



# The Changing World of Work

## Implications for Career Counselling

3 November 2017



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# The new generation...

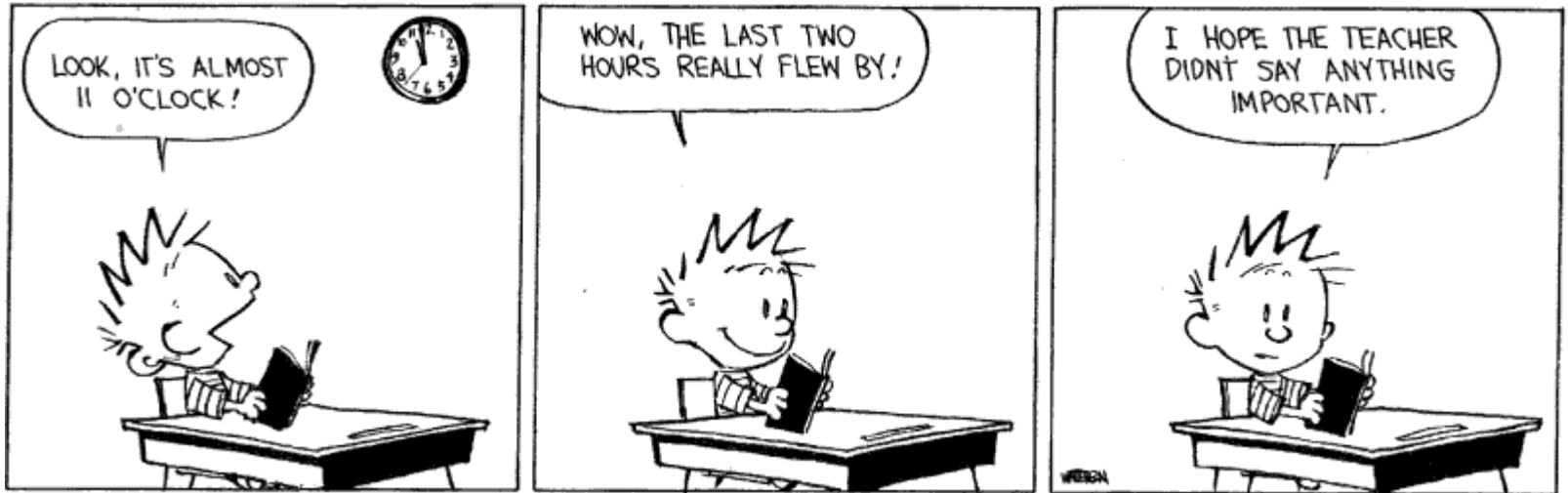
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# Generation Z

- Gen Z is part of a generation that is global, social, visual and technological.
- They are the most connected, educated and sophisticated generation ever.
- They are the early adopters, the brand influencers, the social media drivers, the pop-culture leaders.
- Typical characteristics:
  - **Cynical**
  - **Private**
  - **Entrepreneurial**
  - **Multi-tasking**
  - **Hyper-aware**
  - **Technology-reliant**





# The 4<sup>th</sup> Industrial revolution

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# 4<sup>th</sup> Industrial Revolution

- The First Industrial Revolution used water and steam power to mechanize production.
- The Second used electric power to create mass production.
- The Third used electronics and information technology to automate production.
- The Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. *It is characterized by a fusion of technologies that is **blurring** the lines between the physical, digital, and biological spheres.*



# Implications

- There are three reasons why today's transformations represent not merely a prolongation of the Third Industrial Revolution but rather the arrival of a Fourth and distinct one:
- Velocity: The speed of current breakthroughs has no historical precedent. When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace.
- Scope: it is disrupting almost every industry in every country
- Systems: The breadth and depth of these changes herald the transformation of entire systems of production, management, and governance.





# Positives

- The possibilities of billions of people connected by mobile devices, with unprecedented processing power, storage capacity, and access to knowledge, are unlimited.
- These possibilities will be multiplied by emerging technology breakthroughs in fields such as:
  - artificial intelligence,
  - robotics,
  - autonomous vehicles,
  - 3-D printing,
  - nanotechnology,
  - biotechnology,
  - materials science,
  - energy storage, and
  - quantum computing.



