

Career Creation in the New Normal Era and Support as a Career Counselor

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Self Introduction

Momoko Asaka (from Japan)

CEO, Veriteworks Inc. (2014.5-Present)

As a 3rd party (external counselor), providing support to contract employees

Member of JCDA (Japan Career Development Association)

About APCDA

- Japan Country Director (2016.10- 2017.9)
- Officer – Secretary (2017.10- Present)
- News Committee Co-chair (2020- Present)



Presentation History in APCDA Conference

- Mental Health Support and Work Life Balance of Workers (2015, Tokyo)
- Possibility of Career Counseling combining “Personality Analysis” tools and the comic “Peanuts” (2017, Manilla)
- What is the “Integration of Mental Health Care and Career Support” Required of Business Companies? (2018, Beijing)

Big fan of Snoopy (Peanuts)

Today's Outline

- Things in Japan now
- B-Brain assessment tool (World-first)
- 6 Steps for career building
- Case Vignette and Analysis
- Conclusion

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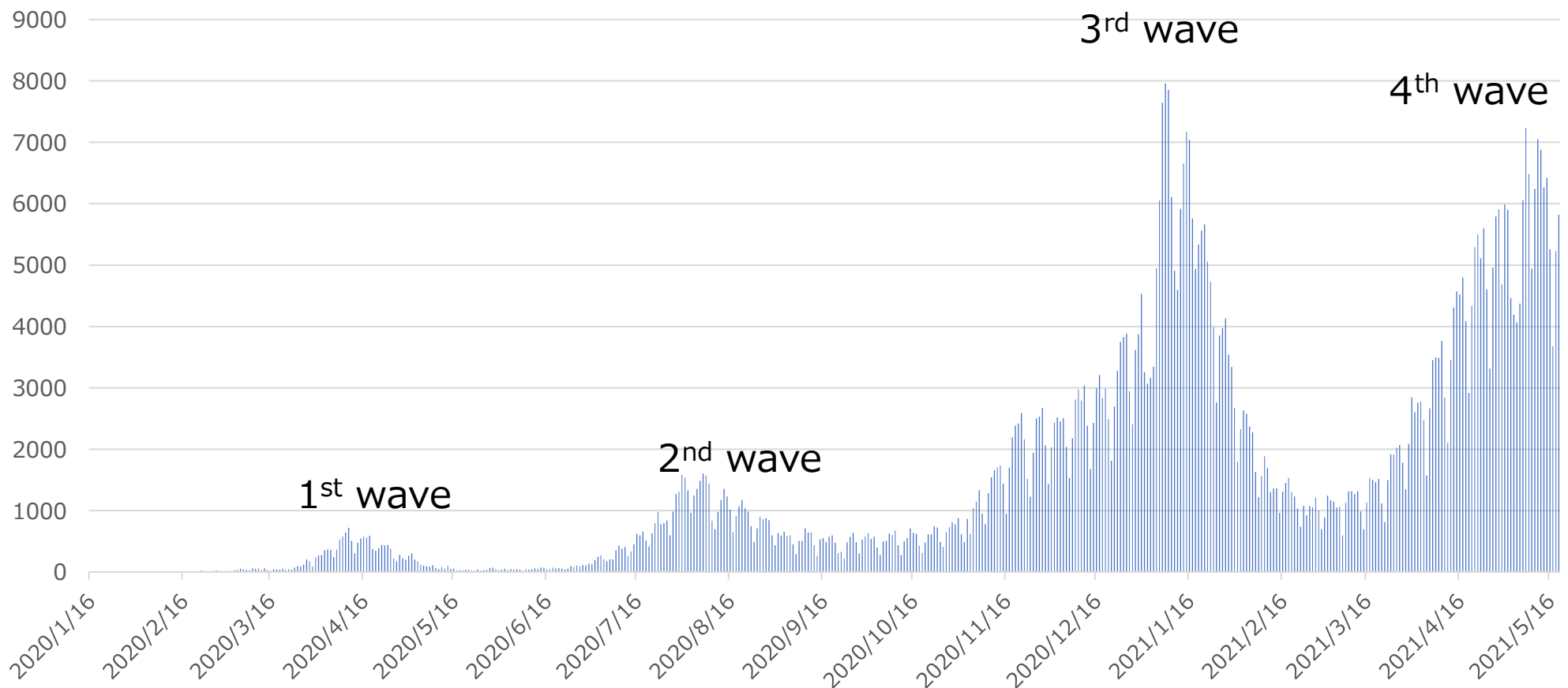
← Main Topics

Things in Japan now

The Current Status of Covid-19 in Japan

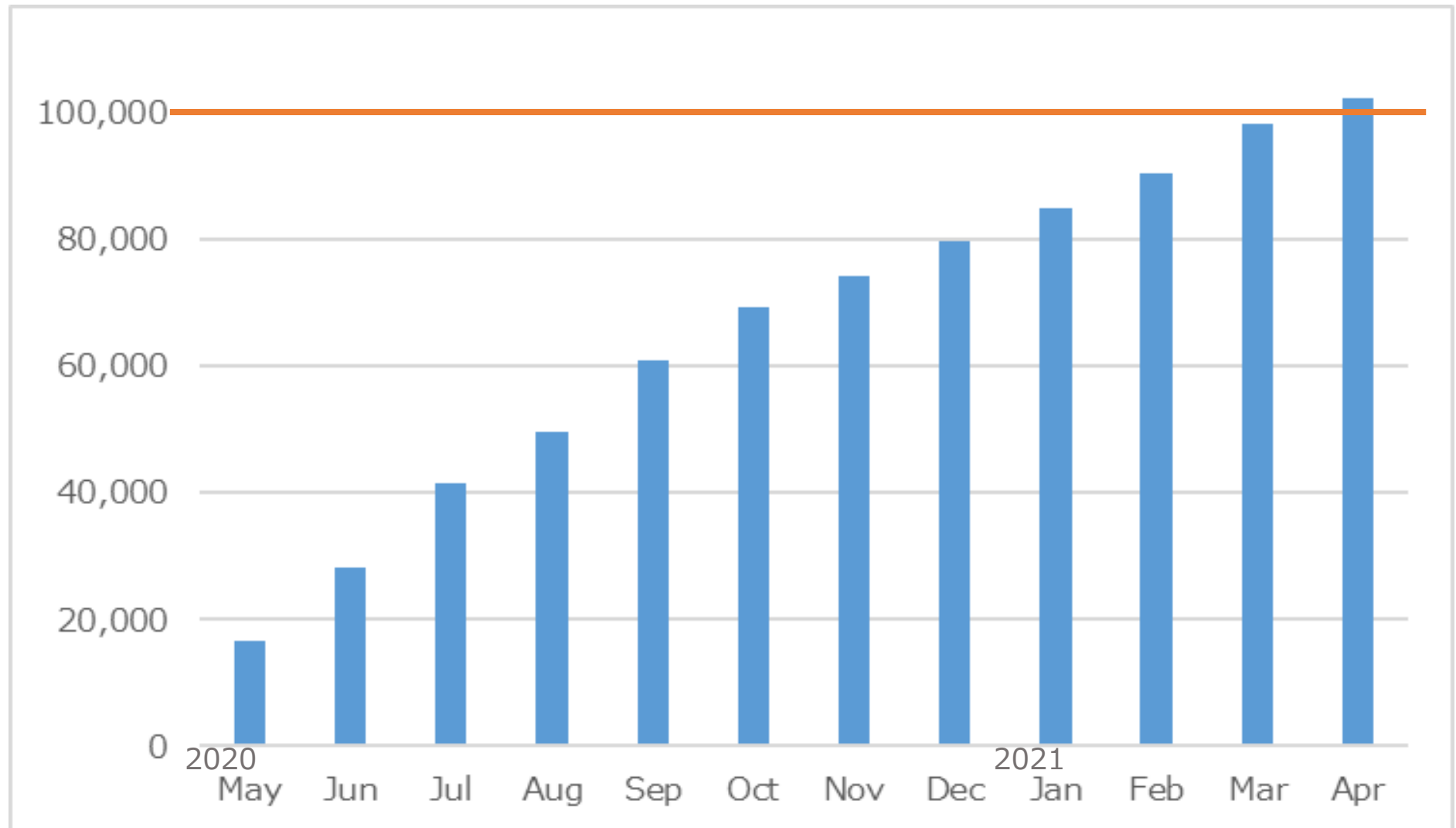
4th wave of Covid-19 spreads. A state of emergency has been declared for the 3rd time in some areas

Number of infected people in Japan_announced per day



The Current Status of Covid-19 in Japan

100,000 people are laid off in Japan (as of Apr 2021)



Ministry of Health, Labour and Welfare; "Information on the impact on employment due to covid-19"
(https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/koyou_roudou/koyou/koyouseisaku1.html)

The Current Status of Covid-19 in Japan

Many career counselors and I've heard problems from small business owners and freelancers who cannot have enough work, or surplus workers, and workers with terminated of their employment

Because of the 4th wave of Covid-19,

- Workers still can't go on a business trip
- It would take another 1 year for people other to get the vaccine unless they are in medical field or elderly



With this entire circumstance, those clients have been distressed and worried about their lives, family and future

B-Brain & 6 Step

Introduction of B-Brain

B-Brain;

A rare assessment tool to digitize how examinees think and take actions or their mental state such as tolerance to stress

What we can see through B-Brain test;

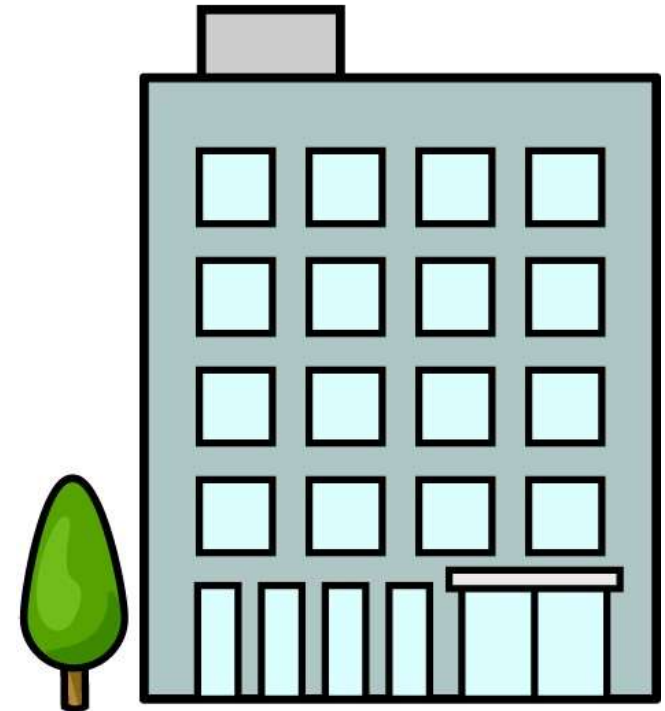
1. Grasping brain pattern (brain type) with numbers
2. Numerical measurement of brain utilization (state of mental) –World-first



Introduction of B-Brain

Advantages of taking B-Brain for companies and firms;

- Can educate workers and increase the system to develop people
- Can assign proper person to proper position
- Can provide better mindfulness based on brain types and increase work performance
- Can find out employee with high stress and take proper action



Introduction of B-Brain

Advantages of taking B-Brain for individuals;

- Can understand what you're good at and your adequate work environment
- Can understand how you improve your thinking process and put effort in your brain usage
- Can have better communication with people around you and less-stress

