

From the description of the activities in the publication and in the annex it is clear that the methodology has been based on real work with children. What I particularly appreciate about the publication is its didactic description of activities (the gradation of the educational objectives in terms of working with stereotypes, the explicit links to educational areas and cross-cutting themes, the highlighted nature of the activities, the methodological notes, etc.). I also think that the graphics side of the publication has been a great success. The publication was one of the results of the project, which guarantees its availability to anyone interested."

www.genderstudies.cz



Award for the implementation of the appreciative inquiry method in career counselling

WWW.SCIO.CZ, s. r. o.

with the contribution:
Giving preference to strengths



Winning contribution represented by **Mirka Vobecká**

"Giving preference to strengths project: How to appreciate one's strengths and base a career and future on what one is good at and works."

Giving preference to strengths is a project which enables people to discover their strengths and other advantages and learn to use them in their lives, particularly as regards finding work.

On this six-week course (6 x 3 hrs., max. 12 people) the participants of the project first explore their **self-knowledge** and thus boost their faith in their abilities, as thanks to the **appreciative inquiry method** they learn to concentrate on what is good and works well in themselves, in their surroundings and in other people.

Secondly, they learn how to use who they are and what they know in looking for or creating work.

They learn to identify their strengths and areas of their work where these are best applied, and also

find out other practical information and advice that will aid them in looking for work (how to write a CV that will catch an HR manager's attention, how to present oneself, what the details of the work they are seeking are, etc.).

As the project is funded from ESF OP Human Resources and Employment, it is a great advantage that the outcomes of the project, i.e. particularly the methodology of the course tested and described above, the manual on the appreciative inquiry method (which describes the method and how it is used in career counselling) and the sole original test of strengths in Czech **are available to anyone interested free of charge**.

Slovo za hodnotitele: PhDr. Zuzana Hadží Moussová

"The contribution *Giving preference to strengths* is a programme created by the Scio organisation based on ideas from abroad. The authors involved in creating and testing the programme present the method itself and exercises used in the programme. One benefit is that it gives an insight into how the project originated and the sources abroad on which the programme is based. The theoretical starting point is positive psychology; the programme is then methodologically based on the appreciative inquiry method and development exercises. As one of the fields I teach on the educational counselling PhD course at the Faculty of Education of Charles University is how to hold an interview, next time I place to include an explanation of the appreciative inquiry method in my classes. Thank you to the authors for this very useful information."

www.prednosprednostem.cz



Award for cooperation between individual participants on the labour market

RUBIKON CENTRE

with the contribution:
Mock interviews



Winning contribution
represented by
Anita Homrová

"Mock interviews –
an event that works."

Mock interviews is a service which offers a second chance to candidates with a criminal past and supports them in coping with recruitment interviews with real employers.

Comprehensive counselling including general career counselling themes accompanied by specifics based on the fact that candidates of the RUBIKON Employment Agency have a criminal past and a criminal record.

The development of candidates' skills focuses on boosting their competitiveness on the labour market and building mechanisms leading to greater independence, a pro-active approach, a positive self-image and the knowledge how to present oneself, including the ability to speak about one's criminal past in front of an employer.

The mock interviews are a series of simulated 15-minute interviews with real employers from companies that work with the agency.

Thanks to these mock interviews candidates receive valuable feedback that they can use in a real recruitment interview.

The interviews were first held in June 2013 and since then have been fully implemented into the RUBIKON Employment Agency's counselling process.

A word from the assessor: Mgr. Lenka Hloušková, Ph.D.

"In terms of necessity, innovation and its impact on the target group, this activity is described in a creative way, with emphasis on a 'positive' result. I see the benefit this project offers for the development of career counselling in its unconventional ways of publicising professional counselling services and in the way it opens up opportunities (space) for the creation of a lifelong counselling project (breakfast with employers and public administration representatives)."

www.rubikoncentrum.cz



Special consistent service quality award for university students

MASARYK UNIVERSITY CAREER CENTRE

with the contribution:

Creation of a career plan for university students and graduates



The "Career plan" presents a series of 10 basic questions, encouraging students to reflect on their career opportunities and personality skills needed for successful entry onto the labour market.

The Masaryk University Career Centre (MU CC) has prepared a new tool for developing career planning skills in **students and graduates of Masaryk University**.

This tool is accompanied by individual consultation with a career counsellor, who helps to draw up a proper and complete career plan.

Students set their career targets, which are

based on analysis of their own assumptions of their skills.