# Positives

- Like the revolutions that preceded it, the Fourth Industrial Revolution has the potential to raise global income levels and improve the quality of life for populations around the world.
- To date, those who have gained the most from it have been consumers able to afford and access the digital world;
- Technology has made possible new products and services that increase the efficiency and pleasure of our personal lives:
  - Ordering a cab,
  - booking a flight,
  - buying a product,
  - making a payment,
  - listening to music,
  - watching a film,
  - or playing a game—any of these can now be done remotely.



# Negatives

- The revolution could yield greater inequality, particularly in its potential to disrupt labour markets.
- As automation substitutes for labour across the entire economy, the net displacement of workers by machines might exacerbate the gap between returns to capital and returns to labour.
- In the future, talent, more than capital, will represent the critical factor of production.
- This will give rise to a job market increasingly segregated into “low-skill/low-pay” and “high-skill/high-pay” segments, which in turn will lead to an increase in social tensions.
- In addition to being a key economic concern, inequality represents the greatest societal concern associated with the Fourth Industrial Revolution.
- The largest beneficiaries of innovation tend to be the providers of intellectual and physical capital—the innovators, shareholders, and investors—which explains the rising gap in wealth between those dependent on capital versus labour.
- Technology is therefore one of the main reasons why incomes have stagnated, or even decreased, for a majority of the population in high-income countries: **the demand for highly skilled workers has increased** while **the demand for workers with less education and lower skills has decreased**.
- **The result is a job market with a strong demand at the high and low ends, but a hollowing out of the middle.**



# Changing world of work

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## Flexibility

- Both in terms of when you work and where you work, more companies are offering—and more employees are asking for—workplace flexibility.
- Because the workplace has gone digital, employees based in an office can often take their work on the road, which provides opportunities to live closer to family, relocate to a new city, travel, or simply work from home in your pajamas.



# Entrepreneurship

- More people became self-employed in 2010 than during each of the past 15 years
- But most entrepreneurs work on their own, without hiring other workers, which means they're not creating a significant number of jobs for the economy.





## High staff and career turnover

- Not sticking with one job for a lifetime, unlike their grandparents and even parents,
- Millennials aren't likely to stay with one employer for their entire career. In fact, by the time they hit 30, some GenY workers already have experience with several companies under their belt.
- That means companies have to work harder to retain young workers, often offering lifestyle perks that weren't on the table years ago.
- For workers, it means more flexibility; you no longer have to stick it out at a job for three years if the company's not right for you.



## Work-life balance

- Maybe because GenY watched their parents work their lives away, the workplace's newer employees want time to develop their personal lives and interests outside of work.
- They also want work itself to be fulfilling, not just a paycheck.
- Employers trying to compete for talent are meeting these demands in creative ways, offering at-work perks like food and laundry service or giving workers the option of a sabbatical.



# Personal branding

- Online branding of individuals is affecting industries across the board, as well as the job-search process.
- Making a name for yourself is smarter than ever in this volatile economy, increasing your chances that someone who knows of you will come to you with a job rather than you having to look for one when you need it.
- Especially since the newest generation of workers tend to hop from one company to another, it makes sense to brand yourself rather than (or in addition to) your employer.



## Long-term unemployment

- Could be here to stay.
- Long-term joblessness has become a fixture of our economy, so much so that some workforce experts worry the class might become permanent.
- About 44% of employable people have been jobless for more than six months, with little to no prospects of employment