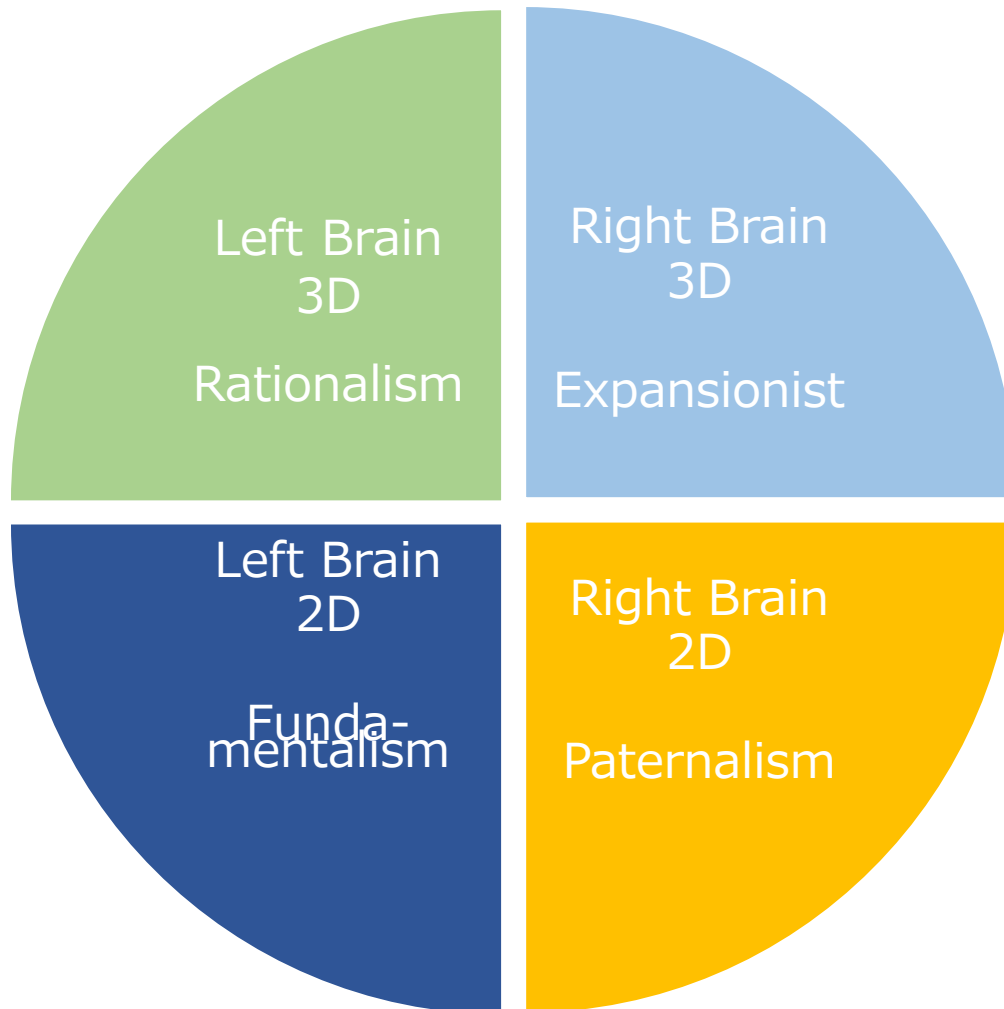


Introduction of B-Brain (Brain Type)

There are 4 areas in our brain.

Each brain area is described from 0 to 100. Adding the score of all the area, it's 100.

If one brain area has more than **23**, its brain area is “**superiority**”.

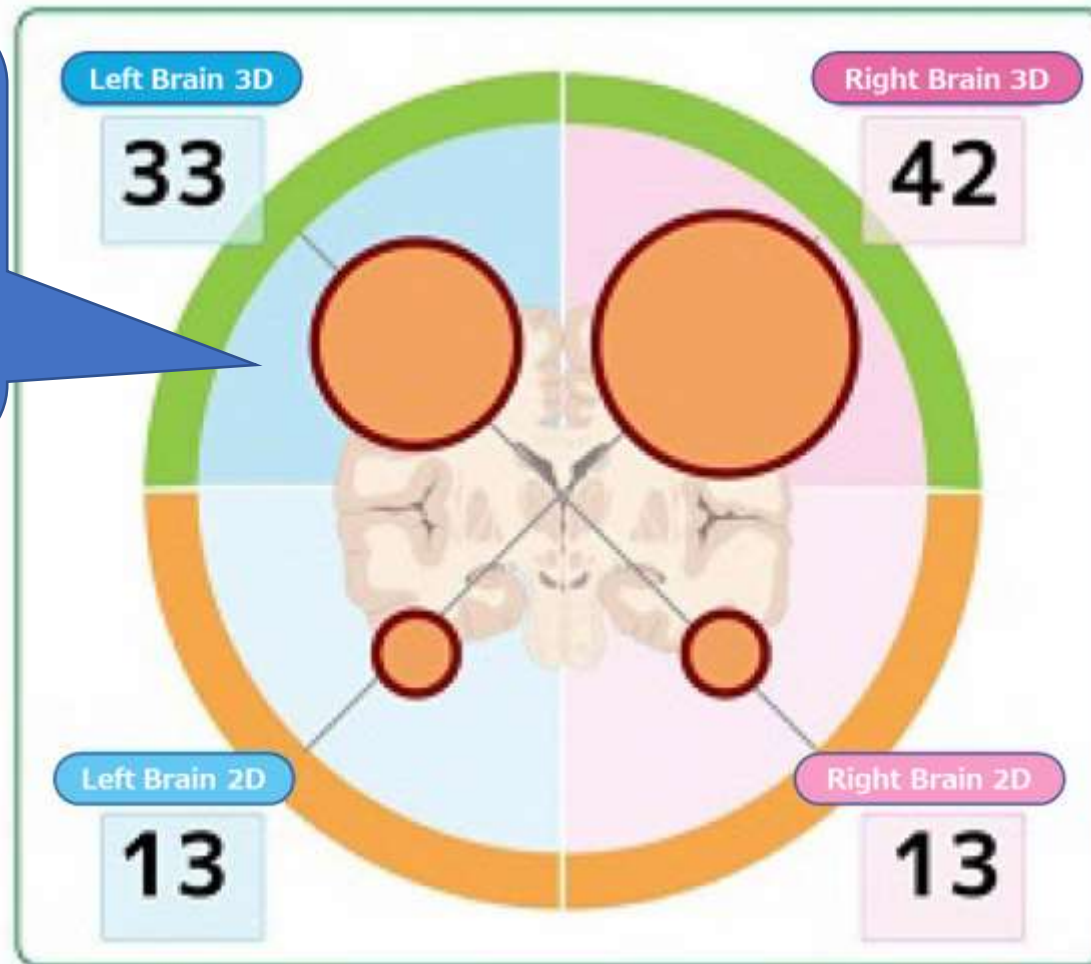


Basically, **brain area with higher score is the most superior area** to determine individual thought, how he or she acts, or the personality.

Introduction of B-Brain (Brain Type)

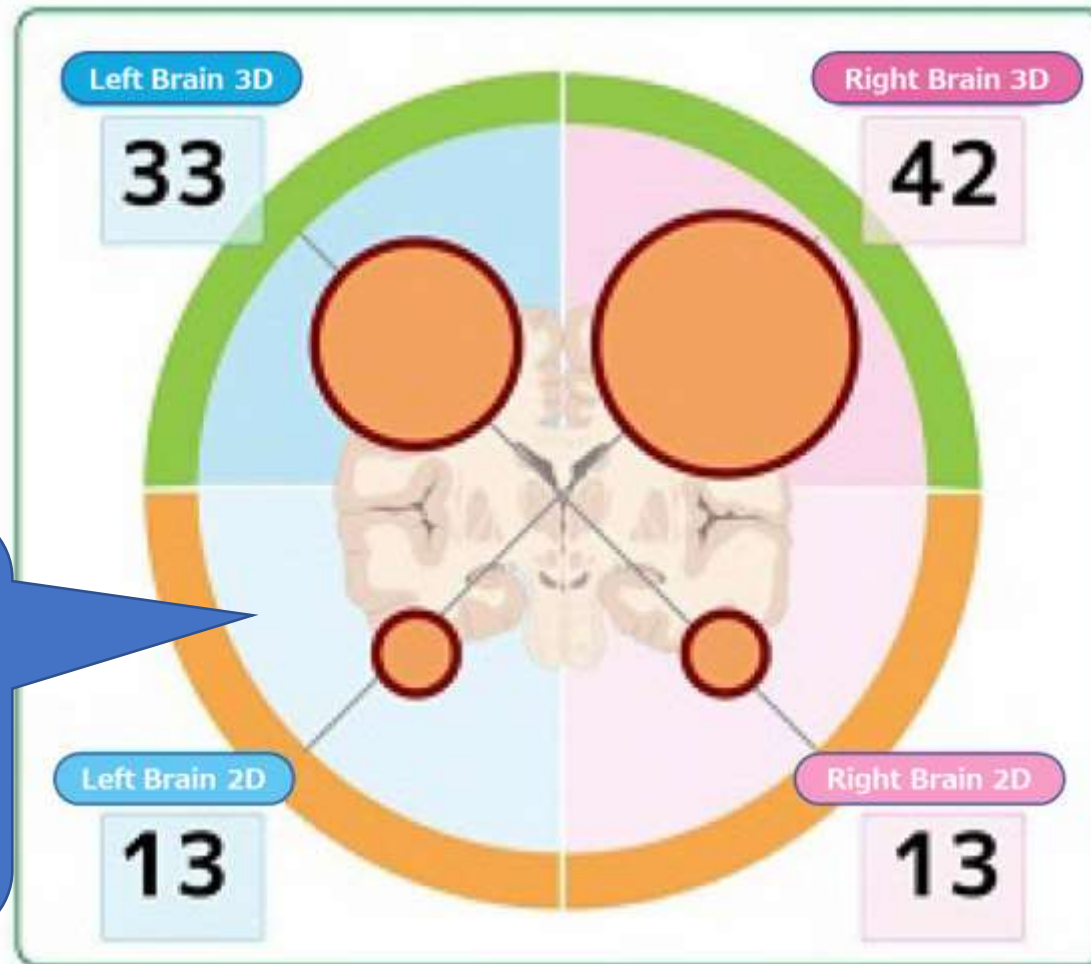
Sample

An area for integrating knowledge and drawing a certain conclusion



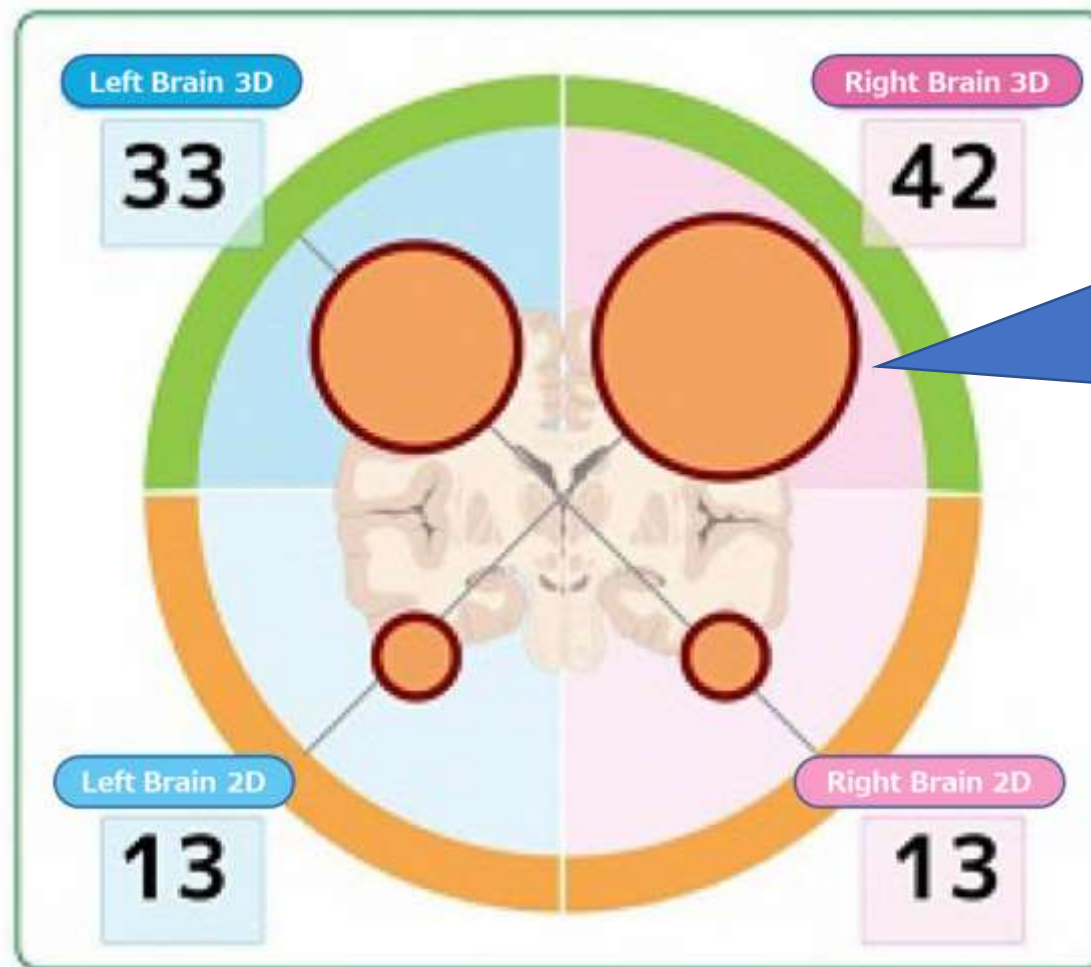
Introduction of B-Brain (Brain Type)

