**Level 6 Diploma in Careers Guidance**

**Timeline of Career Theories and Models**

**Theories underpinning Careers Guidance**

There are 4 main areas of careers theory which draw on a range of disciplines from sociology to psychology to counselling.

1. **Differentialist - Trait Factor Theory**

Concerns itself with:-

* The role of aptitude, ability and personality in career decision making.
* A person "fitting" into particular environments.

**1909 – Frank Parsons USA - Choosing a Vocation**

Choosing a Vocation – Innovative and ground breaking work. Had ambitious aims - to help people ‘win the best success,’ benefit society and create engaged citizens as people would be a ‘round peg in the round hole’. With the formation of the vocational bureau in US – this led to first jobs for careers advisers – their role was to get to know the client, understand the labour market and then suggest a suitable ‘fit’. Many of the things Parsons mentions are in modern day guidance practice – the role of transferable skills, and the importance of work experience. However, his approach also included asking questions about ancestry and nationality and so some of the ‘suitability of roles’ were based on class and prejudice. The adviser suggests the roles.

**Post World War 2**

**1950s Isabel Briggs Meyer and Katherine Briggs USA - MBTI**

In the early 1900s the psychoanalyst Carl Gustav Jung introduced the idea that people had a personality type - that was either externally or internally focussed and that this affected their behaviour. People also experienced the world through 4 principle psychological functions in a greater or lesser degree – Sensation, Intuition, Thinking and Feeling and these preferences underlie values, needs and behaviour.

Myers Briggs developed the idea of Jung’s personality types to come up a test which based on preferences to behaviour eg extraversion or introversion place the person into one of 16 personality types. The MBTI test says that specific personality types are more likely to be found in specific careers eg people with ENFP profile are more likely to be in creative, people jobs and ISTJ profiles would be more likely to be in logical, analytical, time critical roles.

**MBTI** – to match personality preference to careers and also for managing teams and workers is still a very popular tool.

**5 Broad Traits – US Airforce Personnel 1950s**

Identified 5 broad personality traits – OCEAN openness, conscientiousness, extraversions, agreeableness and neuroticism and depending on the degree this could mean that a person was more or less suitable for a specific role.

**John Holland – 1970s USA**

John Holland's Theory of Career Choice (RIASEC) maintains that in choosing a career, people prefer jobs where they can be around others who are like them. They search for environments that will let them use their skills and abilities, and express their attitudes and values, while taking on enjoyable problems and roles. Behaviour is determined by an interaction between personality and environment.

Holland’s theory is centred on the notion that most people fit into one of six personality types:

* Realistic
* Investigative
* Artistic
* Social
* Enterprising
* Conventional.

The Holland Code continues to be widely used across USA and all occupational areas are matched to the code.

**Values Survey - Dr Shalom H Schwartz**

What motivates you? Which work values make you happy and successful? Schwarz identified 14 different career values to help people identify their ideal roles eg autonomy, creativity, work- life balance, reward, security, prestige etc.

<https://en.wikipedia.org/wiki/Theory_of_Basic_Human_Values#Schwartz_Value_Survey>

1. **Developmental Theories - Concept of Self - Ginzberg, Super - Late 1950s**

Super’s stages of vocational maturity takes a developmental perspective on vocational choice and work adjustment. He elaborated hypotheses on career maturity and the stages we progress through a career over a life time.

**Super – You change over time theory**

<https://www.careers.govt.nz/resources/career-practice/career-theory-models/supers-theory/>

**Career Development Learning Outcomes – DOTS Framework for Careers Education**

**Watts and Law 1977/ 2003**

<http://www.cdanz.org.nz/te-mohiotanga/law-and-watt-s-dots-model/278/>

This model focusses on the dynamic relationships between **Self, Opportunities, Decisions and Transitions.**

This framework states that these four components are fundamental to careers education:

* **Self-awareness** (the ability to identify and articulate motivations, skills and personality as they affect career plans);
* **Opportunity awareness** (knowledge of opportunities and the ability to research these);
* **Decision-making** (being able to weigh up personal factors to make a sound plan);
* **Transition learning** (understanding of how to seek and secure opportunities).

To be effective, an individual will need to relate their understanding of themselves to opportunities available before arriving at and attempting to implement a sound career decision. Indeed, a person may go through many iterations of this cyclical pattern during their lifetime as they progressively revisit their plans.

# Plan your future career using the DOTS model of career learning –

# <https://www.youtube.com/watch?v=zeJVt4wxJ-4>

1. **Sociological - Opportunity Structure – 1977 Ken Roberts**

Career opportunities are determined by factors such as social class, gender, family background, ethnicity.

<https://runninginaforest.wordpress.com/2015/05/31/ken-roberts-opportunity-structure-theory-theories-every-careers-adviser-should-know/>

**4. Client Centred/ Counselling**

**Rogers – ‘Person centred’**

Person-centred therapy was developed by Carl Rogers in the 1940s. This type of therapy diverged from the traditional model of the therapist as expert and moved instead toward a **nondirective,** empathic approach that empowers and motivates the client in the therapeutic process.

**Egan 1980s – ‘The Skilled Helper’ – Practical ‘ How to’ Model**

This 3-stage model is useful in helping people solve problems and develop opportunities.

The goals of using the model are to 'help people become better at helping themselves in their everyday lives. ‘The client’s own agenda is central, and the model seeks to move the person towards action leading to outcomes which they choose and value.

