



Career planning and development in the context of industry 4.0



Professional Body for Career Development



The function of the South African Career Development Association (SACDA) is to ensure ethics, access, quality and growth remains core to the provision of services by Career Development Practitioners.

Where,

- Ethics entails collectively remaining accountable for the career development profession in totality.
- Access relates to ensuring access to career information and resources for all.
- Quality relates to relevance, accuracy, timeliness, cost-effectiveness, up-to-datedness and inclusivity in relation to information and resources.
- Growth relates to engaging in the real time transfer of career development best practice.



Career Development Practitioner

‘The goal of a Career Development Practitioner is not just reading and writing, but to fight for the future of their clients’.

As per the Organising Framework for Occupations (OFO, 2017), the function of the new occupation of **Career Development Practitioner (CDP)** is to:

‘Provide information, advice and guidance to individuals and groups with managing their career, making occupational and study decisions and planning career transitions. This includes the use of various career development tools including non-standardised self-directed assessments’.



Career Development Practitioner

- Career Development Practitioners expose citizens to quality information and resources to better their chances of entering into and maintaining decent and meaningful work.
- Citizens require access to quality information throughout their career to assist in their career development.
- As stakeholders in ensuring quality skills transfer, we share a common goal, which is to enhance the skills of citizens from early childhood through retirement.
- A major stakeholder of the Skills Pipeline are the SETAs, who are a pivotal link to ensuring decent and meaningful work for all.

Congress

- First Professional Designation
- Careers in the Curriculum
- Sharing best practice
- Looking at the Skills Pipeline
- Career Development Advisory Panel

INAUGURAL CONGRESS FOR CAREER DEVELOPMENT PRACTITIONERS



Applications onto the National Register of
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The Congress will also include our launch of the
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June 2019

24

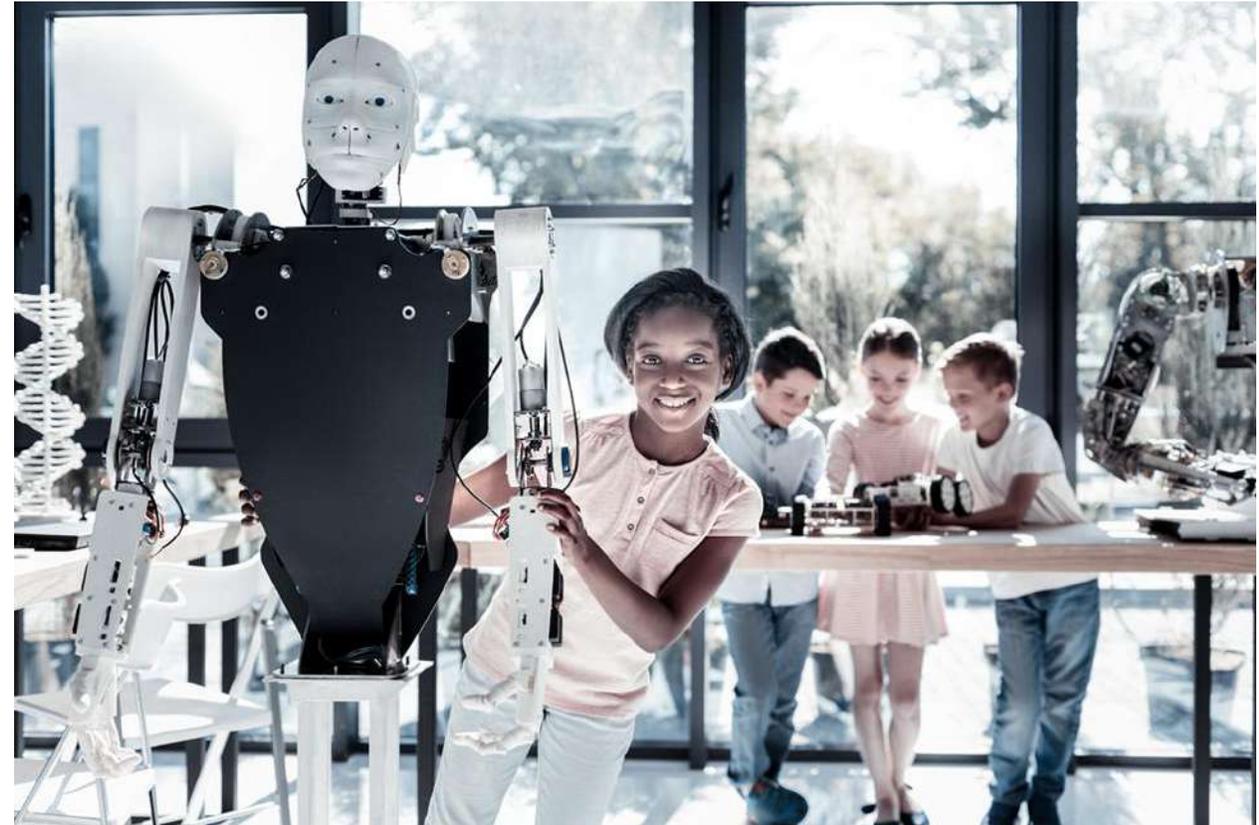
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Career Skills Framework