**So how do we respond to these new challenges?**

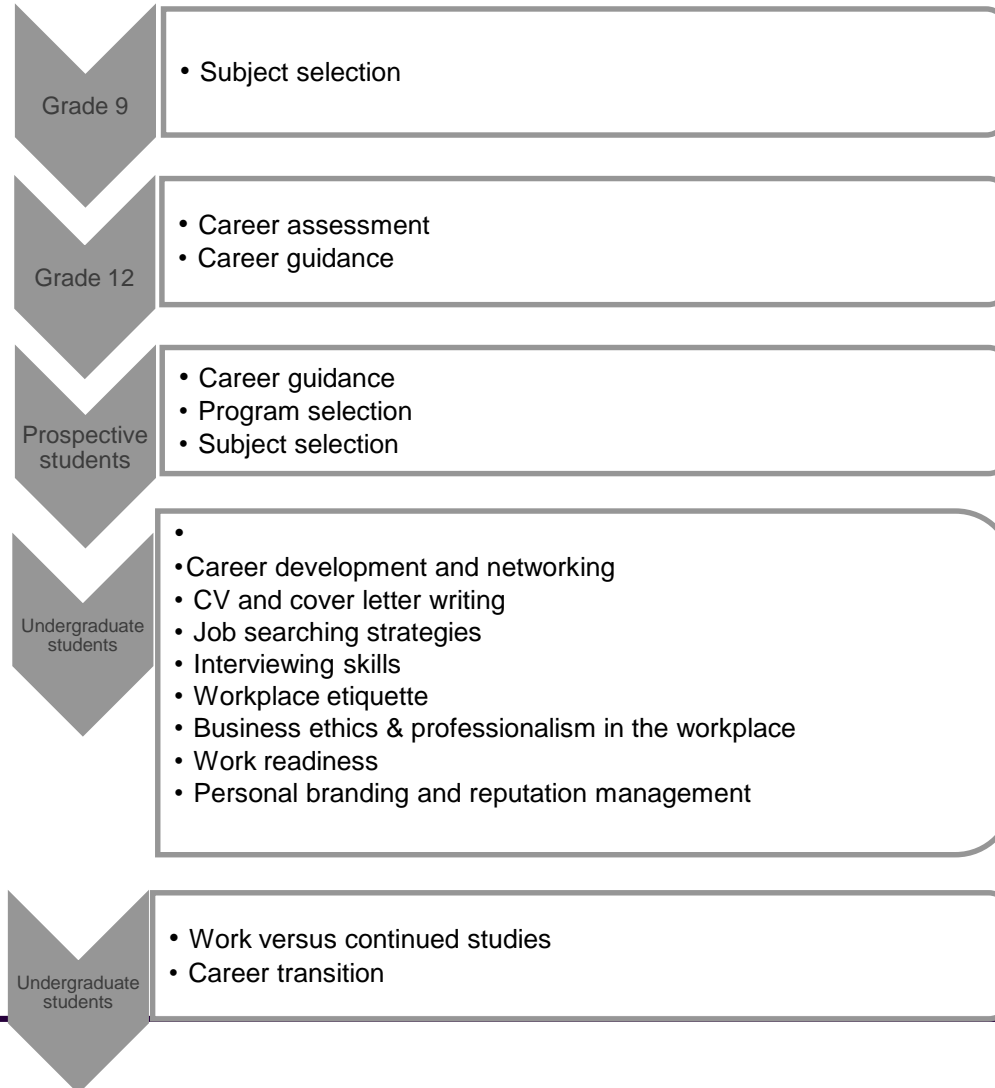
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# PsyCaD: Career Services

## Career lifecycle



## PsyCaD Services

- Assessment and counselling of learners
- Information sessions for learners and parents
- Career days at schools

- Preparation for the world of work:
  - Individual counselling
  - Workshops
  - Career Resource Centers
  - Workshops
  - Industry talks
  - Career Fairs
  - Online programs



