



Chatbot based Career Guidance

Implementation of the  
CareerBOT Methodology

# CareerBOT

## Transfer Handbook

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CareerBot partners at the Practitioner Training Event in Greece, 2023



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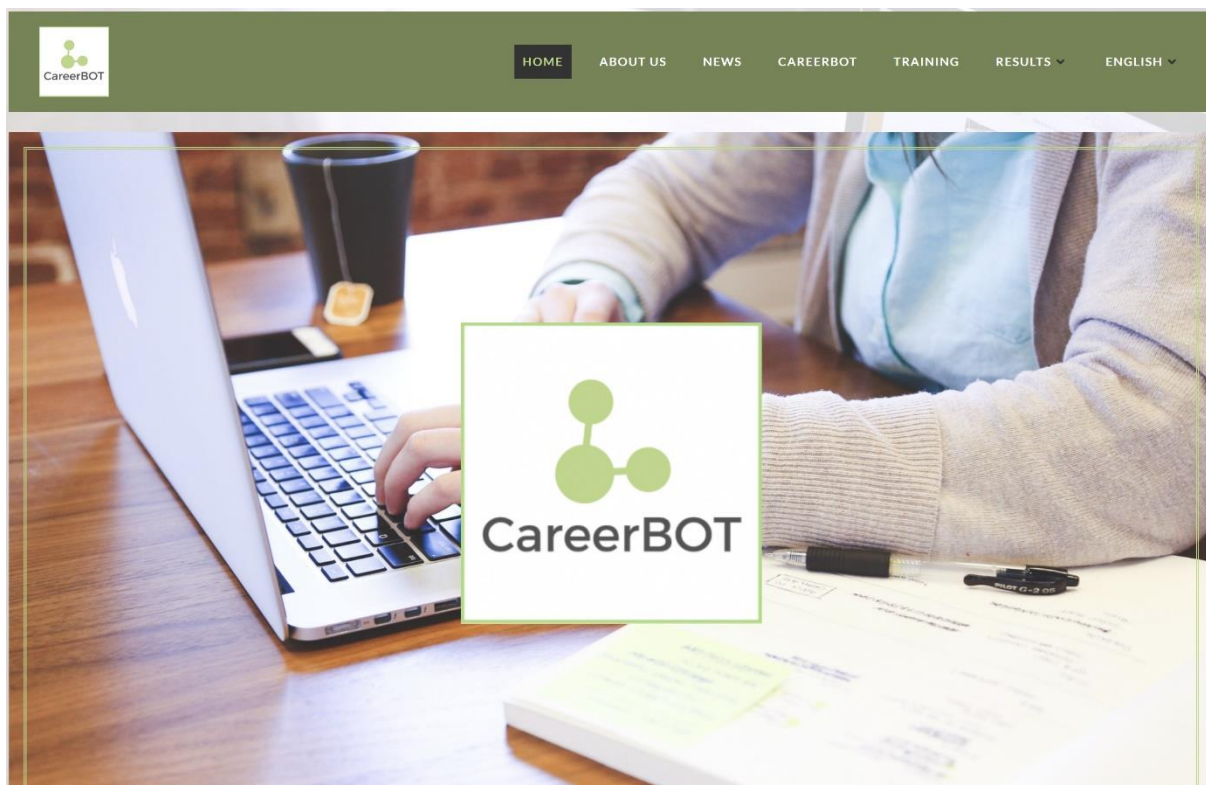
Artificial intelligence (AI)-based tools, including Chat GPT and other tools, were utilised in part for research and summarization in the curriculum and learning materials' development. The method involved a careful assessment of secondary sources. Gaining experience with AI-based technologies and critically analysing the outcomes is crucial for the CareerBOT project collaboration.

## Aim of the CareerBOT project

CareerBOT partnership seeks to improve Digital Readiness of the Career Guidance sector by implementing CareerBOT methodology and tool, facilitating blended guidance sessions and to use customized Labour Market Information (LMI) to empower marginalized job seekers. We want to put Career Guidance Practitioners at the centre and assist them – and their organisations - on the path of digitalisation so that they can advise their clients in the best possible way.

By the help of our methodology, job seekers will be able to gather relevant information before, during and after personal interviews, so that valuable personal services can be used efficiently. With the “CareerBOT project” we propose a pilot that focuses on the role of career guidance, which became more demanding, and must be adapted more rapidly and flexibly to the changing needs of the new world of work.

**You want to provide others with an easy-to-navigate job finding tool?**



**<https://CareerBOT.eu/>**

**OBJECTIVES FOR JOB COUNSELLORS AND OTHER PRACTITIONERS**

## For job counsellors

You are a professional job counsellor? You help others with job orientation and interview preparation?

With the support of the CareerBOT project you will:

- ✓ be able to improve your counselling practices and support which you give others
- ✓ have access to additional easy-to-navigate resources that can aid you in your work
- ✓ have support and more information on how you can engage and motivate more job seekers to find work corresponding to their needs and interests

**OBJECTIVES FOR INTERESTED JOB SEEKERS**

## For all interested job seekers

You are searching for a job? You want to find out more about how to achieve a successful job interview?