Sample



Introduction of B-Brain (Brain Type)

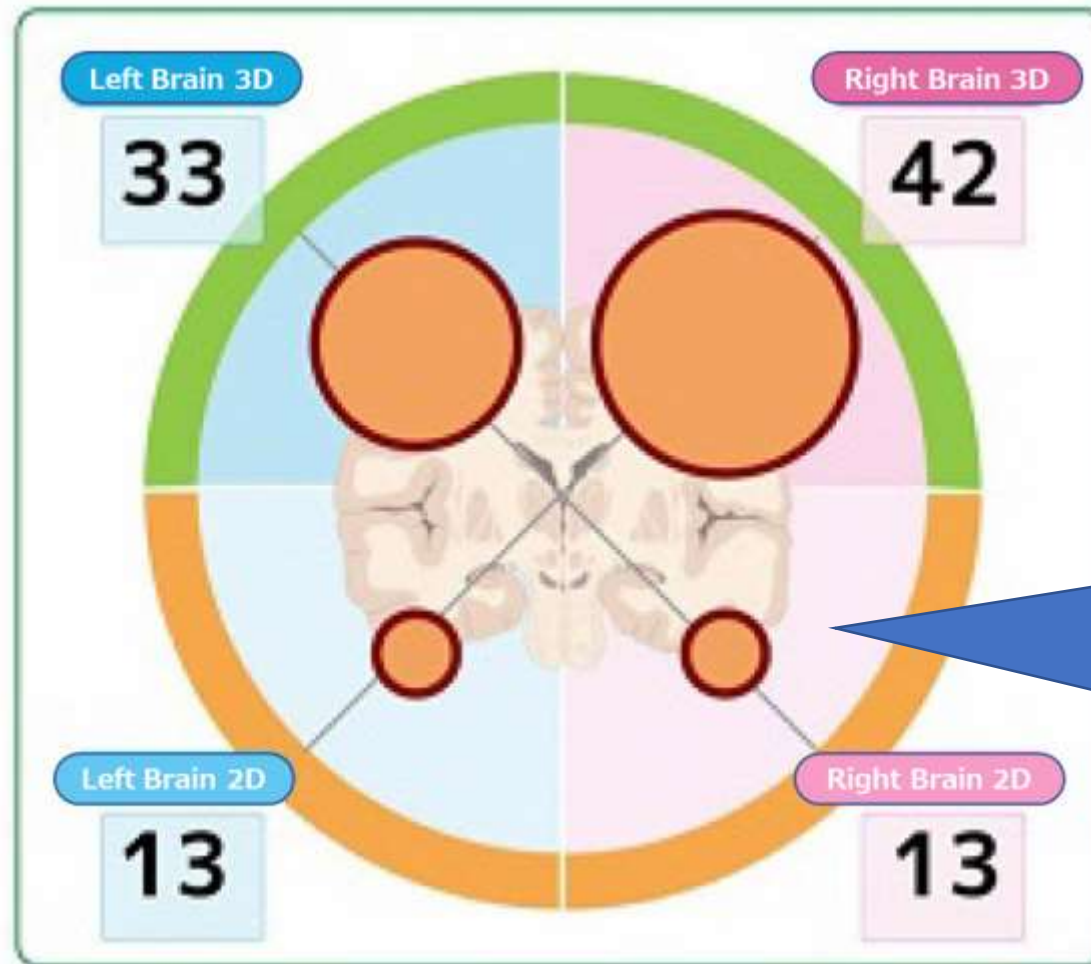
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An area for spatial recognition and attention, and urging actions based on these

Introduction of B-Brain (Brain Type)

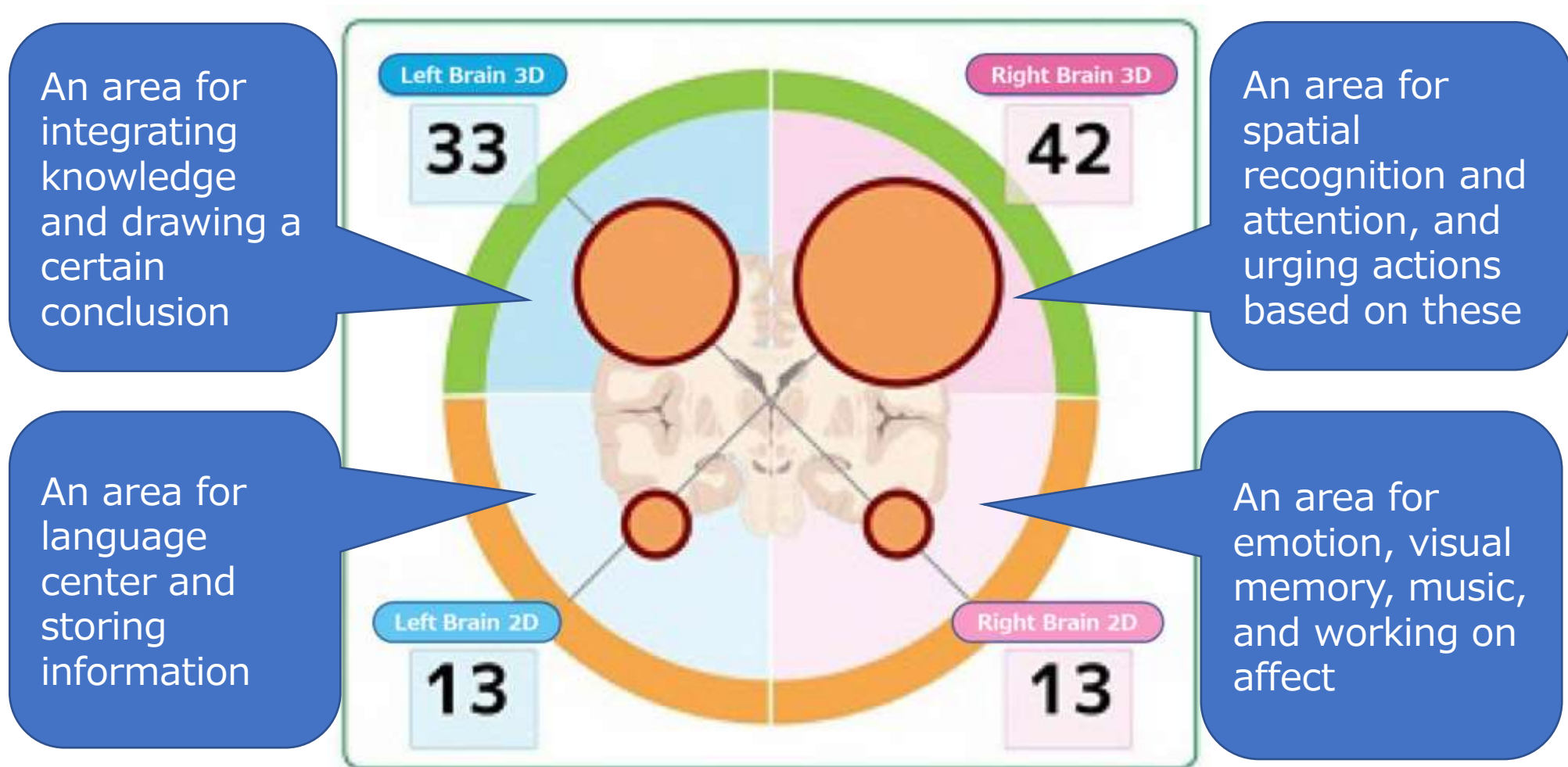
Sample



An area for emotion, visual memory, music, and working on affect

Introduction of B-Brain (Brain Type)

Sample



Introduction of B-Brain (Brain Type)

There are different roles in our brain based on its areas
Classify 15 different brain types (patterns) from the 4 different brain areas

We can see / understand

- What kind of occupational aptitude is for a particular person
- Each thinking trait such as how people deal with their stress



Although there are only 15 types of brain patterns, result varies with detailed analysis of strength and weakness of each brain areas

Introduction of B-Brain (State of Mental)

Numerical measurement of brain utilization (state of mental) – World-first

The following items are characterized when taking this test;

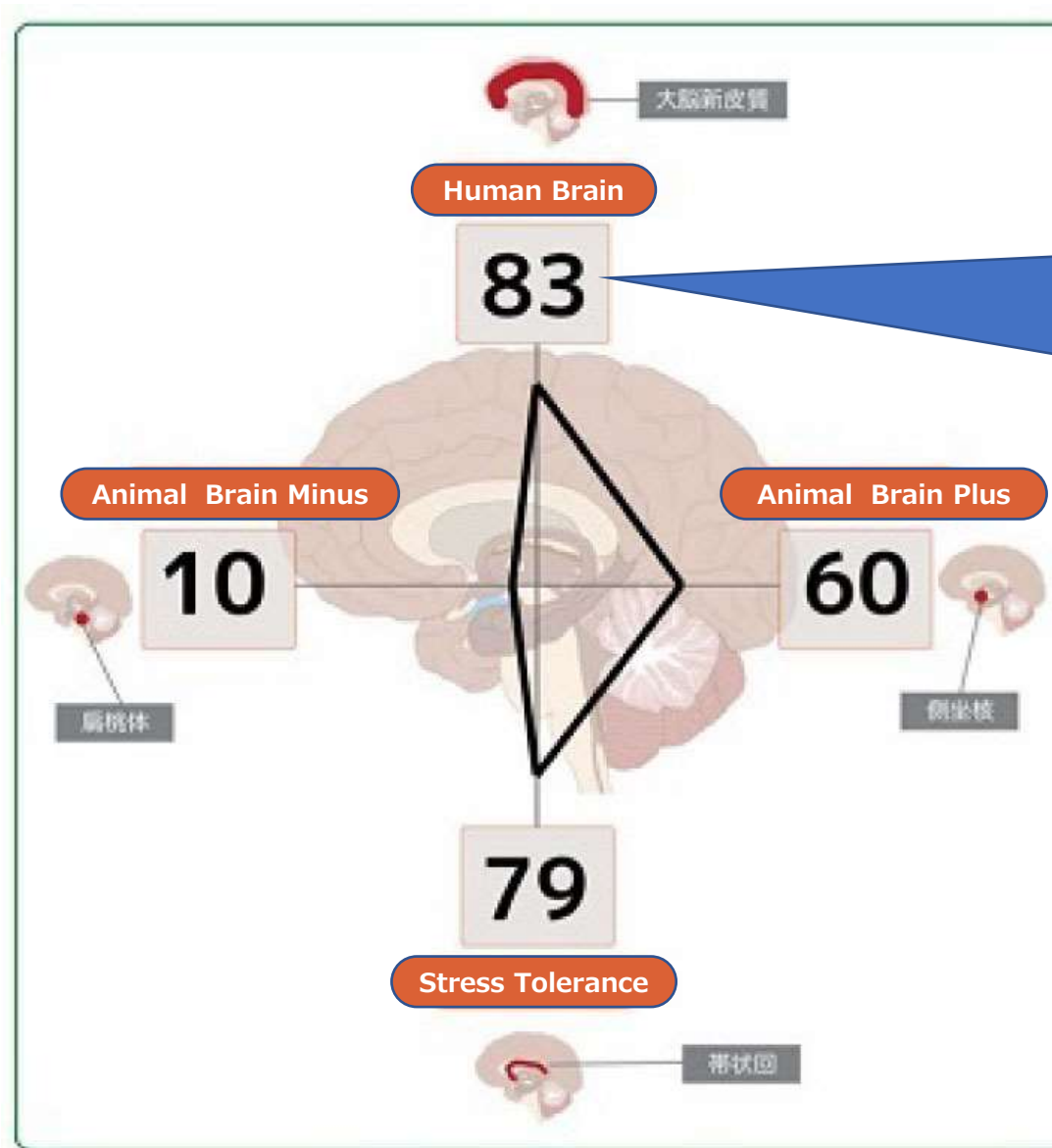
- the stress tolerance
- emotional reaction to stress
- motivation
- ambition, positiveness