This should enable them to make informed decisions about their future career. Creating a career plan develops students' abilities to purposefully seek suitable employment, opens the way for the further **development of the competencies** needed to find work, and forms the basis for an action plan after completing one's studies.

A word from the assessor: PhDr. Zuzana Hadj Moussová

"This next entry from the prolific Masaryk University Career Centre is a new tool to help develop career planning skills among students and graduates of Masaryk University. It is useful that the student does not have to seek professional assistance if they do not feel they need it, but the questions covered by the career plan enable them to realise what their options are for their future. If this analysis shows that they do need professional assistance, they can find it at the MU Career Centre. What I particularly like about this entry is that it enables students to actively work on their own career development and gives the access to professional assistance if they need it. The creativity of the staff at the MU Career Centre never ceases to amaze me."

www.jobacademy.cz



Audience Award

FUND OF FURTHER EDUCATION

with the contribution:

**Counsellors Catalogue including a database
of the target group (Counsellors Catalogue)**



The Fund of Further Education (Fond dalšího vzdělávání), a contributory organization of the Ministry of Labour and Social Affairs (FEF), in implementing the project "Work habits such as comprehensive individual counselling, targeted training, the mobilization of local stakeholders and the development potential of selected sites", systematically works with the target group of the long-term unemployed while also piloting innovative aspects of job creation. **One of the key activities of the project is individual counselling enhanced by feedback from those engaged in local and community development.** Local research findings initiate new job opportunities and create space for less well-qualified people to find work. The project was launched in response to the need for up-to-date knowledge of the field, for job offers in regions with higher unemployment, due to the capacity limits of counsellors at the Labour Office of the Czech Republic and the lack of tools able to support the management and development of career counselling in the various regions. Thanks to this

new e-tool, the Counsellors Catalogue, the Fund of Further Education is able to support and manage counsellors remotely. The Catalogue is available to the public via a web-based application that allows the counselling process to be managed in the regions, and also gives counsellors in one line information and supervisory support. It is also becoming the first platform enabling counsellors to act as experts with the support of career management in all phases of a person's life.

The aim is to ensure that the Counsellors Catalogue remains sustainable after the completion of the project and will be used as part of other career counselling tools by the entire range of end users. The public part of the Counsellors Catalogue is now the biggest e-space which provides the public with access to information about career counsellors from various market segments and with various specializations, all in one place.

FURTHER CONTRIBUTIONS



SDRUŽENÍ D Clubs on the Road project – Training course in social and professional skills

The main aim of the Clubs on the Road (Kluby Na cestě) project is to introduce a system of preventive and personality-development programme in selected children's homes in the Olomouc region in order to reduce the incidence of risky behaviour in children who will be leaving the children's home in the near future.

Thanks to this project children learn to deal with stressful situations and frustration (with failure in one's personal life or at work, debt, addiction, life on the street, etc.) through model situations. The project also tries to enable children to experience a greater degree of self-knowledge and self-belief, which can reduce the incidence of risky behaviour. The creative drama method on which the Clubs on the Road are based ensures that everyone participating gets personally involved. The chance to gain this experience raises participants' confidence and improves their ability to better deal with situations in their lives, get effectively involved in resolving problems and thus cope with them better. The tools and methods used in this project are focused both on spontaneous social experiential learning as well as on the training of practical skills. Play, relaxation and a friendly atmosphere are integral to work with the target group, enabling children to see the world from a positive perspective. There is a training course in social and professional skills devoted to model situations from real life, covering issues such as employment, orientation in an unfamiliar environment, housing and finance. It also includes follow-up practical field trials – interviews with helpers in office, at the HR departments of potential employer, in banks, etc.

ECG (European Contact Group) Practical Career Counsellor's Guide for the 21st Century (methodological manual for counsellors)

The ECG has released a new methodical manual for career counsellors entitled Practical Career Counsellor's Guide for the 21st Century (Praktický průvodce kariérového poradce pro 21. století). This publication is intended for counsellors – practitioners who are seeking a comprehensive overview of key career theories and career counselling principles, as well as practical guides to specific procedures, methods and activities. The book is interactive, contains a balance between theory and practice, with plenty of space for notes and self-reflection, exercises using literary and film works, tips for counsellors, guides to activities, case studies and especially lots of inspiration for actual counselling work. The Guide makes it easier for counsellors to orientate themselves in the ever-changing modern labour market and provides inspiration for further development.

1000 copies of the publication will be released, and they are available free of charge to anyone interested, in either printed or electronic form.

