

# The counselling concept, 'Beratungskonzeption' (BeKo) for jobseekers

IMPLEMENTATION OF A SYSTEM VIA A UNIFORM AND ELABORATE COUNSELLING CONCEPT TO COMPLEMENT THE FOLLOWING;

- THE INDIVIDUAL INTEGRATION APPROACH INTO THE LABOUR MARKET OR AN APPRENTICESHIP (INTEGRATIONSBEGLEITENDE BERATUNG);
- ORIENTATION AND CAREER DECISIONS, INCLUDING MATTERS OF SCHOOL CHOICE, UNIVERSITY DEGREES, COURSES AND FURTHER TRAINING (ORIENTIERUNGS- UND ENTSCHEIDUNGSBERATUNG).

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## GERMANY

Counselling has an increasing importance in the context of demographic change, skills shortage, vocational reorientation and lifelong learning. As a result, the requirements of a professional counselling practice are rising.

Hence, counsellors and placement officers need to be well educated and trained. Key competences include expert knowledge, knowledge of methods, and also empathy.

The counselling concept supports the counsellors systematically by describing the structures of the counselling process and typical counselling situations. Furthermore, the concept offers a toolbox of appropriate methods.

Name of the PES

Bundesagentur für Arbeit (BA)

Scope of measure  
(a pilot project or a national reform)

Regular practice

When was the practice implemented?

2009, ongoing

What was the driver for introducing the practice?

Internal

Was it internal or external?

Which organisation was involved in its implementation?

BA

Which groups were targeted by the practice?

Employment counsellors and career advisors

What were the practice's main objectives?

To increase the quality of counselling within the 4-Phase model of individual service provision to jobseekers and other persons searching for advice.

What activities were carried out?

To achieve a high level of professionalism, a tailored basic qualification for the staff is provided. Additional training, sharing knowledge and experience between colleagues and practical training guarantee that professionalism will be preserved and further developed. With the consulting concept the counselling process becomes structured, typical counselling situations are described and a toolbox of appropriate methods is offered. Thereby the counselling concept provides leeway for the specific needs of the customers and individual structuring for the counselling interview.

The counselling concept focuses on the customers in order to underline the counsellors' support function. To reinforce the active cooperation of customers and counsellors and to support and implement joint decisions, targets and solutions are defined together by taking the customers' perspectives and expectations into consideration.

What resources and other relevant organisational aspects were involved?

- In-house training and IT-support;
- Training material (conception, technical papers etc.) is provided via the BA-intranet;
- Print media and compendia.

What were the source(s) of funding?

BA budget

What were the outputs of the practice: people reached and products?

The counselling concept applies to all customers who are in need of counselling and placement services (youth and adult customers).

What outcomes have been identified?

The approach ensures the following;

- ▶ high and uniform quality of counselling services, and;
- ▶ sustainable success due to the strategies and solutions jointly developed with customers.

Customer satisfaction surveys on counselling services are regularly conducted.

What are the lessons learnt and success factors?

Counsellors and placement officers need to be well trained. They need special expert knowledge, knowledge about information and decision processes, typical problems and respective solution strategies. In addition, they need a wide repertoire of discussion techniques and methods and how to apply them in a discretionary way.

The key to success is the regular offer of basic and further qualifications which could be extended by modules (Learning Nuggets) and cooperative feedback.

A technical basic concept should describe the common understanding and the typical elements of counselling. For the different types of counselling there should be examples and procedures. Furthermore, special material and compendia should be provided.

In every step of the conversation the customer should be at the heart of it. Placing the emphasis on customers' perspectives is the core of the counselling concept. Targets, strategies and agreements should be developed together with the customer.



Contact details for further information

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