It's found out even in the same brain type, actions taken by individuals are differ depending on the brain utilization

Introduction of B-Brain (State of Mental)

Sample

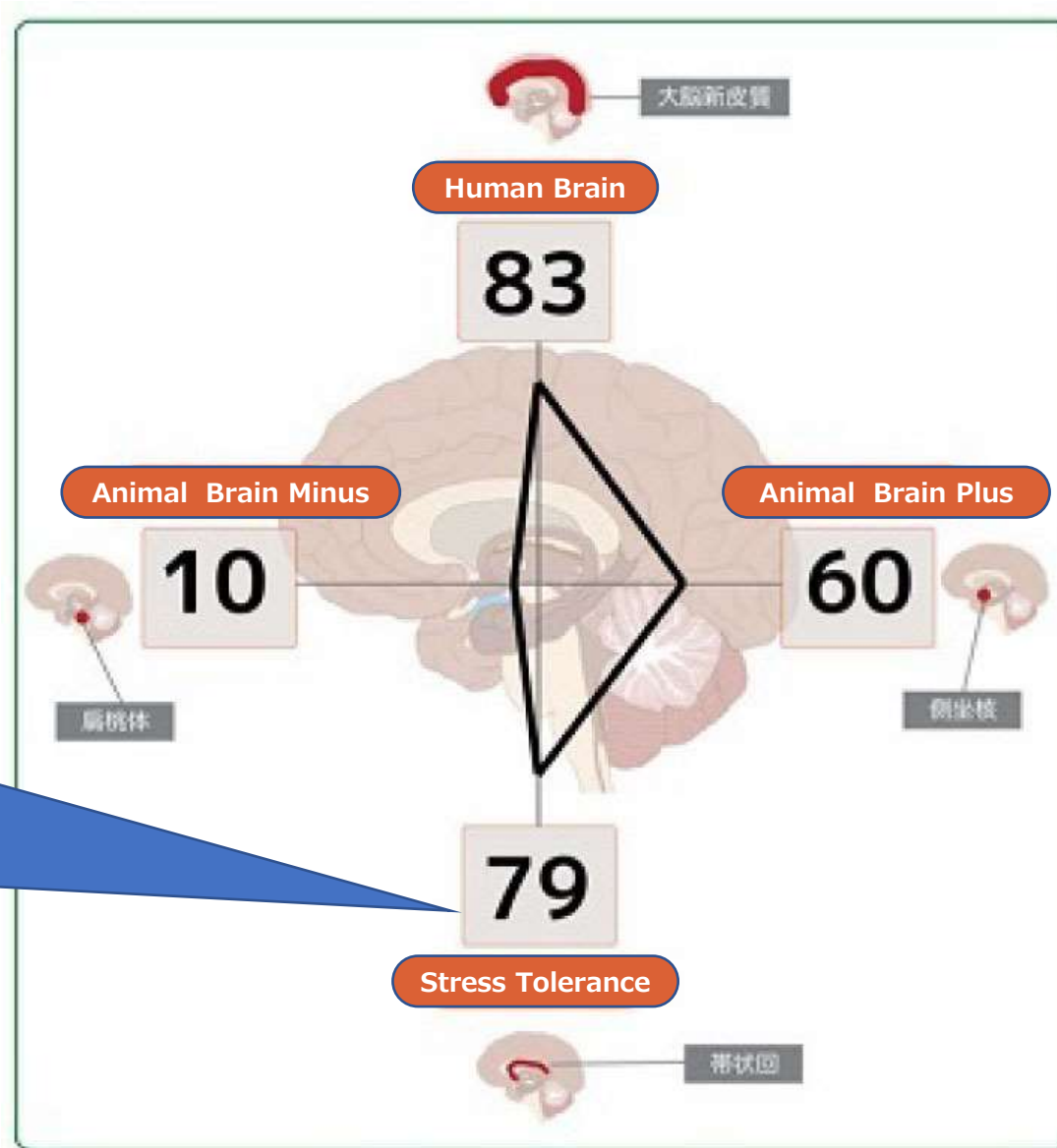


Related to cooperation, positive thinking...

Ideal score : 70 ↑

Introduction of B-Brain (State of Mental)

Sample

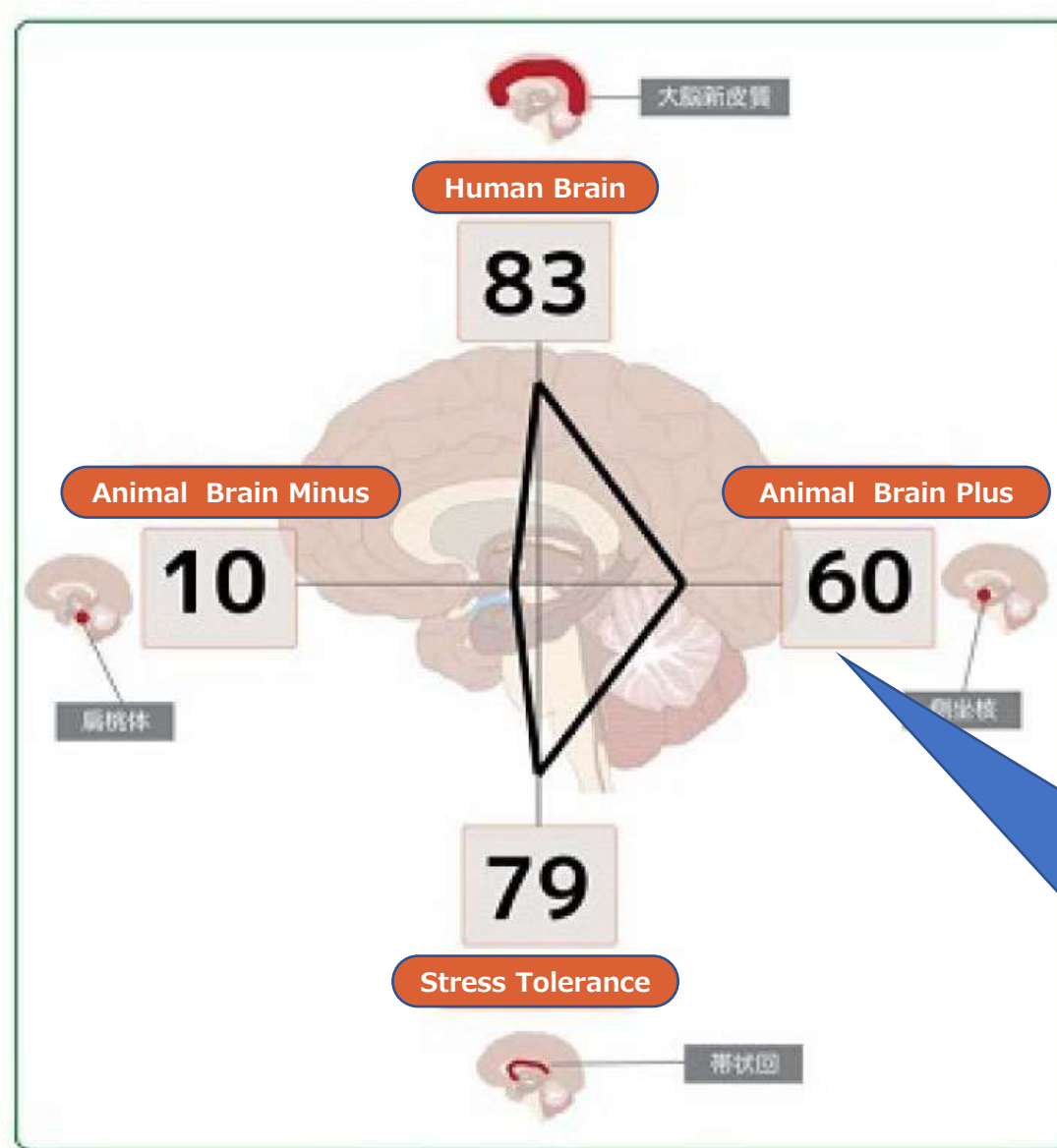


Control emotions, anxiety, dependence...

Ideal score : 70 ↑

Introduction of B-Brain (State of Mental)

Sample



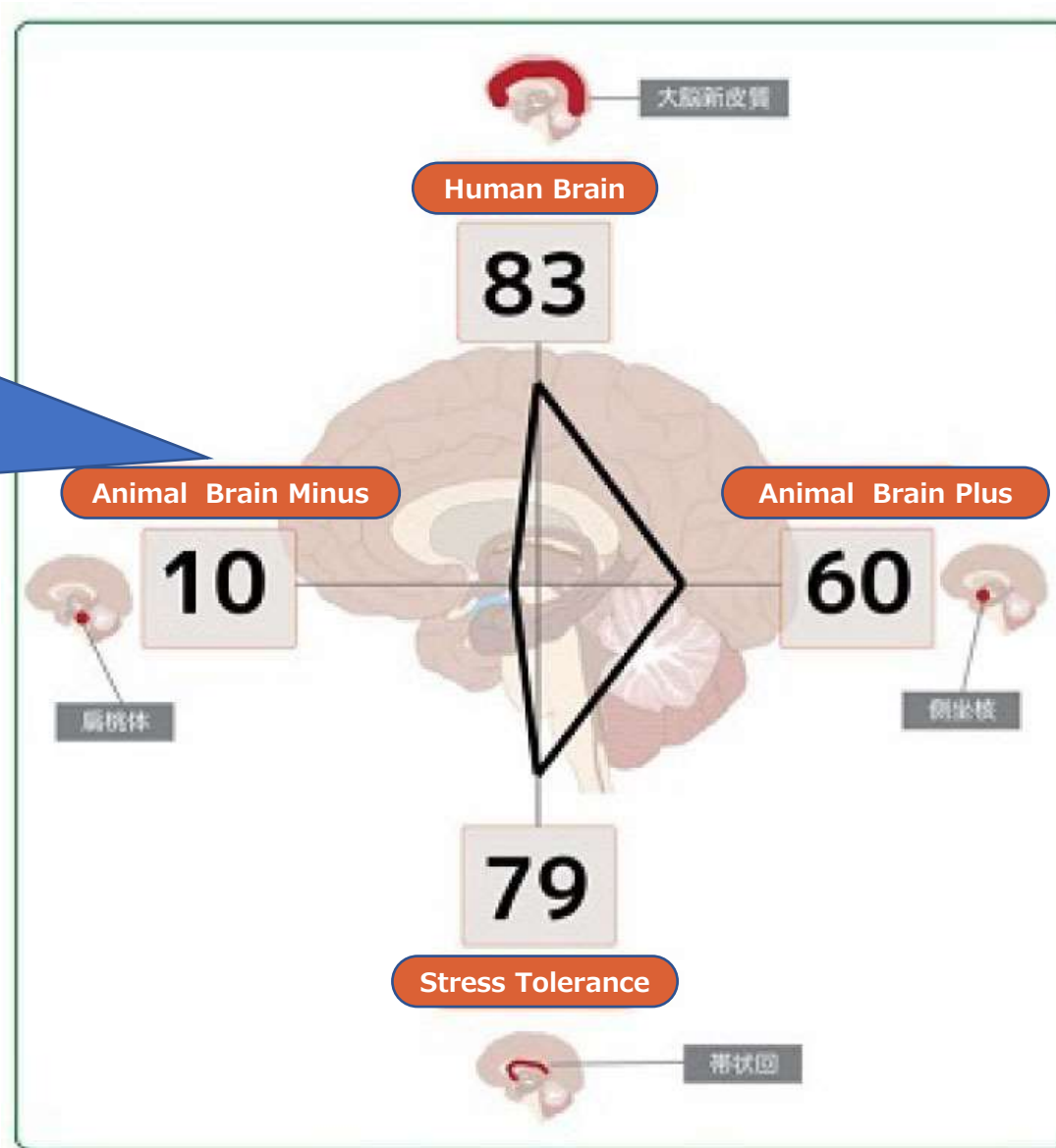
Related to motivation

Ideal score :
70-80

Introduction of B-Brain (State of Mental)

