**APCDA INTL CONFERENCE**

**TALKING POINTS**

1. Data
2. Career Readiness
3. Need of Career Readiness in Developing Countries
4. Process
5. Institutionalized Program
6. Key Findings
7. Recommendations
8. Conclusion

**DATA**

1. 65% Pakistani population are under the age of 25 years
2. 71% of population have a mobile phone
3. 96% Adult population with mobile phone
4. 48% Internet access
5. 59% Literacy Rate

Source: Microsoft CSR - Pakistan

**Career Readiness**

"Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace."

**Career Readiness Competencies**

- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Leadership
- Information Technology Application

**NEED OF CAREER READINESS IN DEVELOPING COUNTRIES**

1. Lack of research, information and funding
2. Acute shortage of career practitioners to address the need
3. Talented youth however clueless in career planning

Qs. What is preventing you to promote career readiness in your respective educational institution?
PROCESS

Sample Size: 572

Participants Interviewed:
- HR professionals of leading National and MNC organizations - Diverse industries
- Teachers of public and private educational universities
- Educators of public and private educational universities
- Students of public and private universities

Case Studies
- Private University where Student Affairs is part of policy
- Qualitative Case study method was used
- Multiple sources of data generation tools were used:
  - Semi-structured interviews
  - Observations
  - Document analysis

Challenges of Students
1. Lack of self-awareness and career education
2. Lack of Emotional intelligence
3. Inadequate industry awareness
4. Not aware of career pathways

Institutionalized Program
1. Individual and Group Career Life Counseling Sessions Covering
   - Career Counseling
   - Mock Job Interviews
   - Job Advice (National and Global)
   - Resume Writing
   - Corporate Grooming
   - Starting a Business
2. Certificate Career Readiness Series-Mandatory Workshops - In a Year
   - Branding Students for Employability: Resume and Job Interview, Networking
   - Work Ethics
   - Public Speaking
   - Emotional Intelligence
   - Interpersonal Communication
   - Teamwork
   - Succeeding in a Globalized world
   - LinkedIn/Social Media Awareness
   - Hope Intervention: Engage work-force
   - Leadership
   - Idea Generation
   - Corporate Etiquette

Institutionalized Program
2. “Career Readiness Series-Workshops”
1. "I feel happy now I can save my career"
2. "I have learnt so much in one session that I have not been able to learn in the past 5 years"
3. "It helped me a lot to find what talent is inside me and now I have to use it to fulfill my aim"
4. "Best direction for my career"

**Students’ Remarks**

**KEY FINDINGS**

1. To strengthen the supply side of career counseling practices by facilitating institutionalized career counseling training for teachers.
2. To improve the demand side by supporting students at all levels schools, colleges and universities in making educated and informed career decisions.
3. Students at all levels: school, college and universities are staved of career readiness opportunities.
4. Career Readiness programs will help in selection of right career path and students will perform better in the subject of their own aptitude and interest.
5. Utilize mobile phones as mean of communication to disseminate career information to students.
RECOMMENDATIONS

1. Greater Advocacy for career counseling and career guidance is not only required in Asia but the global world as well and the impact on socio economic status.

2. Teachers of Universities should be trained for:
   - Career Readiness Skills
   - Career Counseling
   - Career Education

3. Career Readiness should be part of policy at educational institutions for sustainability of career reform initiatives.

4. Career Readiness programs are need of the current economic times and respective educational system. It can be customized to diverse countries.

5. Bridging the gap between industry and academia is vital. At the university we developed a Industry Advisory Committee which comprises of Senior Human Resources Managers/CEO's from diverse industries that meet with university management once a month to share input of diverse industries and strengthen the curriculum as and when required.

CONCLUSION

Win / Win situation

• Students
• Educators
• Parents
• Employers
• Society and Communities at large
• [Instilling Hope and Socio Economic Justice for a Safer Global World]

Q&A/ Feedback

Raza Abbas
Global Career Strategist

Email
ra@pathwayglobal.org

Linkedin
http://pk.linkedin.com/in/razaabbas14