



Career guidance at The Swedish Public Employment Service

Our mission from the Government

Guidance is part of the basic mission of the Swedish National Employment Service and it is regulated in several ordinances:

- Regulation (2000:628) on the labour market policy actions states that the service should be conducted in the form of, among others, guidance.
- According to Regulation (2000:634) on labour market programs, efforts of guiding, rehabilitative or exploratory nature should be offered especially for those who need to prepare for another labor market program or work.
- In regulation (2007:813) on the job guarantee for young people it is decided that young people should be offered guidance and counselling



Basic service level for the Employment Offices

“The Swedish Public Employment Service should meet the jobseekers need of guidance related to job search.

This means that a sufficient number of guidance counsellors should master the techniques necessary to ensure a reasonable access to the service, "Guidance to work."

(Decision of the General Director 2012 02 02)

Our definition of guidance

“Guidance is a process that aims to make it easier for individuals, of all ages and at different stages in life, to choose education, occupation or career and to contribute to a better life planning.

Guidance will increase the clients self-awareness, raise the knowledge about the labour market and broaden perspectives.”

(Internal instructions of the Labour market Service AFII 32/2011
Dnr: Af 2011/196457)



To work with guidance within the Swedish Public Employment Service

Employment officers with guidance skills can deliver services that are complementary to the work of the other employment officers and they can work consultatively in guidance matters in relation to the client as well as to the colleagues.

Guidance interventions are normally initiated by the responsible employment officer, but these roles can also coincide.

Within the internal career paths that are open to employment officers, guidance is one of several areas of specialization

(Roles and Career Paths for Employment officers, decided 2010-12-20, Dnr:AF2010/429399)

Guidance competence

There are several ways to gain the competence needed to be able to work with guidance within the Swedish Public Employment Service.

The most common are;

- Career Counselling degree from the University
- Another Degree from the University, combined with the in-service training in guidance, offered through the Employment Service.

(The Competence portal::

<http://afkompetens.arbetsformedlingen.se/Saba/Web/af>)



Internal support available for the guidance role:

- Quality Assured methods, e.g. different models of guidance activities, individually or in groups
- Exercise material that can be used together with the clients in various stages:
 - To start - the initial phase
 - To develop solidarity and trust - Transitional phase
 - To show how internal and external factors affect the career choice – Work phase
 - To broaden the individual's perspective – Work Phase
 - Broadening perspectives on labor market, occupation and education - Work phase
 - Formulating goals and targets – Work phase
 - To conclude - finishing phase

Available in-service training courses

- Determining the service “Guidance to work”, Web training
- Group Counselling
- Career guidance and counseling theories
- Multicultural competence in guidance
- Development- and Social Psychology
- Validation, Web training
- Guidance in vocational rehabilitation
- Occupations, industries, labor market and education
- Career Guidance Conversation

Guidance services on offer

- Individual guidance
 - face-to-face
- Group guidance activities
- Web-based guidance support



Tools on our homepage - arbetsformedlingen.se

- Tests and guides:
 - To choose a profession
 - Interest tests
 - Ways forward
- Occupation compass
- Information on education and training programmes
- Video clips about various occupations (also available on [Youtube](#))
- Start your own business info



The screenshot shows the homepage of Arbetsförmedlingen.se. At the top, there is a navigation bar with links for 'Startsida', 'Kontakt', 'Pressrum', 'Om webbplatsen', 'Other languages', 'Teckenspråk', and 'Lättläst'. Below this is a search bar and a 'Sök' button. The main navigation menu includes 'För arbetssökande', 'För arbetsgivare', and 'Om oss'. A secondary menu has 'Min sida', 'Hitta lediga jobb', 'CV och ansökan', 'Yrke och framtid', and 'Stöd och service'. The main content area features a sidebar with links to 'Yrkesinformation', 'Tester och guider', 'Utbildningar', 'Våra utbildningar', 'Starta eget företag', and 'Ta del av våra aktiviteter'. The main content area has a featured article titled 'Hur ser framtiden ut?' with a sub-headline 'Var finns jobben om tio år? Kolla in framtidsutsikterna för just ditt yrke eller arbetsmarknaden där du bor genom att söka efter olika yrken.' Below this is a search box with the text 'Skriv t.ex. snickare' and a 'Sök' button, and a link 'Sök prognos via yrke'. There are also sections for 'Vad gör en håltagare, en geograf eller en kurator?' with a 'Välj i Yrken A-O' link, 'Månadens intervju' about Octapharma, 'Månadens yrkesfilm', 'Tester och guider', and 'Tror du på din affärsidé?'.

Good example – kick off for guidance service

Malmö



- Joint Kick-off/Further Training day for employment officers going to work with guidance
- Decision: Establish a local guidance network for employment officers and people in charge, to be able to discuss how to develop guidance practices
- Decision: All employment officers in the area participate in in-service training to learn how and when to prescribe guidance services for their clients.
- Guidance services at the local office are organised with regard to local conditions

Group Dynamic Guidance and Job Search Training

- Groups with dedicated support by qualified employment service officers.
- Guidance counselling in group form
- Modules: Introduction, work training, interview training, job group
- Quality control
- Success factors: management's support, smooth administrative routines and frequent starts, and a well motivated and educated/experienced group of leaders.

Special needs secondary school

Arbetsförmedlingen works with groups of secondary school students with special needs, both in school and at the Employment Service, to provide vocational counselling, including discussion around job interests, previous experience of trainee placements, the individuals' strengths and weaknesses, what do employers want in employees, and how to go on to further studies to get the job they want.

Current development areas

- Keep in contact with research
- Quality assurance of methods
- In-depth expertise in rehabilitation
- Support material for group activities
- Guidance on the net - distance guidance
- Evaluation Methods (incl. questionnaire surveys among participants)

Thank you for your attention!

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