Sample

Reaction to stress
Ideal score : 30 ↓

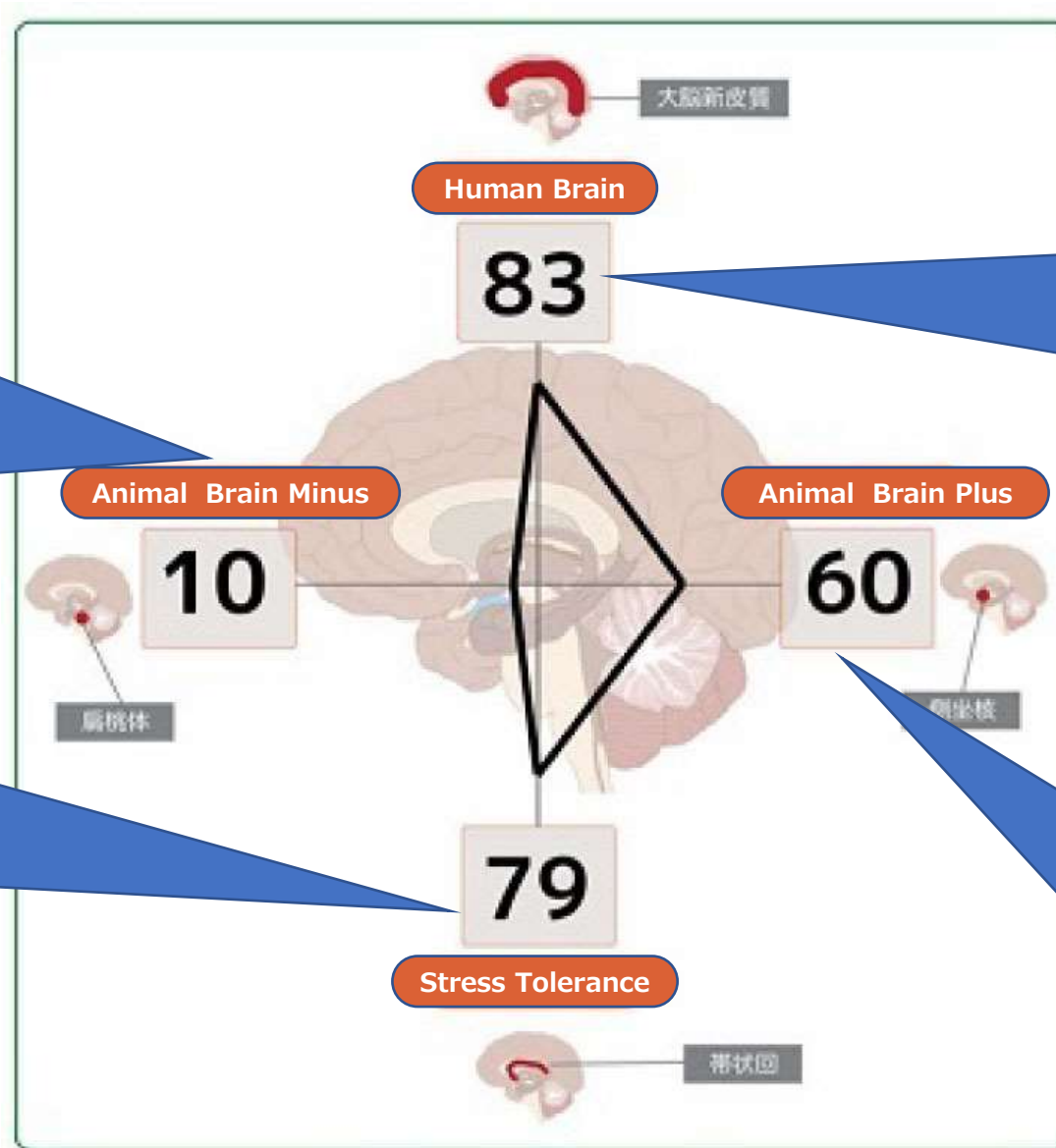


Introduction of B-Brain (State of Mental)

Sample

Reaction to stress
Ideal score : 30 ↓

Control emotions, anxiety, dependence...
Ideal score : 70 ↑



Related to cooperation, positive thinking...
Ideal score : 70 ↑

Related to motivation
Ideal score : 70-80

Six Steps for Career Building

This is the “Six Steps for Career Building” suggested by the Ministry of Health, Labour and Welfare;

- 1 . Self-understanding
- 2 . Work understanding
- 3 . Experiencing before decision making
- 4 . Decision-making regarding career selection
- 5 . Executing decision making
- 6 . Adaptation to work

Case Vignette and Analysis

Case Vignette

Client information:

- 33 years old Japanese woman
- Used to live in NZ age from 10 to 16 for her father's work
- Can speak English and worked as a Japanese language instructor in Japan

After pandemic:

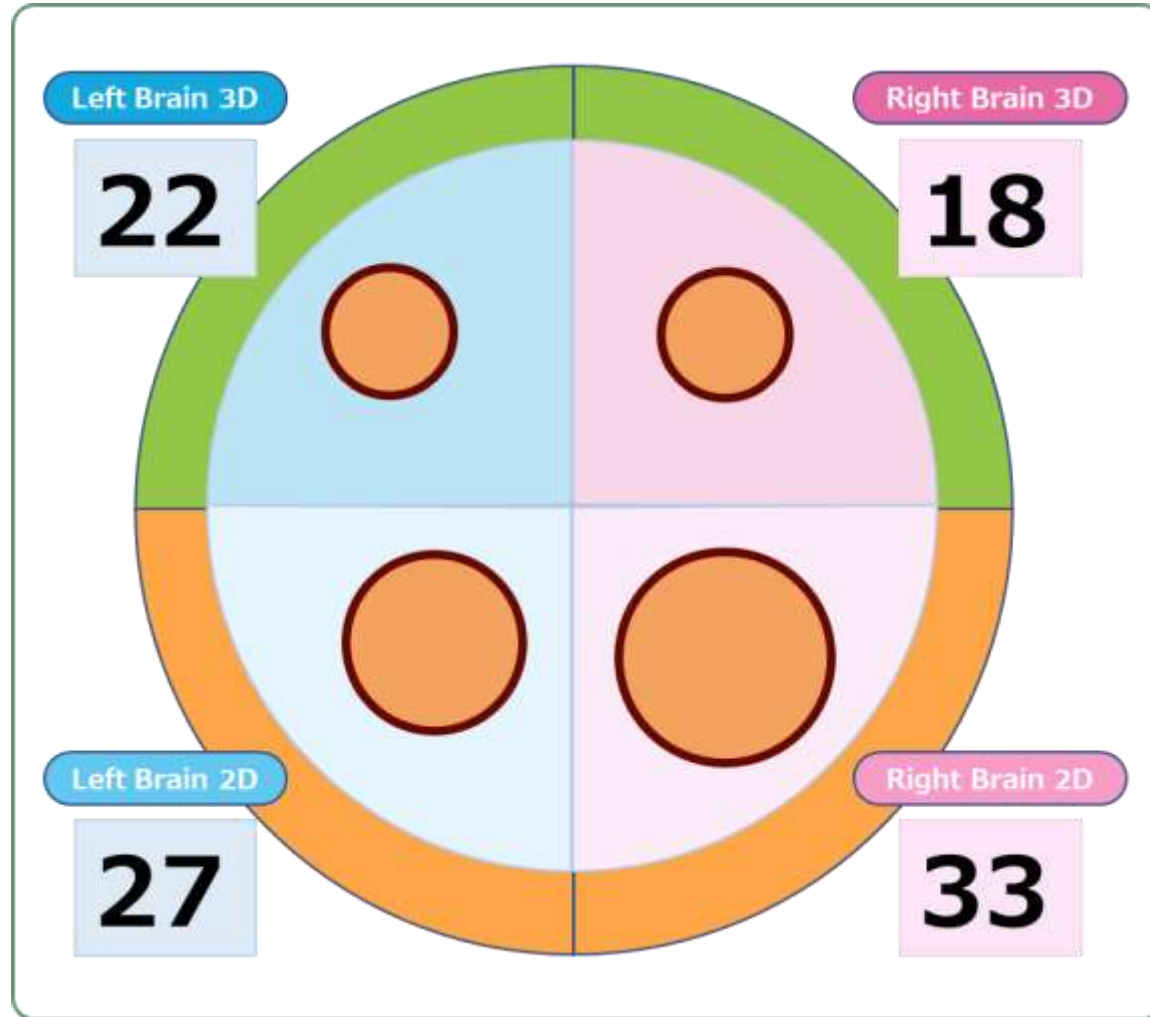
- Students from other countries cannot enter Japan
- Had difficulty to have classes in her school under the State of Emergency for covid-19
- She was laid off