- Integrated Career Education
- Early Childhood Development
- All Subjects and All Grades
- Throughout Schooling
- Career Management Skills
- Skills Pipeline

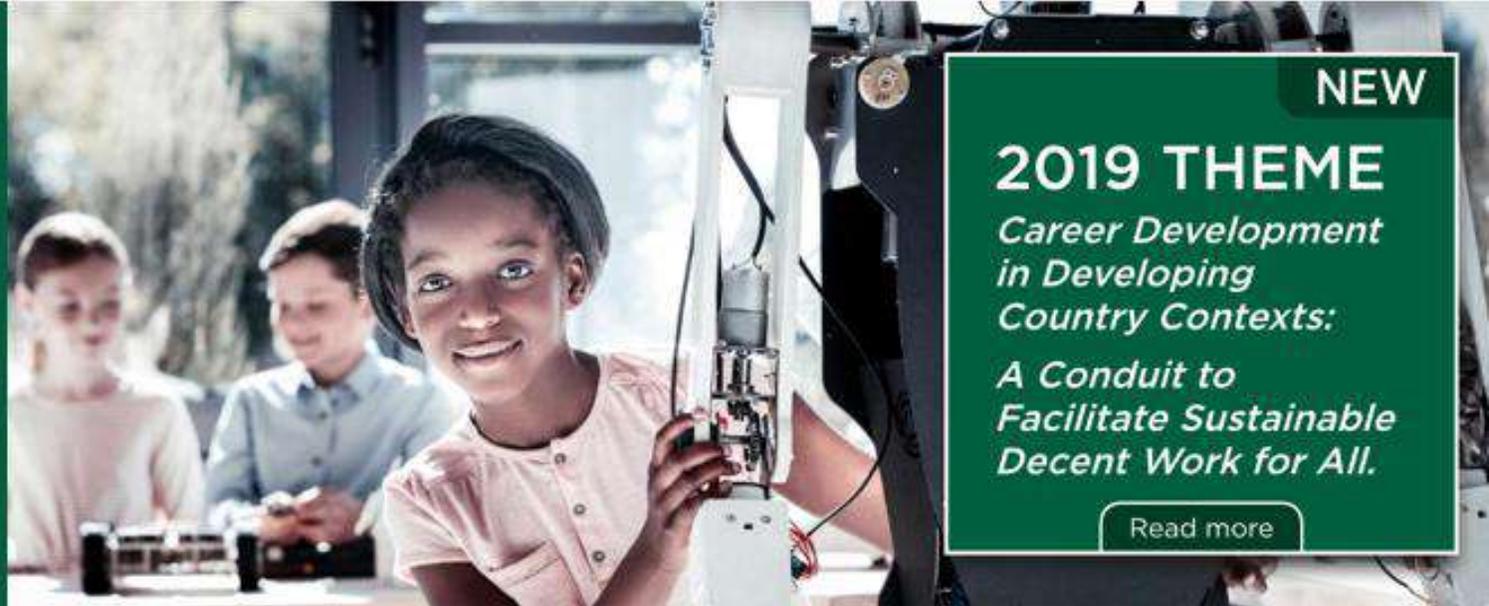


African Journal of Career Development

OUR JOURNAL

The African Journal of Career Development (AJCD) is a peer reviewed scholarly journal that provides a forum for the dissemination of cutting-edge research relating to career development predominantly in Africa...

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NEW

2019 THEME

*Career Development
in Developing
Country Contexts:
A Conduit to
Facilitate Sustainable
Decent Work for All.*

[Read more](#)

Special UNESCO UNITWIN Edition: Career Development In Developing Country Contexts: A Conduit to Facilitate Sustainable Decent Work for All

Career planning and development in the context of industry 4.0

What is Career Planning?

Career planning *'is a practical strategy that allows you to **determine your skills and interests**, set **career goals**, and put **actions** in place that will **help you reach them**'.*

What is Career Development?