BISHOP GRAMMAR SCHOOL, ŽDÁR NAD SÁZAVOU

English All Around Us (Motivational tools for learning English)

This method offers students activities aimed at motivating them to use language in practice, in order to make English lessons more appealing and to reach out to students with varied interests and needs. Teachers open up their students to new ideas, such as the Erasmus+ and e-Twinning projects, establish cooperation with schools around the world, develop reading literacy, organise visits to English-language theatre performances in the Czech Republic, invite a number of interesting figures to school, such as former students, travellers, graduates of universities abroad, and also individually develop the talents of gifted students, while students get involved in these activities and benefit from them. These diverse activities for pupils and English teachers are not primarily aimed at helping students to go on to study English at university, but to master the language and be able to use as a means of communication, to acquire new knowledge and skills in their subsequent studies and work, in developing interests and broadening one's horizons, learning about new cultures and making friends.

FOKUS PRAHA, o. s.

Employment Support Programme Centre – Philippe Pinel project

This project is named after Philippe Pinel, a French physician, the founder of psychiatry, who at the turn of the 18th and 19th centuries "freed the mentally ill from their shackles" and introduced the concept of treatment through work. The aim of the project is to support people with long-term mental illness in overcoming the obstacles (shackles) in their access to the labour market.

The project's activities follow these basic principles:

- P – pliancy (of the programme, the support, direct-care workers)
- I – individual approach to clients, their needs and abilities, individually set programs
- N – neat links between programmes with the various activities, including permeability
- E – effectiveness of employee support offered to clients and individually set objectives

REINTEGRA

Publication – Professional counselling for the long-term unemployed (Practical methods, techniques and procedures)

Last year the REINTEGRA organisation released a publication entitled "Professional counselling for the long-term unemployed", with the subtitle "Practical methods, techniques and procedures". The publication is primarily intended for career counsellors and enables them to acquire new know-how for their day-to-day work. The methods, techniques and tried and tested procedures are described in a clear manner with an emphasis on using them in practice. The publication is the work of experts and organisations from a number of countries. The aim of the publication is to broaden the range of career counselling tools available and improve the standard of counselling, particularly for the long-term unemployed.

ZUZANA TAUCOVÁ

Coaching and therapy cards

This tool consists of 42 cards with abstract images which were created using the 'encaustic' technique. The images are selected so that the set covers all possible moods and different colour combinations. The cards are primarily intended for the helping professions: for therapists, coaches, career counsellors, teachers, trainers. What makes these cards unique is that they do not feature any words or particular scenes. They work with the right hemisphere, with feelings, intuition, and can help one get really deep down, even as far as what is hidden in the subconscious or unconscious. The cards are based on so-called motivational cards, on the back of which there is a quote.

UNIČOV ELEMENTARY SCHOOL

Important decisions through shared experiences

In systematic career counselling the school strives to ensure that pupils have enough information when choosing their career. It therefore favours gaining information through practical experience of particular professions and working environments. This form of learning seems to be highly effective and appeals to pupils, as shown by the example of good practice used.

This type of activity is aimed at helping pupils clarify their own career goals and gain a better understanding of the world of work. The activity emphasises the importance of pupils seeing crafts and professions for themselves – with visits to firms and factories, excursions to enable them to see how businesses operate and are run, and school trips to interesting places. This gives them valuable information and experience that will help them to decide on their future career.

AISIS, o. s.

Science has a Future

The programme Science has a Future (Věda má budoucnost) aims to increase the appeal of science and technology and demonstrate that there is a future to a career in this field. The initiative is in response to the very low level of interest shown by young people in studying science and technology-related subjects, which is now causing huge problems for firms that require qualified specialists in these fields.

The programme is based on structured cooperation between firms and schools. One key aspect is the link between science and career counselling. The target group comprises elementary and secondary school pupils (particularly years in which pupils are starting to consider their future career), teachers, school heads and career counsellors, as well as firms involved in science and technology-related fields and with an interest in increasing the appeal of the relevant professions in the eyes of young people. Schools and firms cooperate all through the school year.

The Science has a Future programme is part of the Schools for Firms – Firms for Schools platform, which is based on the successful Irish School Business Partnership initiative.

LUKÁŠ KUČERA

Dreamwork – work with dreams, the work of one's dreams

A series of 5 seminars focusing on seeking one's dream job. It is based on the assumption that a better understanding of ourselves and creating an idea of our ideal job helps us to find work that suits us, enables us to sell ourselves better, and find greater satisfaction in our current job. The trainer takes the group through a process based on experiential activities, interviews, introspection, work with the body and appreciative inquiry. The first seminar explores career and the role it plays in our lives. In the second seminar the participants seek out and list their strengths. In the third, they look for the values and attributes needed for their ideal job. In the fourth session they seek specific steps to bring them closer to their ideal job – this can be during the process of looking for a job or as part of finding greater satisfaction in one's current job by becoming aware of its meaning and making better use of one's strengths. The last seminar focuses more practically on how to sell one's strengths and how to set limits on what one needs in a job.