Introduction of Her B-Brain Results

Before Support

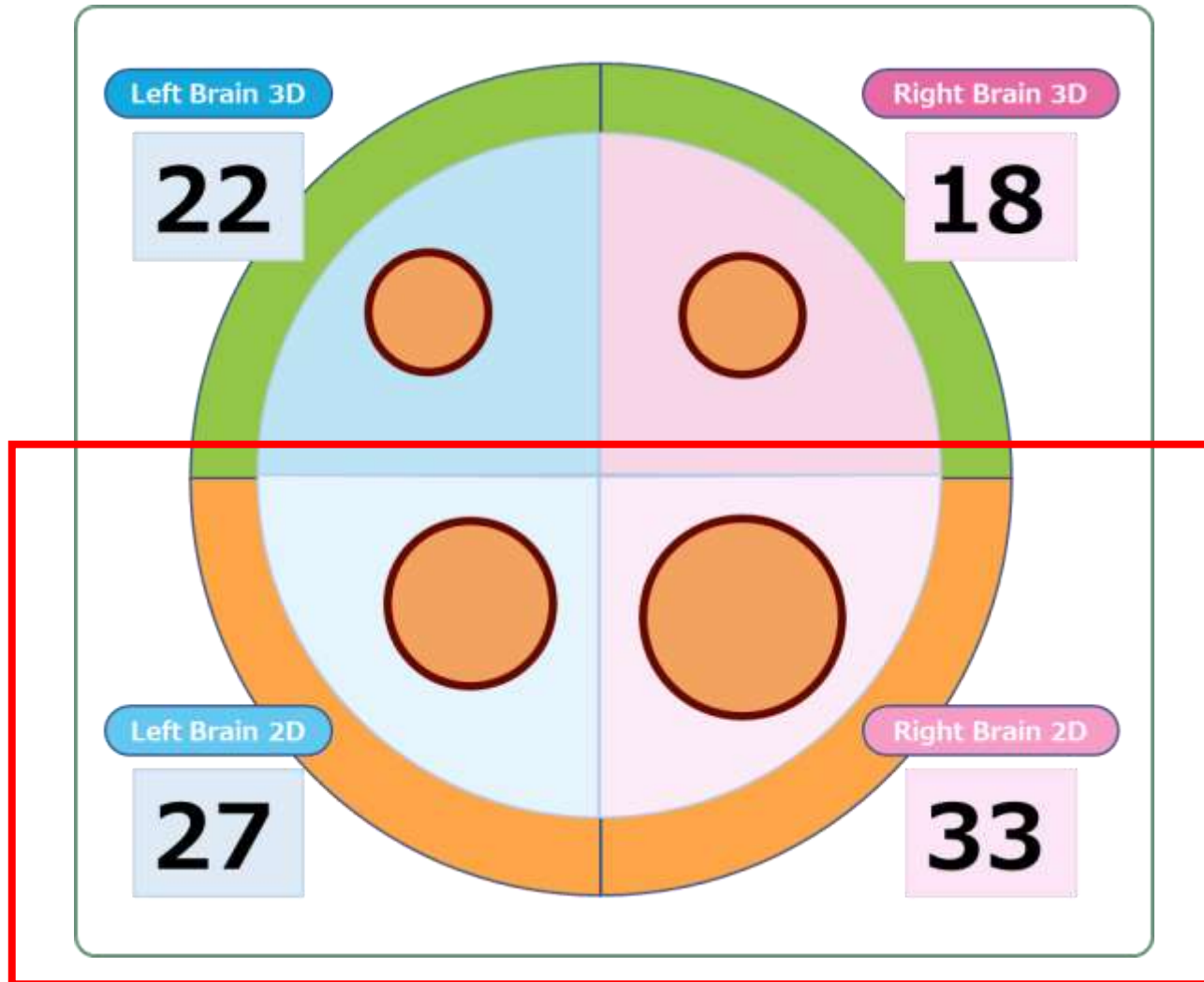


Result (Brain Type)

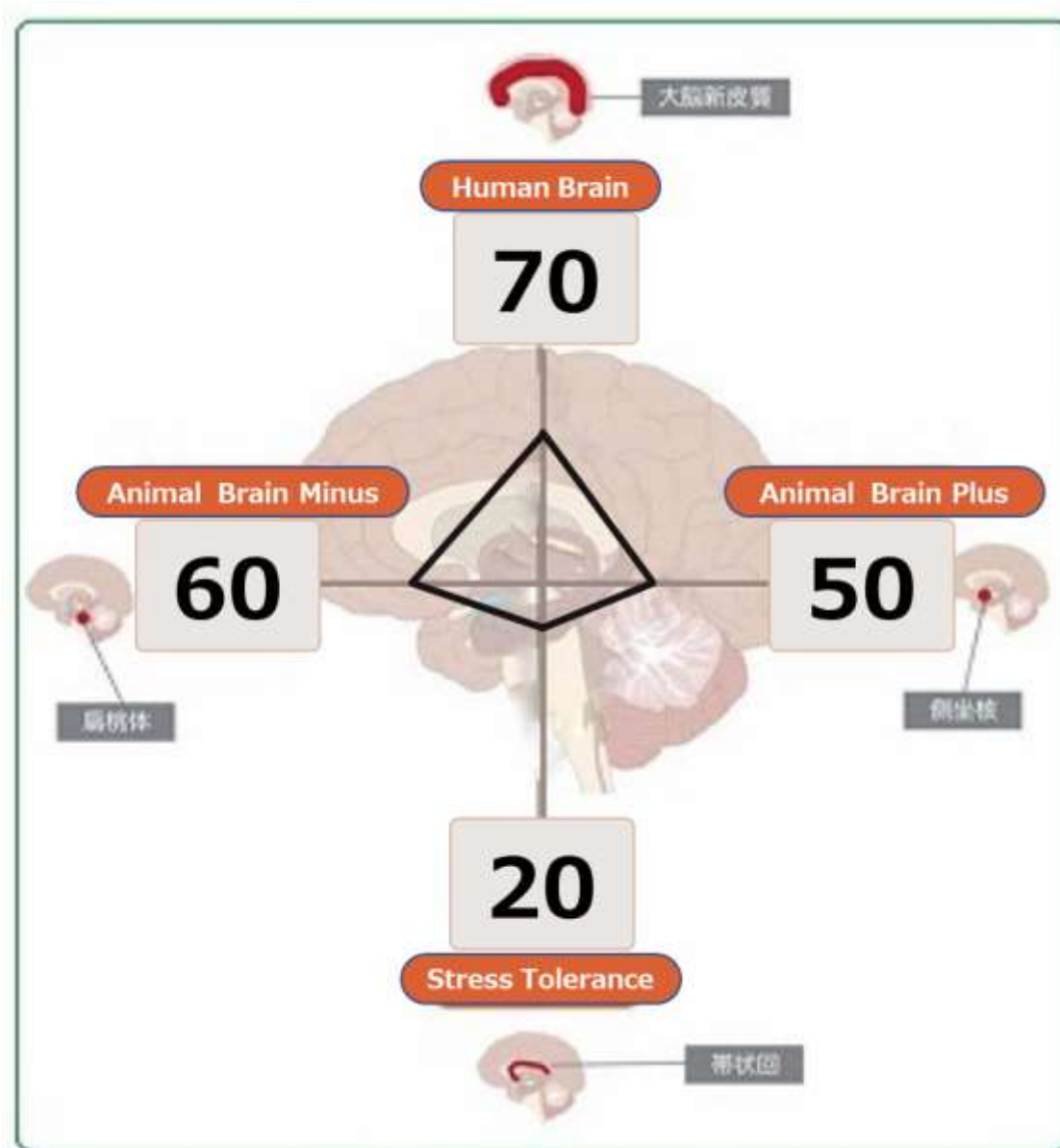


Result (Brain Type)

Superiority Left Brain 2D & Right Brain 2D;
easily stressed out and take it all on herself



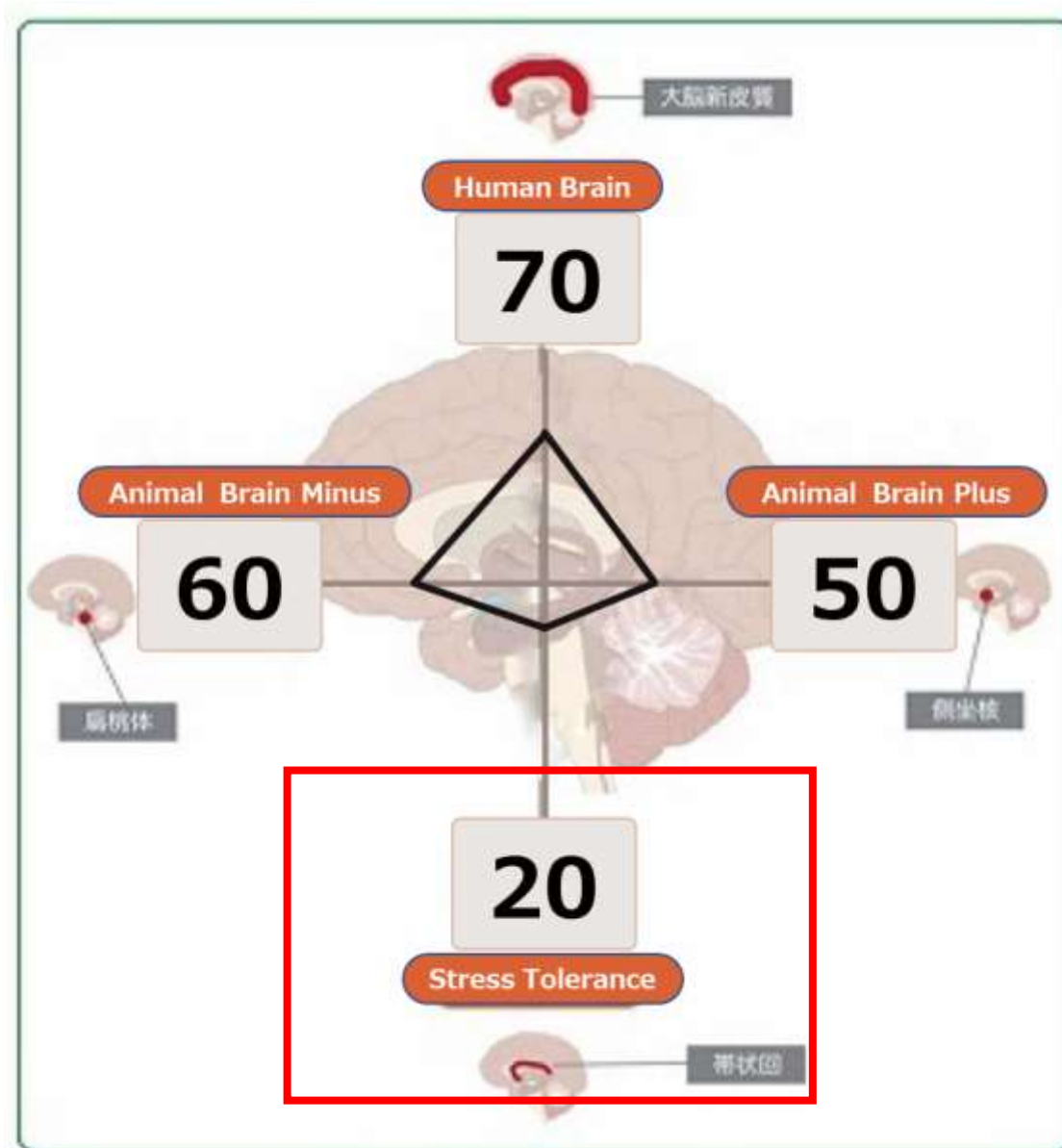
Result (State of Mental)



Ideal score

30 ↓ **70 ↑** 70-80
70 ↑

Result (State of Mental)

