CAREER GUIDANCE: SELF-SERVICE IN DIGITAL CHANNELS
JOACHIM ÖJERYD
A rapidly changing labor market requires a fast and flexible career guidance.
INNOVATION THROUGH ADAPTATIONS OF EXISTING SERVICES AND FUNCTIONS IS A BASIC PRINCIPLE FOR ACHIEVING RAPID MOBILITY
THE BUILDING BLOCKS OF CAREER GUIDANCE

INSIGHT

OUTLOOK

FORWARD
AVAILABLE SOURCES THAT ENABLE DEVELOPMENT

INSIGHT
- PROFILING MODELS
- PERSONALITY TESTS
- ETC.

OUTLOOK
- LABOR MARKET
- ORGANIZATIONS
- ETC.

FORWARD
- EDUCATION
- PRIVATE TRAINERS
- ETC.
WHERE AND WHAT TO INNOVATE AND DEVELOP

**INSIGHT**
Customize models and solutions to the right target group

**OUTLOOK**
Collect/connect and understand relationships between all data points

**FORWARD**
Map competencies in education to the labor market
TARGET GROUP CUSTOMIZATION

INSIGHT  OUTLOOK  FORWARD
PLATFORM FOR CAREER GUIDANCE
NUFF SAID!