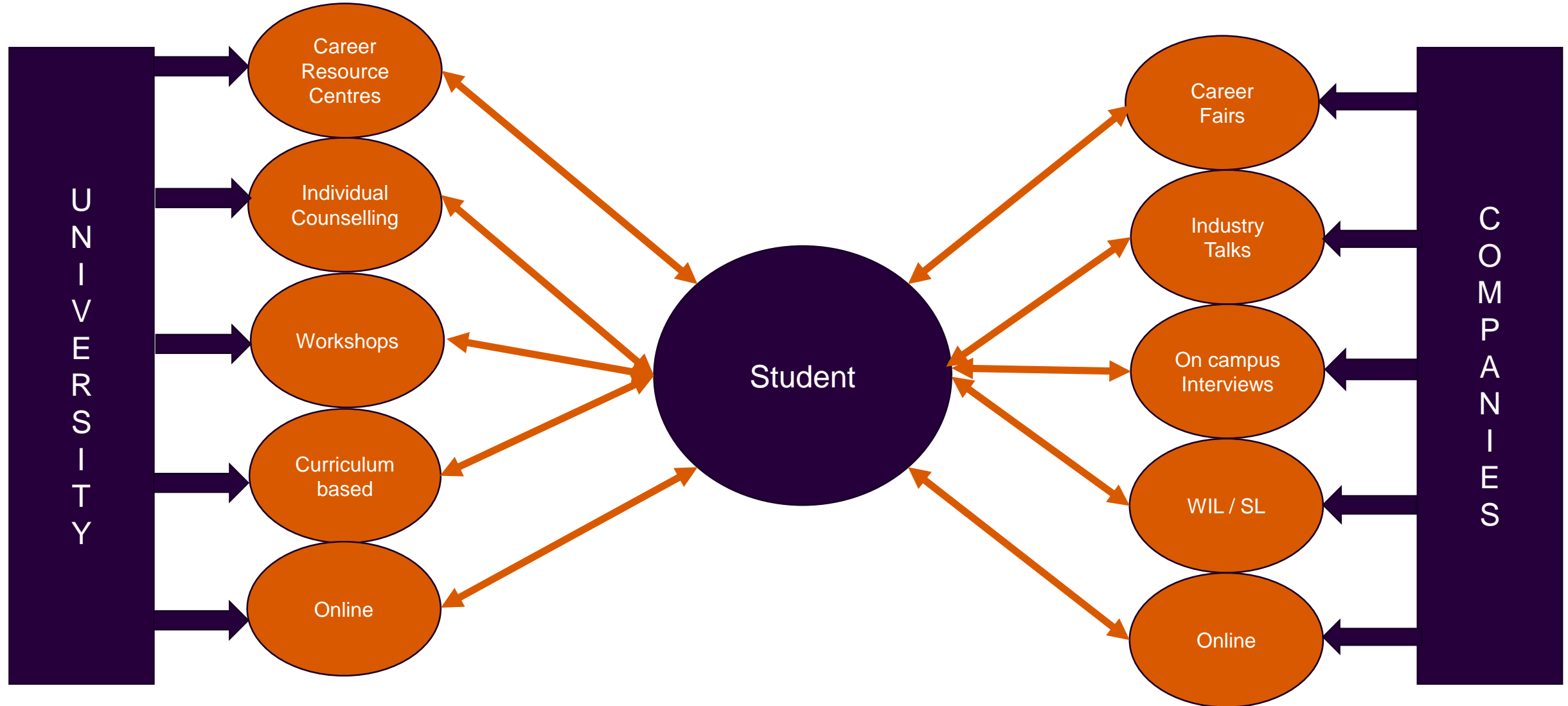


# PsyCaD: Career Services

- Shift of focus from mainly career guidance to preparing students for the world of work
- Many young people find it difficult to find work after they their studies. They may have the qualification but they lack basic 'work readiness' skills.
- Work readiness training involves:
  - Considering companies as a future employers. Students are exposed to potential employers by means of Career Fairs, industry talks and internet searches.
  - Understanding their strengths and shortcomings by means of assessments and face to face counselling sessions
  - Preparing students for interviews and company presentations..
  - Understanding what companies require from employees which is achieved by means of industry talks, Career Fairs and company visits
  - Writing effective CVs
  - Using different platforms to find employment



# Student centered approach



# Career Resource Centers

Career Resource Centres where students may access a variety of printed and electronic career and company information resources.





# Career Services Quick Tips

## CV WRITING



### WHAT IS A CV?

A **curriculum vitae** is a written overview of a person's experience and qualifications.

#### WHAT IS THE PURPOSE OF A CV?

- A CV serves as an advertisement in which you market and promote your own personal brand.
- A CV is an opportunity to "advertise" your skills and talents and highlight what you have to offer to prospective employers.
- Recruiters and companies primarily use CVs as a screening tool to eliminate those applicants who do not appear to match the requirements.
- A CV is used by employers to create a shortlist of potential candidates to interview.
- A CV is your chance to set yourself apart from other potential candidates to ensure that you land that interview!

#### PRODUCE A WINNING CV:

- Is your CV complete? Does it have missing sections? Have you missed out anything significant from any of the sections?
- Does your CV convey information in a way that is quick and easy to absorb?
- Is your CV reader friendly? Stay away from obscure abbreviations.
- Does your CV look professional? If your CV looks professional you are likely to come

across as a professional person, which is an important criterion. Spelling errors, for example indicate that you have not taken the time to proofread it properly.

- Is your CV fit for purpose? Its purpose is to provide a prospective employee with an executive summary of your background, as someone they would gain from employing. How well does your CV achieve this purpose?

#### GENERAL GUIDELINES OF A CV?

- Ensure that there are no spelling and grammatical errors present.
- Make sure that your CV is consistent and concise.
- Make sure that your CV is perfectly aligned.
- Use one font, you may vary font sizes to display different sections of your CV.
- Do NOT use italics.
- Line spacing can be 1.5.
- The page margins must be the same all around.
- Use bullet points and stick to it throughout.
- Avoid repetition of information as far as possible.
- List activities in the reverse chronological order (Place most recent first).
- Use action words and write in the "active voice".
- The lay-out and order of your CV must be logical and professional.
- Include a Header and Footer on each page.
- Your CV needs to be professional & neat.
- No photos / images / page borders / cover page.
- Focus on keeping your CV between 2 - 4 pages.