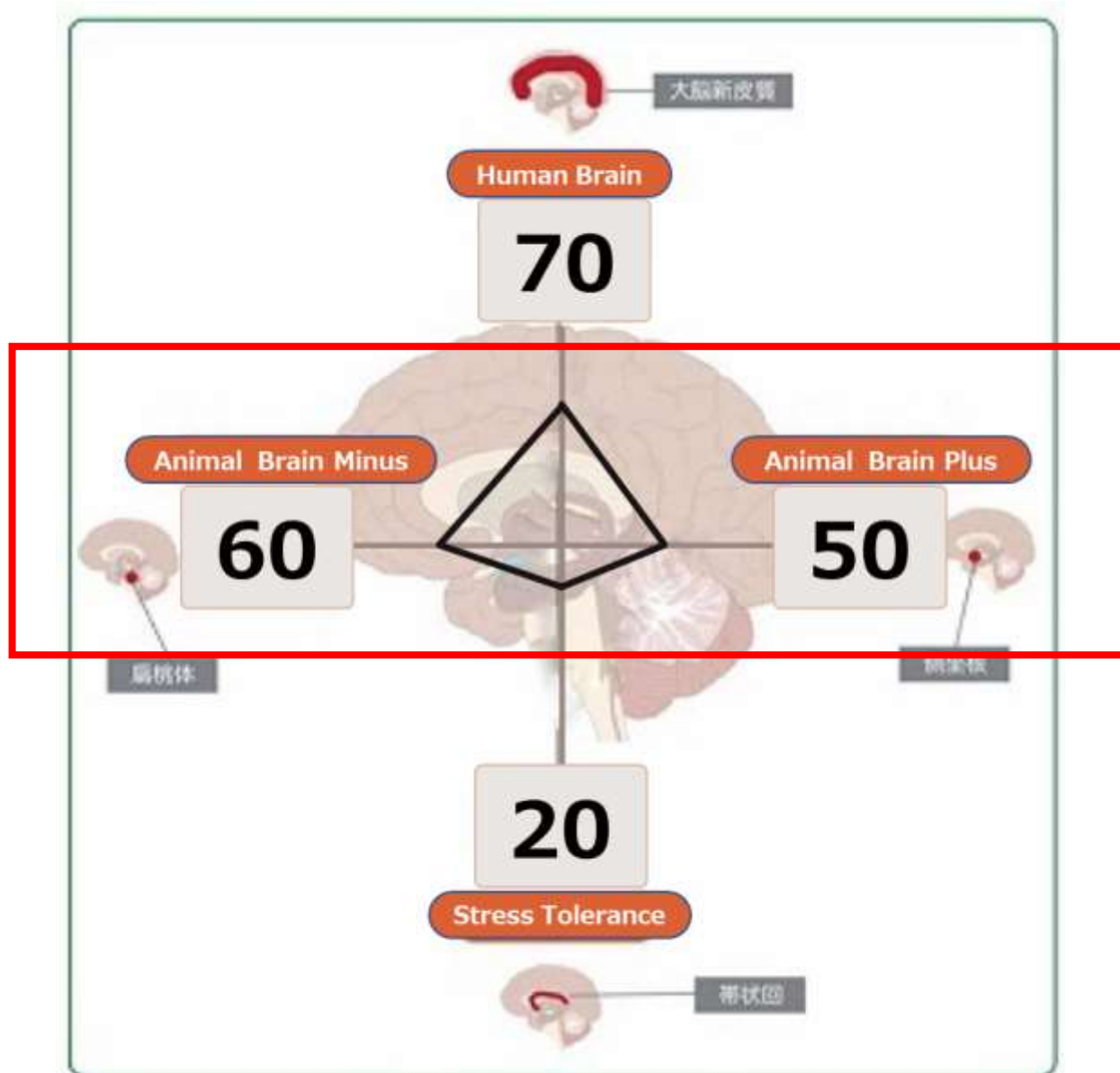


Ideal score

70 ↑
30 ↓ 70-80
70 ↑

Quite low stress tolerance

Result (State of Mental)



Ideal score

70 ↑
30 ↓ 70-80
70 ↑

Slightly lower motivation, and slightly higher anxiety

How I support her

Before my support:

- Had a difficulty to look for a job offering as a Japanese language instructor
- Many Japanese language schools are facing this severe corona situation and cannot offer new positions

Support Policy:

- Use B-Brain test for her self-understanding
- 6 steps for building up career suggested by the Ministry of Health to this support

From “Self-understanding” to “Experiencing before decision making”

Step1: Self-Understanding

- She has a good aptitude to “support people” by B-Brain assessment
- We are on the same page about her preference about career that she helps people with her professions with my counseling



She needs to look for a new career opportunity which she can contribute her strength and previous career experience except Japanese language teacher

From “Self-understanding” to “Experiencing before decision making”

Step2: Work Understanding

- We started to looking a job which she can support people and make good use of her English skills
- We encountered “public notary”

Step3: Experiencing before decision making

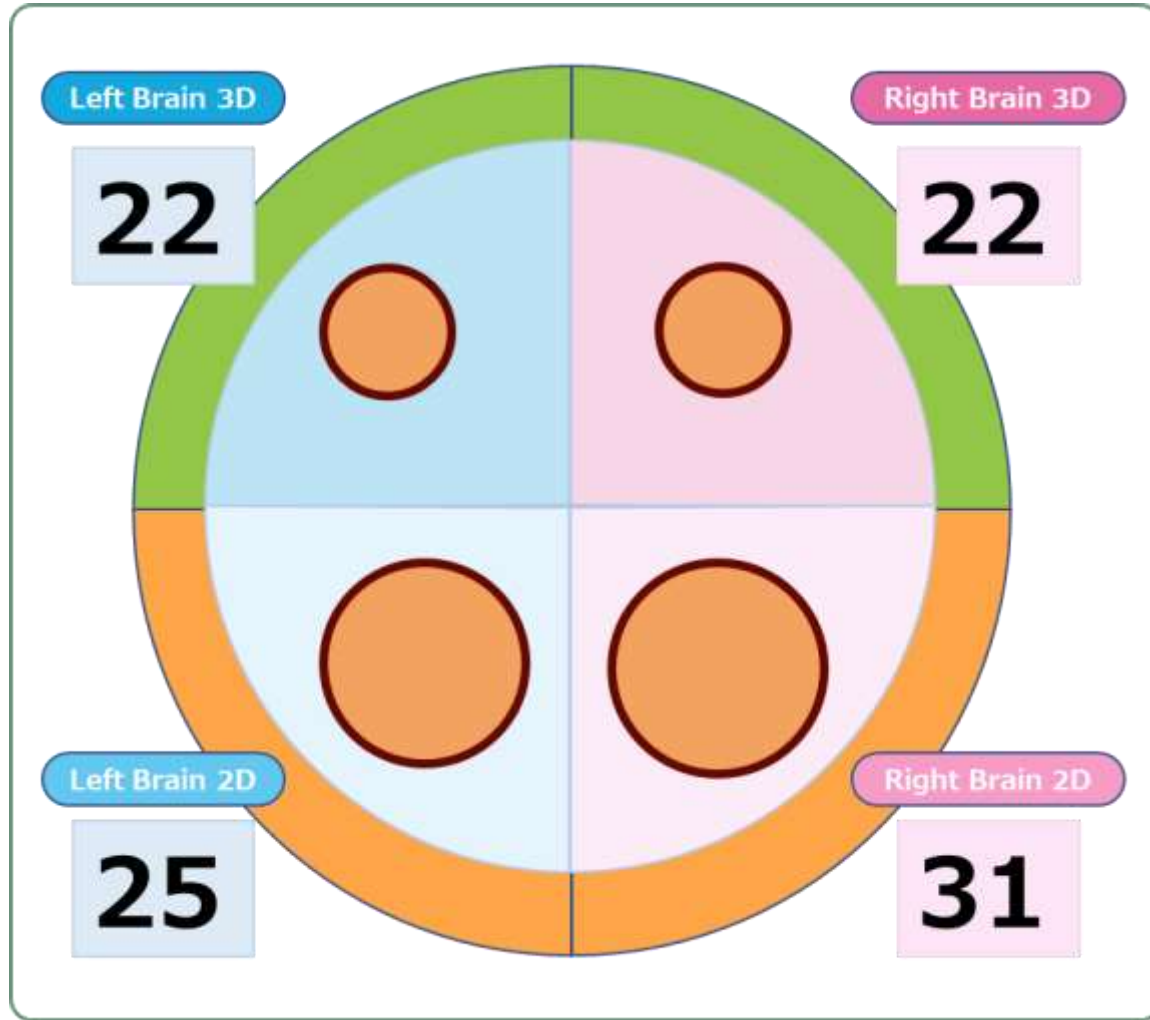
- We’ve found an administrative scrivener office which accepts an intern with no working experience in this field

Introduction of Her B-Brain Results

After My Support Starts

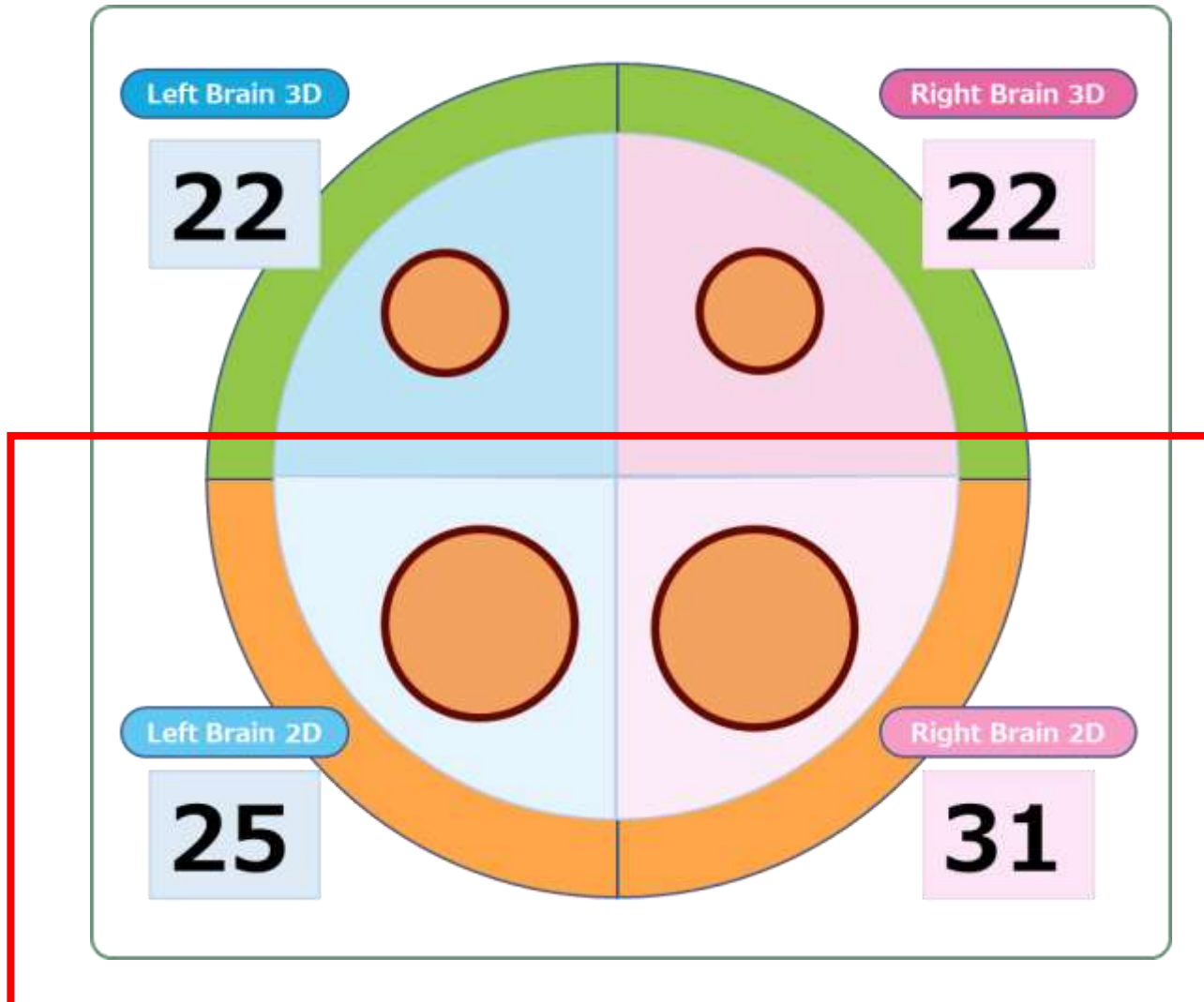


Result (Brain Type)

