

Stellday Career Services

What did they set out to achieve?

Stellday Career Services is a private consulting company that provides career counselling, coaching and executive coaching services to individuals and organisations. The company tested the usefulness of the *Blueprint* by designing, promoting and delivering a one-day career development workshop for Flight Attendants working for an Australian airline. The workshop aimed to raise awareness of the importance of career development for adults and provide options for learning and work to increase productivity and job satisfaction.

What did they do?

A learning needs assessment was conducted to determine the learning areas that were of most relevance to the client group. As a result of the learning needs assessment, the main areas of interest for the group were found to be:

- Creating and identifying career opportunities
- Defining transferable skills, and
- Career management and planning.

A lesson plan was developed next; this included a series of self-assessment tasks regarding client's achievements in relation to employability and transferable skills. The aim was to encourage discussion around potential opportunities and alternatives, to develop self-reflection and self-confidence on the part of participants and to enable them to explore their career development as an open-ended developmental process.

When exploring career competencies, the project team discovered that it was important not to assume that all adults who participate in a workshop will necessarily be at the "adult" level (or Phase IV) of the developmental phases. Getting the co-operation and "buy-in" of management and HR staff was also seen as important to a successful rollout.

The consultants noted that many employees were wary at first that the delivery of the career development workshop portended less than desirable future restructuring and/or downsizing plans on the part of their organisation. It would be useful for facilitators and deliverers of career development services in a corporate setting be aware of such potential anxieties on the part of participants, so that they can be prepared to manage them.

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How did the *Blueprint* help?

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Overall, however, the consultants felt that they had “definitely contributed to the empowerment” of the client group and that the feedback “collected from participants was resoundingly positive.” The information on employability skills was especially well-received, with feedback indicating that this knowledge had “improved [. . .] confidence in what they [the clients] had to offer the marketplace.”