#### OPTIONAL INFORMATION

- Place of birth
- Marital status
- Number of dependants
- Criminal record indication
- Health status
- Sexual preference

- Disability status
- Religion
- Political affiliation
- Bankruptcy issues or credit problems
- Reasons for past dismissals or conflicts with colleagues

**QUICK TIP:**  
No individual may discriminate against you based on the information presented in these 2 columns.

#### CV WRITING CHECKLIST: HAVE YOU INCLUDED THE FOLLOWING?

##### HEADER & FOOTER:

Have you indicated your full name(s) and surname (and the words Curriculum Vitae) in a bold format at the top of the page? Have you indicated the page number e.g. Page 1 of 2 at the bottom of the page?

##### CAREER & PERSONAL OBJECTIVES:

Is it short, punchy, strategic, highlighting your current situation and outlining your future career plans? Is it related to the company/position/industry?

##### PERSONAL DETAILS:

Have you included your address (only if needed)? Have you included your telephone number(s) and email address? Have you included your LinkedIn link and Driver's Licence code (if you have one)?

##### EDUCATIONAL DETAILS:

Have you listed it in a reverse chronological order (most recent first)? Are the start and end dates, names, full title of qualification and modules most relevant to the application given for each institution/school attended? Are there brief details of your main project/dissertation (if relevant)?

##### WORK HISTORY:

Have you listed it in a reverse chronological order? Have you given start and end dates? Have you included the company/organisation/institution/school/project? Have you indicated the job/project title? Have you given a brief summary of your main duties and responsibilities or a description of a project?

##### ACHIEVEMENTS, SKILLS & COMPETENCIES:

Is a skills profile included? Does the profile demonstrate clearly your "employability skills"? Do the skills outlined in your profile reflect the skills required by the employer? Have you indicated your language proficiency? Have you indicated your computer literacy (including industry related software)?

##### PROFESSIONAL SOCIETIES (IF ANY) & REFERENCES:

Have you listed it in reverse chronological order? Have you listed at least 3 references? Have you given referees' titles, names and surnames; organisation/company/institution/school/project; job title; contact details and availability?

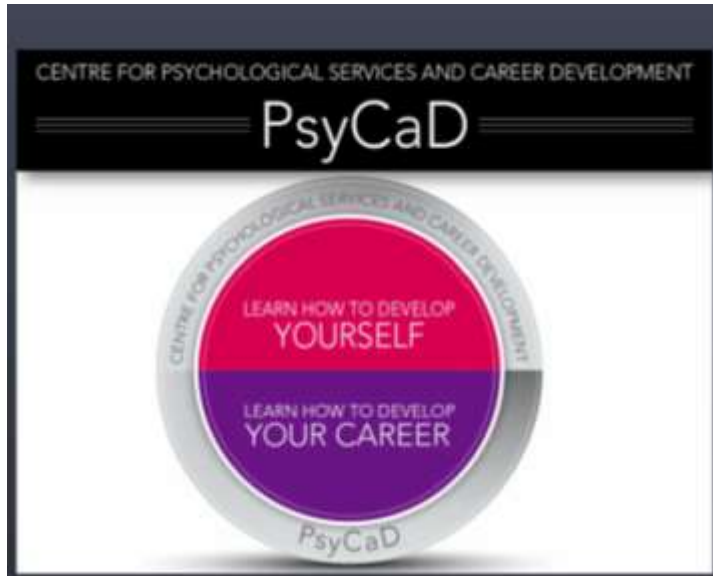
# Individual

- **Career assessments** to assist students in their study and career decision-making. Feedback discussions are conducted by professionals experienced in career development.
- **Career counselling** that focuses on guidance and facilitation in decision-making regarding study and career choice. This is often used in combination with a Career Assessment to facilitate a holistic intervention. Career Counselling also entails creating awareness in clients of relevant information, sources or channels to support decisions and career development.
- **Advisory and walk-in services** to assist students that arrive without a scheduled appointment. During an advisory session a student is seen by a Career Consultant for a brief 15 to 20 minutes. In this time the Career Consultant will make an initial assessment of the student's needs and either assist the student immediately or make a referral for the student to get further and more focused assistance. Topics that can be dealt with in an advisory session include: Career and subject choice advice, CV writing, preparing for interviews, and many more!