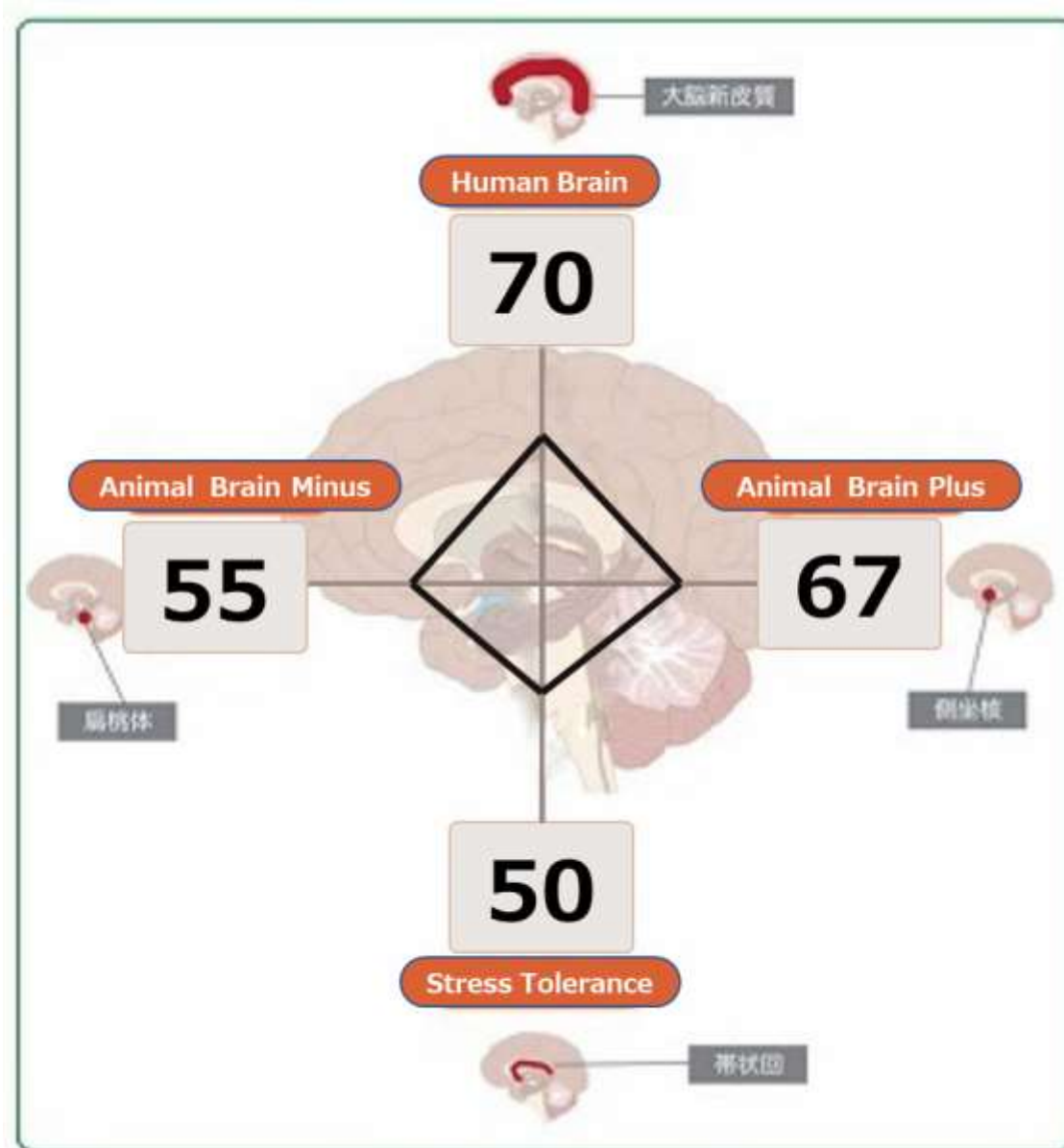


Result (Brain Type)

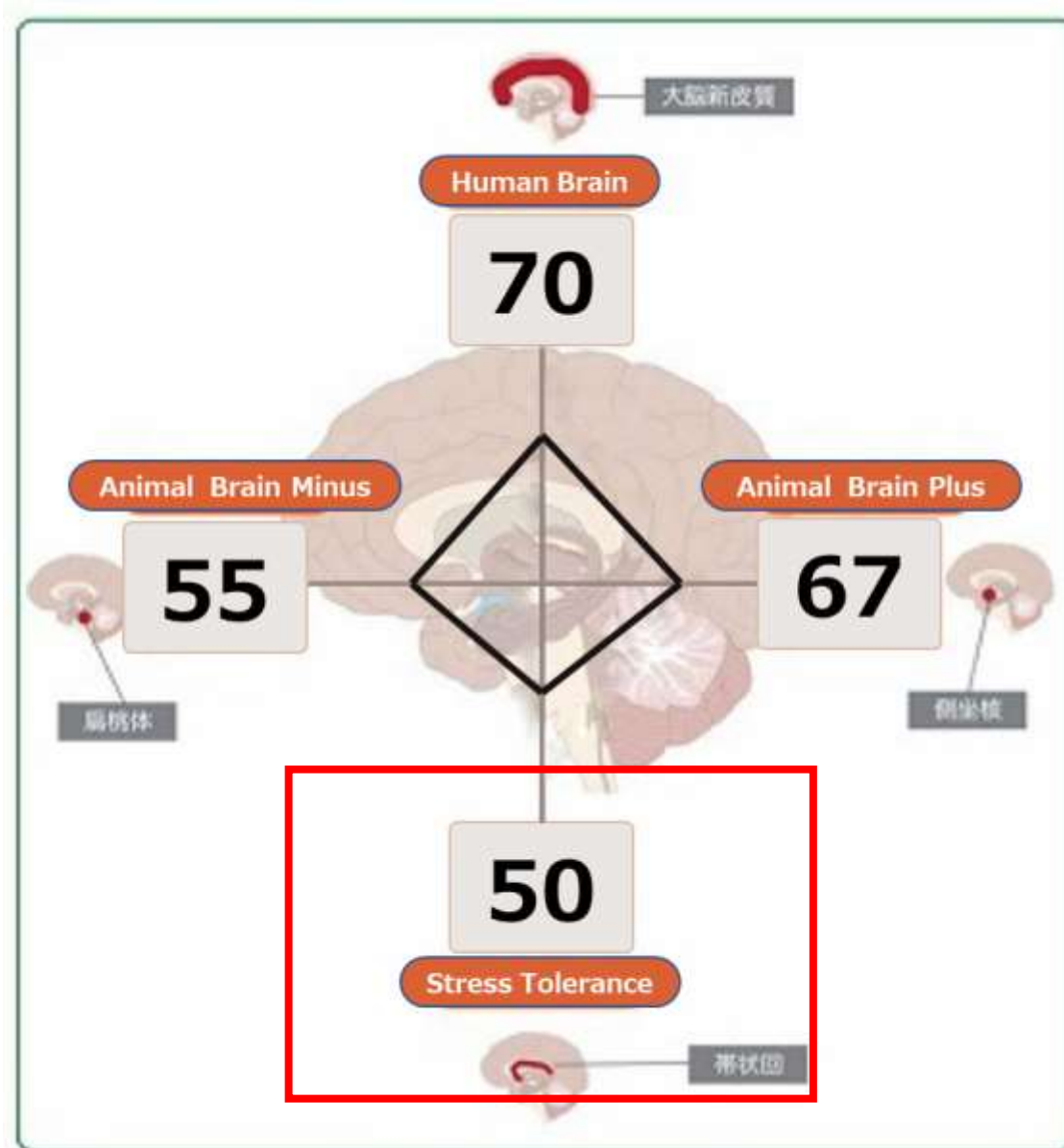
The score of 2 areas in the underneath has decreased



Result (State of Mental)



Result (State of Mental)



Stress tolerance became much better than before

Analysis

1. Self-understanding

- What she wants to do is to use her expertise (English ability) to support others
- An aptitude for supporting others is recognized (from B-Brain)

2. Work understanding

- Is there any job other than Japanese language school that satisfies the above? → Administrative scrivener

3. Experiencing before decision making

- Interning at an administrative scrivener's office

My support is ongoing, and she is in the process of moving from step3 to step4

4. Decision-making regarding career selection

5. Executing decision making

6. Adaptation to work

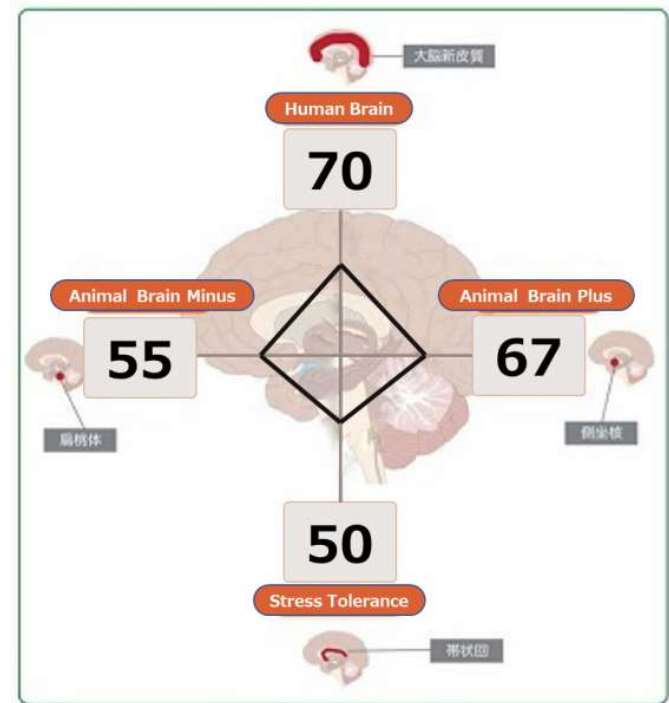
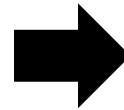
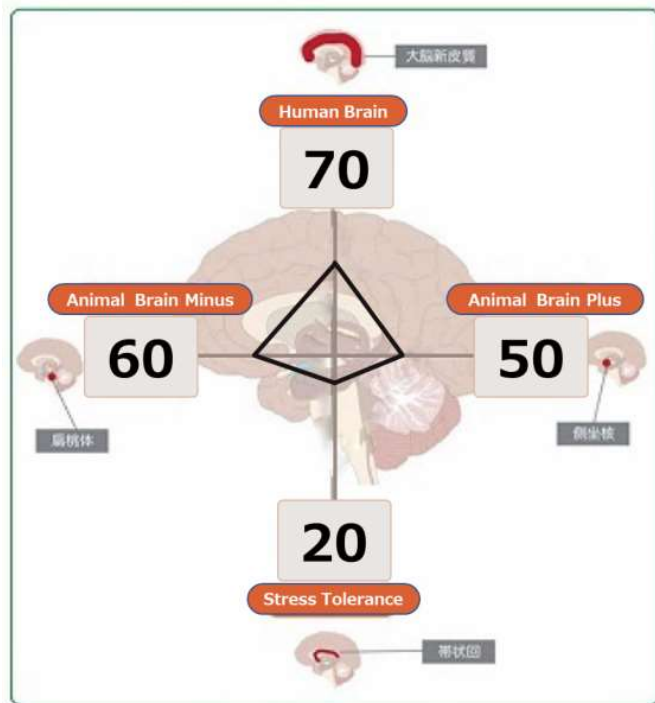
Analysis

The focus point is on significant improvement in mental status

Even starting an unexperienced job to her, a sense of “self-efficacy” has grown in her mind



She’s got motivated and her mental state is getting stable



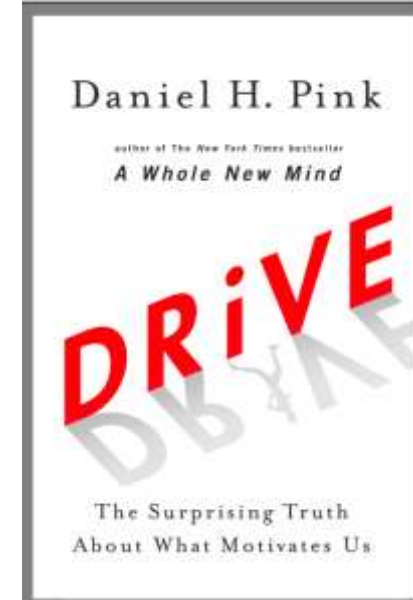
What we can do as a counselor in this “New Normal era”

Through the support in this corona pandemic...

Important to have motivation which is sprung from the mind of us



Really important for clients and our support to bring “motivation 3.0” to our clients



What we can do as a counselor in this “New Normal era”

New types of support which will be required of career counselors is

- To give our clients a self-concept that they want to be and work in a changing environment
- Necessary for clients to have
 - A sense of self-efficacy that “I can do it myself”
 - A sense of expectation that “I can get what I want if I do this”

We are required to provide supports for the common goals together!

Thank you for your attention!

If you have any questions, please feel free to contact
asaka@veriteworks.co.jp