Career development is *'the lifelong process of managing your learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future'*.

What is Industry 4.0?

Industry 4.0 is *'the current trend of automation and data exchange in manufacturing technologies. It includes, the internet of things, cloud computing and cognitive computing.*

Employers approach to Industry 4.0

- Survival of the fittest.
- Priority is to remain competitive.
- Automation creates cheaper products quicker.
- Workers are generally costly and less reliable than technology.
- Employers are introducing **more technology** and **reducing employees**, especially in low and medium skilled jobs.

Therefore, who is helping workers...

Especially low and medium skilled workers to become agile through determining their skills and managing their careers, to upskill and reskill themselves. This is critical in an environment where automation is forcing employers to increase technology and reduce employees in order to survive.

Governments Response



The need for career development is clearly identified in the National Development Plan (NDP), which aims to put in place the framework whereby we ***'build the capabilities of our citizens to make our future work'***.

The National Development Plan states...

'The South African education system needs urgent action. Building national capabilities requires quality early childhood development, basic, further and higher education'.

The National Skills Development Strategy III states...

‘Many young people leaving formal secondary and tertiary schooling have inadequate skill levels and poor work readiness to enter the labour market for the first time’.

The National Skills Development Plan states...

Outcome 8: Support Career Development Services: *‘for each and every person being able to embrace their full potential, career development is vital. Our entire skills development system must dedicate the required resources to support career and vocational guidance as this has proved to be a critical component in successful skills development initiatives world-wide’.*

The National Skills Development Plan states...

*‘Both the SETAs and the NSF respectively must seek to build career guidance initiatives in their sectors and generally as a **key component** of the National Skills Development Plan’.*

The merSETA Sector Skills Plan states...

‘The learner/worker is central to the merSETA mandate and the skills development system of delivery must be made more accessible. There is a need to encourage learners and workers to take charge of their work life’.

The merSETA Sector Skills Plan states...

‘Career development, advice and support for the flexible labour market implied by the advent of advanced manufacturing and Industry 4.0 must be put in place to empower current and new entrants to manage their career aspirations and development’.

The merSETA Strategic Plan states...

*'The merSETA is committed to building **self-directed** career and vocational guidance. It has identified the need to implement a diversified career development, advice and guidance approach that will enable employees and those wishing to enter its labour market to manage their career development'.*

merSETA Career Development Feasibility Study

The '*Indigenous Career Management*' feasibility study is a collaborative project between merSETA, the South African Career Development Association (SACDA) and the University of South Africa (Unisa). The first phase of the project began in 2018 and will continue until 2021.

Aims

The study forms part of the merSETA initiative to begin providing SETA-supported career development interventions for their partner organisations.

The two aims of the study are:

1. To determine the effectiveness of a life-design related career development intervention for adults and children; and
2. To validate the use of non-psychological tools that can be used by entry-level Career Development Practitioners, such as, Skills Development Facilitators, Shop Stewards and HR Practitioners.

Sample

- The first group of participants consisted of 72 employees in the Department of Correctional Services manufacturing workshop (33 officials and 39 inmates).
- The second group of participants will consist of approximately 40 participants from the New Tyre Chamber.
- The Auto, Metal, Motor and Plastics Chambers are also encouraged to participate in this study to ensure findings can be generalised for the entire MER sector.

Career Development Tools

Career Interest Profile (CIP). The CIP (Maree, 2017) is a South African-developed career assessment instrument that helps individuals identify their a) central career-life themes, b) their main career-related interests, issues and concerns, and c) their advice from within as to how they can turn issues and concerns into themes of hope that can advance their individual life projects.

Career Development Tools

Maree Career Matrix (MCM). The MCM (Maree, 2014) reflects individuals' attraction to 19 job categories by asking them to rate their interest and skill levels in 152 different occupations. The results are then combined and represented on the MCM. The psychometric properties of the MCM were deemed to acceptable (Maree & Taylor, 2016), with good reliability and validity evidence.

Career Development Tools

Self Exploration Employability Device (SEED). The SEED (Beukes, 2010) is based on a Career Management Skills Framework called Nature's Game. It has 13 categories that measure 61 career management skills. The SEED is being validated as a non-psychometric tool to be used by entry-level Career Development Practitioners such as Skills Development Facilitators, Shop Stewards and HR Practitioners to support the self-directed career management of employees.