MASARYK UNIVERSITY – CAREER CENTRE MU Staff Training and Career Services

The MU Staff Training and Career Services is a programme for professionals at European university career centres. This week-long training course was first held from 13 to 17 April 2015 in Brno at Masaryk University. The main topics were services aimed at employers as well as examples of good practice from American career centres.

This project involved representatives of universities from Finland, Sweden, France, Netherlands, Switzerland, Germany, Great Britain, Lithuania, Hungary, Poland and the Czech Republic. The aim was to lay the foundations for a Europe-wide network of career service staff at universities, which would support their efforts to work on their students' career development and put them in contact with potential employers. It would also present shared interests, such as boosting the importance of career centres, thus becoming an integral part of every European university.

GLE, o. p. s.

GLE, o.p.s., successfully helping to direct your career

Work with clients is carried out within the framework of two projects, entitled "Career and Business Counselling for a Return to the Labour Market" and "Business as a Way out of Social Exclusion II". Both projects were held in Prague from 1 January 2015 to 31 October 2015. They are financed from the Czech state budget and the European Social Fund within the framework of the Operational Programme Prague – Adaptability. In these projects we provide career and business counselling for parents on parental leave and to immigrants and asylum-seekers residing within the City of Prague. The projects focus on gaining the know-how and skills needed to find suitable employment, or for starting one's own business. The client's needs are identified before selecting the area of support (career, business or a combination of both) and a suitable form of support. The services provided under this project include individual counselling, seminars, mentoring and a mock interview. Networking meetings are also organised in order to establish contacts and enable clients to share their experience.

GENERAL DIRECTORATE OF THE LABOUR OFFICE OF THE CZECH REPUBLIC

Casuistic seminar of the MIKOP project for Internal Job Clubs and other internal group counselling at the Labour Office of the Czech Republic, dissemination of good practice

The aim of the new *Methodology for Individual and Complex Work with Labour Office Clients within the framework of the MIKOP project*, No CZ.1.04/2.2.00/11.00019 is to introduce the practice of using the basic available range of group counselling activities provided internally, including Job Clubs, at all contact workplaces of the Labour Office of the Czech Republic and to support the development of the potential of counselling specialists to run these activities. For this purpose, besides the methodology, the project also uses casuistic seminars, which enable staff to meet up over casuistic cases and exchange know-how, including amongst the different regions. Many of these casuistic seminars have been held as part of this project, and participants have shared their experience of organising work with clients and co-operation between the various sections, as well as content and methods, practical examples, and materials that counsellors can use in their work. These procedures are transferrable and, together with references to suitable resources (publications, educational activities, the chance to purchase video programmes and comprehensive methodologies), can help to restart group forms of counselling, including internal Job Clubs, where they have not yet been developed or supported.

UNIVERSITY OF HRADEC KRÁLOVÉ CAREER AND SOCIAL COUNSELLING CENTRE

Career Website (kariera.uhk.cz)

Recently there has been an increase in the rate of unemployment amongst university graduates, a problem that needed to be addressed. The University of Hradec Králové (UHK) has realised the need for non-professional education. In response to this need it set up a Career Centre in 2013 Career Centre, followed by the idea of a career website in 2014. The Career Website is a new tool linking theory with practice. It focuses on students and graduates of UHK and employers throughout the labour market as its target groups. After a simple registration process both target groups can use the services of the website – posting job offers, demand for labour, registration for Career Centre workshops, information about the entire range of services provided by the UHK Career Centre (counselling, coaching, video training) and can enjoy free consultation with career counsellors. E-mail notifications can be sent to keep people up to date about news on the website, newly listed events (workshops, seminars, lectures), new job offers, etc. These notifications can be set up by each user individually to suit them. An upcoming new feature of the website is Mentoring – another tool combining theory with practice, cooperation between an experienced expert (mentor) and an active student (mentee). The Career Website will feature the medallions of mentors, who will be available to students, who can choose their own mentor and ask to cooperate with them.

PETRA HARAZÍMOVÁ

We enjoy our work

The project "We enjoy our work" helps people to find work they will enjoy and which will satisfy them. It is aimed at helping people who are unemployed, often with low self-esteem, with a lack of money and generally in difficult life situations.