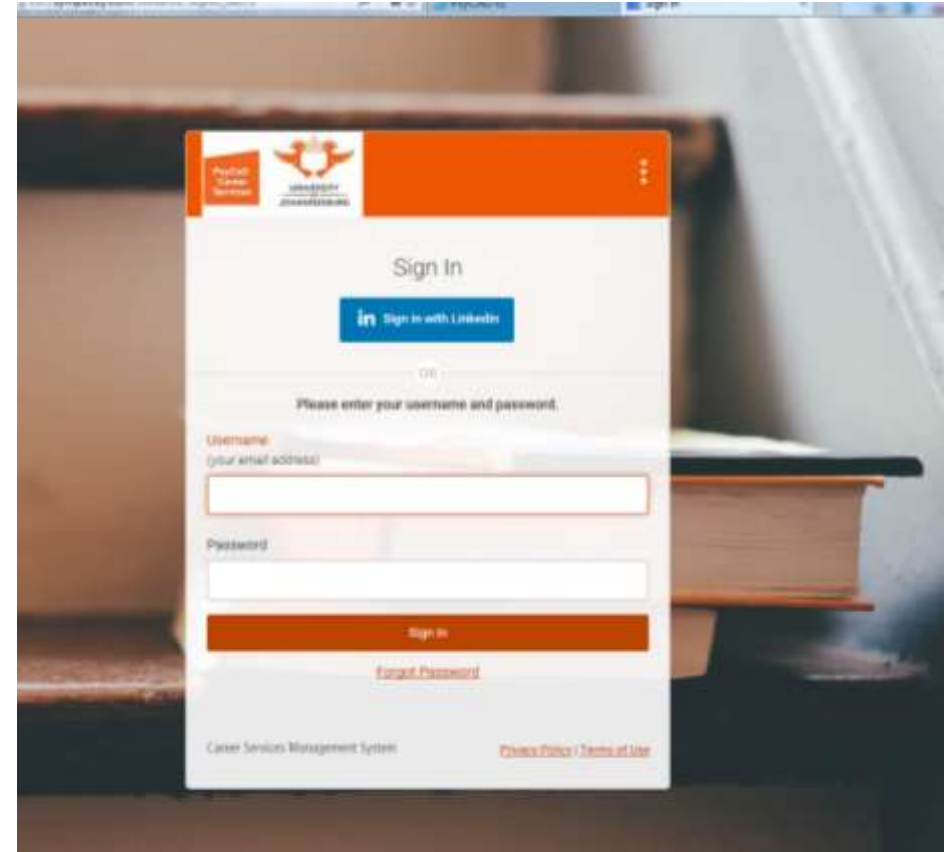
# On-line





# YourCareer portal for UJ students

YourCareer portal is an online careers tools exclusively for UJ students that assists you to prepare your CV, search for all types of jobs available to students, and to view and learn more about companies recruiting UJ students and graduates.



# Employers: Graduate recruitment and Employer relationships

- Our ultimate goal is to connect both employers and students, and create visibility for companies' brands and offer them facilities to recruit on our campuses, leading to career opportunities for UJ students through internships, part-time work and graduate career opportunities.
- We offer the following:
  - **Advertise employment opportunities:** Companies can advertise employment opportunities to UJ students and graduands through our YourCareer portal.
  - **Career Fairs:** Career Services hosts a number of on-campus career fairs throughout the year that allow organisations
  - **Company Presentations:** Career Services offers companies the opportunity to address students on all four campuses for recruitment purposes.
  - **Industry Talks:** Career Services in collaboration with companies host informal gatherings that bring together students and professionals to discuss targeted career opportunities and to allow for more interactive discussion and the use of invited guests and motivational speakers.
  - **Recruitment Guide: Placement of an advertisement:** The Recruitment Guide is published annually, and is devoted to the UJ Recruitment Programme.  
**Venue Bookings:** We offer opportunities to conduct on-campus interviews and assessments within our Career Services office space.



# Summary and conclusions

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- Career Services should consider 2 important factors when planning products and services, i.e.:
  - What the current generation of students want, expect and respond to
  - The changing world of work, especially what employers expect
- Career services must employ a multi-modal approach to services and products, as different students have different expectations and respond differently to what is on offer.
- Given that we live in a digital age, the more we can do the greater success we will achieve.