Nature's Game

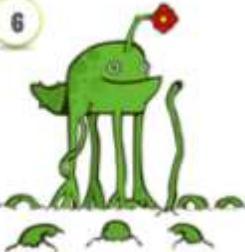
2  **ELEMENTS - ATTITUDE**
I have a good attitude towards everything I do

5  **BUGS - BARRIERS**
I work around my barriers

8  **BRANCHES - FIELDS**
I have all the specialised skills for my work

11  **FRUIT - GOALS**
I complete the goals I set for myself

3  **SEEDS - SERVICE**
I give of myself in everything I do

6  **ROOTS - FOUNDATION**
I prioritise my values

9  **TWIGS - CAREER**
I manage my brand of skills

12  **FOREST - NETWORK**
I engage other people who do the work I love

1  **UNIVERSE - THANKFULNESS**
I remind myself to remain thankful

4  **SAP - CREATIVITY**
I am creating my own career

7  **TRUNK - CORE**
I have all the general skills required for work

10  **LEAVES - WORK**
I finish my jobs successfully

13  **SEASONS - TRANSITIONS**
I make the most of the transitions in my career

Procedure

The intervention was conducted over two days. On day one, participants began by completing the CIP, the MCM and the SEED. The administration was supervised by a registered psychology professional. On the afternoon of the first day, **Career Construction Counselling** (for Life Design) was conducted between the attending psychologist and the different groups, using the power of the audience technique (Di Fabio & Maree, 2013a, b).

Career Construction Theory

- Individuals construct their careers by imposing meaning on their vocational behaviour and work experiences.
- In career construction, quantitative and qualitative techniques are integrated to help people make meaning in their careers.
- Objective and subjective approaches help to identify people's traits, their ability to adapt and develop, as well as the reason why they move in a certain direction.
- Career construction counselling can be described as lifelong, holistic, contextual, and preventative.

Procedure

Individual groups of participants were given approximately 90 minutes to reflect on their career stories in their groups. Thereafter, participants and the psychologist discussed and integrated participants' MCM, CIP, and SEED outcomes in the larger group. To facilitate these discussions, the psychologist and participants used an "Integrated career choice and construction conversation template" to capture their identity, values, themes, and interest patterns.

Outcomes for the CIP

Participants were asked to rank their top five interests on the CIP, which were counted and summed to give an indication of the five most preferred interests. Practical-technical was the highest rated interest, with 64 candidates ranking it in their top five interests. This was followed by Engineering and the built environment (43), Entrepreneurship, running, and maintaining a personal business (34), Social, caregiving and community services (26), and Executive and management practice (23).

Outcomes for the MCM

The internal consistency reliability estimates were all satisfactory for both the interest scales and confidence scales. The five highest interest scales for this group were Engineering and the Built Environment, Executive and Management Practices, Entrepreneurship, Practical-Technical, and Social, community services and teaching. These are in line with the nature of the work done by the participants. These five also make up the top five confidence scales for the participants.

Outcomes for the SEED

The internal consistency reliability coefficients for the SEED scales were all satisfactory, apart from for the Attitude, Foundation, and Fields scales, which fell below .65 on both Cronbach's alpha and McDonald's omega values. It is possible that the reliability is lower due to the fact that these scales contain only four items each. The content of these scales will be reviewed for future assessments.

Results

- The results of the first group of this research project show great promise for the feasibility of the intervention to provide career development advice to working adults in a business sector most likely to be disrupted by technology and robotics.
- While the initial sample is small and limited to a single working environment, preliminary findings indicate that the intervention holds value in improving the career adaptability of working adults in the MER sector.
- The psychometric results also show promise for the use of these assessments with workers in skilled trades and related occupations.

Recommendations

- A sample of approximately 40 participants be selected from each of the remaining MER sector representative organisations.
- The intervention will cover only one tool per day to allow time for thorough engagement and reflection.
- The assessments will be completed online (as far as possible) prior to the intervention to speed up the process.
- The intervention will be spread over a period of time, as having staff out of work for three consecutive days may be a challenge.

In closing

- The need for the effective career development of employees is critical now more than ever before.
- Through career development, employees can manage their careers and become more agile and responsive to upskill and reskill when the need arises.
- Assisting employees in Life Design will assist to give meaning to the work that they do and direction on where to go.
- Assisting employees to develop their career management skills will enable them to transition from employment security to employability security.

- We invite you to attend the inaugural Career Development Practitioner Congress on 24 June 2019 at Emperors Palace.
- Kindly send an email to events@sacda.org.za or go to www.sacda.org.za



INAUGURAL CONGRESS
FOR CAREER DEVELOPMENT PRACTITIONERS

A group of children are gathered around a table, working on a large black robot. One girl is smiling and looking at the camera. The background shows a classroom with windows and other children working on projects.

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