

The Career-learning CAFÉ
and its priorities for careers work
www.hihohiho.com

6th November 2009

what's happening?

I'm strengthening my commitment to the café. To clear space I've resigned my NICEC fellowship. It's about priorities - my time and energy now goes to how we best work on:

1. helping most those **who most need our help**;
2. relating careers work to prevailing **quality-of-life** issues - personal, domestic, global and environmental;
3. developing **careers curriculum** which is comprehensive, credible and useful;
4. **upgrading ideas** - our current basic thinking was first developed in the 1900s and has been little updated since the 1970s;
5. liberating **careers-work creativity** from central scripting - such as performance indicators;
6. negotiating the new **partnership arrangements** we need to make these ideas work.

Leaving NICEC was not an easy decision. I had been there from its start-date in January 1975. But it has been an amicable parting of the ways. Agendas diversify; and my leaving NICEC makes room for its own renewal.

And so, from now on, I am 'Bill Law of The Career-learning Café - www.hihohiho.com'. And, for my purposes, that's enough.

what's the café doing?

All of the material added to the website during 2009 relates to one or more of these issues. All can currently be reached from the home page - at www.hihohiho.com.

1. who most need our help

'a fair chance in life' - *magazine article*: A cabinet-office report - *Unleashing Aspirations* - commissioned by Gordon Brown, sets out the unfairness in Britain's opportunity structure. Careers workers have a natural interest in supporting fairness. But, if we are serious about this, we must re-think the models we use. This article examines why, how the report helps, and what we can do about it.

2. quality-of-life

'low-carbon careers' - *magazine article*: Suppose impartial information is not that impartial - and needs its perspectives reframed to become more useful to contemporary living? Would that make our programmes more credible and win a broader base of support for your work? Bill reviews Ken Webster's *Sense and Sustainability* - an important book signposting much of what careers workers now need most urgently to build into their work.

3. careers curriculum

'relocating careers work in curriculum' - *magazine article*: There was never a time when people needed more to know what is going on in working life, and to be able to work out what to do about it. It means being able to take command of their own self-propelled learning - finding things out, sorting them out, checking them out, and working out what to do. Tick-box help and cut-and-paste learning can't do it. So how do we set up well-managed and well-positioned schemes of work?

'the future of curriculum' - *blog*: Bill's contribution to the debate - on the National Endowment for Science, Technology and the Arts website. You can tell NESTA what you think of it.

4. upgrading ideas

'images, ideas and reality' - monograph: We need to probe branding for careers work, its impact on research, and its consequences for our inventiveness. The two most persistent metaphors for career-management are 'positioning', as though in a race, and 'discovering', as though on a journey. The monograph shows how images like these frame our thinking, shape our programmes - and can both expand and limit our horizons.

'community interaction and its importance for careers work' - monograph: In the rush for 'the latest', let's not forget about 'the useful'. This is an update of a long-standing article about how people work with, for, and in response to other people. These are community interactions, and they lie outside what psychological-matching can find. Career is not managed in a social vacuum: what we say and do with our expertise is understood in terms of what goes on in students' and clients' community-based experience. That influence is informal, but its implications are radical. A new commentary points to how community interaction now means also working with virtual communities. This is part of a series of updates on neglected theory: the Café will shortly be republishing career-learning theory - a basis for learning-to-learn in a changing and pressurised world.

'careers talk on the net' - video: This is a series of four films, with Bill talking about issues for the future of careers work. They develop ideas concerning labour-market experience, learning-to-learn, narratives-on-the-net, filmic techniques and the value of an independent café culture.

5. careers-work creativity

'bill's activities' - information: This is an account of how the Café's work is linked to on-going research-and-development in the field. All of it entails shaping ideas-for-action through local creativity - careers workers, their partners in the community, and their line managers. All of this work links to café material. Some can usefully be linked to your own work.

6. partnership arrangements

'reforming leadership' - magazine article: Careers work is over-loaded with directives and under-supplied with explanations. We have the evidence; but evidence needs a broader framework - taking on board more influences on career management than we are conventionally encouraged to examine. Much of that influence is located outside our familiar bi-lateral partnerships. We need to link more widely. Careers work trades in hope - and all hope needs sustainable reform. But effective change does not depend on how our leaders reform us, it depends on for how we reform our leaders. And for that we need a basis for making the multilateral partnerships that we know can help.

temporary links

'images ideas and action' and 'three-scene storyboarding' - powerpoints: For the KPC Groep conference.

'career guidance past its sell-by date?' - handouts: Bill says 'yes'. Rachel Mulvey says 'no'.

'using labour-market information' - handout: Getting down to detail - with a framework for embedding the work of the Northants Connexions' creative team.

'CPI at AGCAS' - handout: For the AGCAS Biennial Conference - on the coverage-processes-influences model for career management.

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06/11/09

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