Through videos, workbooks, articles, etc., job seekers learn how to write a good curriculum vitae, how a cover letter should look, are shown what mistakes they make when looking for work, gain more confidence, learn to recognise their strengths and talents and see what work is appropriate for them, all free of charge.

Those who appreciate this information, advice and guidance can continue in the paid part of the project. They can purchase an online course, attend seminars, etc.

GRAFIA, s. r. o.

JUMP! Or Guide for University Graduates Preparing for Real Life

This is a 90-page guide with an enormous amount of information, which will help students to decide about their future professional career and prepare for the reality of the labour market. It is written in a witty style with numerous examples and practical guides. The book includes quotes by prominent figures, personnel managers and successful graduates, who answer the question of what helped them in their career and what they recommend to students. The guide is particularly intended for graduates of technical colleges, for which there is currently big demand on the labour market, even though they themselves are unsure or unrealistic when thinking about a career. The publication has been prepared on the basis of research at universities and questions frequently asked by students and recent graduates. It is updated and supplemented very year. It is distributed in collaboration with the Czech Technical University, Brno University of Technology, the Mining University, the University of West Bohemia and the Institute of Chemical Technology. Students in their final year receive this book from their school FREE OF CHARGE.

This guide is a copyrighted work, and was not written or published with the support of any European fund. Its sustainability is determined by the interest of enterprises to fund the publication and universities' interest in assisting the career development of their graduates. The fact that is has existed for more than ten years is proof that meaningful education and career counselling is useful, in demand and also financeable from private sources.

SOCIÁLNÍ AGENTURA, o. p. s.

Occupational rehabilitation in Sociální agentura, o. p. s.

The ORBIT project was launched on 1. 3. 2013 and ended on 28. 2. 2015. It helped clients of Sociální agentura, o.p.s. to gain entry to the labour market. The target group comprised disabled people of working age. As part of this project an individual project plan was drawn up for everyone, on which the various activities and services of the project were then based. The project includes the provision of counselling services, participation in a motivational activation programme, diagnostic programmes, retraining and non-accredited education, and, last but not least, employment mediation. This project involved a total of 120 disabled people. There was no problem meeting the monitoring indicators and the project was completed successfully. As a result, 53 people were employed on the sheltered or open labour market. Of the 14 people who started subsidised jobs, half of them remained in those jobs after the subsidy came to an end. At work emphasis is placed on an individual approach – to every disabled person and to every firm and employer. All the services offered by the occupational rehabilitation section are provided by specialised staff who are regularly trained and work under supervision; all the services are provided according to in-house methodology.

KATEŘINA KOLÁŘOVÁ, COACH

Career counselling for adolescents. The way from "I must" to "I want"

Kateřina Kolářová coaches adolescents – students, pupils and young people. She describes their initial situation as the way from "I must" to the desired "I want" – not only in the family, but also in the context of peers, institutions – schools, and work or employment, as applicable. She sees coaching in career counselling as the best way of boosting motivation amongst adolescents to enable them to accomplish what they want.

With her help adolescents not only find their own way to achieve this, but also achieve it with enthusiasm, pleasure and courage. This often helps adolescents to gain a better insight into their situation in the context of family or school, "slowly opens their eyes", and enables them to start working on what they can do in order to feel better, or what the "first step" should be.

COGITO COGNITIVE EDUCATION CENTRE

Experience of mediated learning, Reuven Feuerstein Instrumental Enrichment Programme

The Centre presents methods from abroad aimed at ensuring the inclusion of children and adults with various learning and behavioural difficulties in normal society, as well as the mental development of members of the normal population. The courses are intended for education staff at all levels, special workers and psychologists, as well as for parents and students. All the courses on offer have been launched, translated and localised into Czech by Associate Professor Pokorná. One of the programmes available is Reuven Feuerstein Instrumental Enrichment. The content of this programme can be described briefly as: "Learning to learn." This is a tool that enables us to improve our skills and learn and organise information. To learn various strategies, to plan one's life, to influence one's behaviour. According to the author, intelligence is not an unchanging structure that we merely use, but can be influenced as a whole, enabling anyone to increase their mental capacity. We are all capable of improving the way we think and learning to make better use of the information we acquire.

The fundamental aim of the Instrumental Enrichment method is to develop and expand a person's mental abilities so as to enable them to respond quickly and appropriately in new situations. To be able to independently react to spontaneous stimuli and thus become an independent and authentic personality.



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