This model is not based on a particular theory of personality development, nor on a theory of the ways difficulties develop. It is a framework for conceptualising the helping process, and is best used in working on issues in the recent past and the present.

This **practical model** forms the basis for most careers interviews today – it provides a useful **goal orientated structure whilst being client centred and embeds practical interview skills.**

The model has three stages which can be summarised as

1. Exploration - What is going on?
2. Challenging - What do I want instead?
3. How might I achieve what I want?

**Grow Model 1980s – Not specifically careers focussed however can be applied to Careers discussions.**

Is a popular coaching client centred model. Focusses on the client finding solutions to overcome a problem, setting a goal and actions.

GROW stands for:

* **G**oal.
* Current **R**eality.
* **O**ptions (or Obstacles).
* **W**ill (or Way Forward).

**Recent Theories**

1. **Behavioural - Community Interaction, Career Learning & Planned Happenstance**

* There are many external influences on individual career decision making – eg the family, school and the local economy.
* The individual needs to develop transferable, career management skills and positivity to be able to navigate a changing world.
* Transform unplanned events into opportunities for learning

**Planned Happenstance - Krumboltz – 1999**

Random events affects how a person’s career unfolds – like meeting someone on the bus – but planned suggests that people can take advantage of these chance events and make the most or not of opportunities that present themselves**.**

<https://runninginaforest.wordpress.com/2015/03/21/john-krumboltz-planned-happenstance-plannetheory-theories-every-careers-adviser-should-know/>

**Community Interaction Theory – Bill Law – 1981**

Career aspiration and choice is influenced by a small number of people that make up your specific community eg family, football club, neighbours, friends parents.

<https://runninginaforest.wordpress.com/2015/06/06/bill-laws-community-interaction-theory-_-theories-every-careers-adviser-should-know/>

**Boundaryless Career – Michael Arthur – 1996**

Characterised by knowledge based economy roles eg software, technology has the following features.

* movement across the boundaries of separate employers;
* drawing validation from outside the present employer;
* sustained by networks or information that are external to the current employer;
* breaking traditional organizational career boundaries;
* rejection of traditional career opportunities for personal or family reasons;
* perceiving a boundaryless future regardless of structural constraints.

Other related theories in terms of career choice and development include:

* **generational theory** – millennials and what they want etc
* **Creative Mindset** and changing attitudes re our perception of failure and learning and career management.

**A list of theories you could critique:**

|  |  |
| --- | --- |
| Careers | John Holland: Matching Theory |
| Careers | Meyers Briggs: Personality Matching Theory |
| Careers | Parsons: Matching Theory |
| Careers | Super: Developmental Theory |
| Careers | Roberts: Opportunity Structure |
| Career | Bandura and Savickas Social Cognitive Career Theory |
| Career | Law - Community Interaction Theory |
| Career | Albert Bandura (1977) |
| Career | Law and Watts: DOTS and new DOTS |
| Career | Egan: The Client centered approach |
| Career | Pryor and Bright: Chaos theory approach |
| Career | Boundaryless Career: Michael Arthur |
| Career | Carl Rogers: Humanist/client centered |
| Career | Kahneman: Neurotherapy, thinking fast and slow |
| Career | Kolb's: Learning Cycle |
| Career | Carol Dwerk: Mindset Theory |
| Careers/change | Krumboltz: Learning Theory Planned Happensance |
| Motivation | Taylor: Scientific Management |
| Motivation | Maslow: Heirarchy of needs |
| Motivation | Herzberg: Two factor theory |
| Motivation | Elton Mayo: Human Relations Theories of Motivations |
| Change | Lewin: Unfreeze-change-refreeze |
| Change | Prochaska and DiClemente: Stages of Change Model |
| Change | John M Fisher: Theory of Personal Change |
| Change | Richard Thaler and Cass Sunstein: The Nudge Theory |

**Useful sources of information about theories:**

**National Guidance Forum** –  [Traditional Theories](https://warwick.ac.uk/fac/soc/ier/ngrf/effectiveguidance/improvingpractice/theory/) -

**National Guidance Forum -**  [Modern Theories](https://warwick.ac.uk/fac/soc/ier/ngrf/effectiveguidance/improvingpractice/theory/)

[Running in a Forest – Careers Theories](https://runninginaforest.wordpress.com/)

[Careers Theories – short summaries](https://www.careers.govt.nz/resources/career-practice/career-theory-models/timeline-career-theories-models/) – NZ

[Adventures in Career Development Blog](https://adventuresincareerdevelopment.wordpress.com/) – Tristan Hooley

[CEGNET – five career theories](http://www.cegnet.co.uk/uploads/resources/Five_career_theories_Rev.pdf)

[Warwick University Theories for guidance practice](https://warwick.ac.uk/fac/soc/ier/ngrf/effectiveguidance/improvingpractice/theory/)

[Business Balls – some change theories](https://www.businessballs.com/search/?page=0&q=change%20theories&title&timestart=0&timeend=0&mycoursesonly=0)

[The human brain](http://creativecareercoaching.org/the-human-brain-a-summary-of-recent-research-and-theory-3/)

[Comparison of Change Theories (qiroadmap.org):](http://qiroadmap.org/change-management/)

**Useful publications:**

<http://creativecareercoaching.org/>

<https://www.thecdi.net/Home>