Through the CareerBOT project you will:

- ✓ have an easy-to-access and -use overview over job offers and applications
- ✓ have one location for all necessary information: job openings, what to prepare for a job interview and how to make a good impression
- ✓ be able to get insight into job offers in different regions and locations

With the CareerBOT project, you can improve your digital competences and readiness and increase your resources for career guidance and search. You are the focus of all developed outcomes with the goal of supporting you in your work practices.

To provide proper support, the CareerBOT project includes guidance materials, a training and further resources, as well as the CareerBOT tool itself. The CareerBOT itself is a user-friendly Chatbot designed to provide you with the most important information on job search, skills required, and job trends in the partner countries: Austria, Greece, Ireland and Spain.

**The project is coordinated by Hafelekar:**

- Hafelekar Unternehmensberatung, AT

**The project partners:**

- Tiroler Soziale Dienste GmbH, AT
- Synergasia Enegon Politon, GR
- Pontydysgu SL, ES
- Consultoría de Innovación Social, ES
- Ballymun Job Centre Co-operative Society Limited, IE

Find more information on partner organisations on the website:

**<https://CareerBOT.eu/about-us/>**

# The CareerBOT Transfer Handbook

**Through this transfer handbook, the project further informs organisations and institutions about how to improve job counselling as well as how to integrate the CareerBOT into their daily practices to increase successful career guidance.**

In the dynamic landscape of employment and career development, staying ahead of the curve is essential. Recognizing this, CareerBOT has devised a comprehensive strategy, presented in the CareerBOT Transfer Handbook, to guide organisations through the implementation process with a primary focus on Organisational Development (OD). This handbook serves as a methodological framework, offering guidelines and methodologies crucial for a systemic and sustainable adoption of the CareerBOT tool and methodology.

## THE SIGNIFICANCE OF A HOLISTIC APPROACH

CareerBOT acknowledges that a sustainable implementation goes beyond investing in personnel development alone. A holistic approach that considers organizational and systemic requirements is necessary. By targeting marginalized job seekers, Career Guidance Officers (CGO), managers, and policy makers, the Transfer Handbook aims to address the diverse needs of stakeholders involved in the implementation process.

The implementation process extends beyond project partners, involving three transfer organizations and fifteen practitioners per country. By including external entities, CareerBOT aims to share experiences and fosters collaborative learning, enhancing the overall effectiveness of the implementation.

## CONCLUSION

The CareerBOT Transfer Handbook embodies a strategic initiative to guide organizations through the implementation of CareerBOT, emphasizing the importance of Organisational Development. By addressing decision-makers in Career Centres, labour market-oriented training providers, and policy makers, the handbook aims to create awareness about the digital readiness required for navigating the ever-evolving career landscape. Through a systematic and holistic approach, CareerBOT aims to not only enhance individual career prospects but also contribute to the broader organizational and systemic development within the employment sector.



# The CareerBOT Methodology

The CareerBOT Methodology forms the core of the transfer handbook, which includes detailed personas created during the development of the tool and user journeys designed to support the training. It includes guidance materials, a training and further resources, as well as the CareerBOT tool itself.

However, before presenting this methodology, it is important to address why we did not incorporate generative AI—a technology that was not foreseen when we began the project in 2021.

## Addressing the Issue of Generative AI

Since the inception of the CareerBOT project, there have been significant advancements in AI technology, particularly with the release of generative AI like OpenAI's ChatGPT in late 2022. Generative AI offers exciting possibilities for personalized career guidance, interactive skill development, and real-time data analysis. Despite its potential, incorporating generative AI posed considerable challenges for our project.

### CONSTRAINTS ON INCORPORATING GENERATIVE AI

- **Reliability of Data:** Our goal was to provide 100% reliable data sourced from EU databases. Generative AI, while powerful, often pulls from a vast array of sources, which may compromise the accuracy and reliability of the information provided to users.
- **Cost Issues:** The high development and operational costs of generative AI were beyond our project's budget. These costs include not only the initial implementation but also ongoing expenses related to accessing and using generative AI applications.

### DEVELOPMENT OF THE CAREERBOT PROJECT

Despite these constraints, the CareerBOT project has evolved into a success story. We have developed a robust methodology for creating chatbots, leveraging user personas to guide both development and training methodologies effectively. This approach has been thoroughly tested and validated, ensuring a high-quality user experience.

By focusing on reliable data and cost-effective solutions, CareerBOT has demonstrated significant potential in the field of career guidance, paving the way for future projects to build on our success.

Now, let us delve into the CareerBOT Methodology, which is central to our transfer handbook, and explore how it incorporates user personas and user journeys to enhance both tool development and training.



## The role of Personas in the CareerBOT development

In the CareerBOT project, personas played a crucial role in enhancing our understanding of potential learners' needs and the diverse perspectives brought by project partners. Graham Attwell's explanatory note<sup>1</sup> guided the development of these personas, emphasizing the contrast between narrative and scientific ways of knowing.

### **NARRATIVE VS. SCIENTIFIC APPROACHES**

Jerome Bruner's<sup>2</sup> distinction between narrative and scientific knowledge guided our approach. While the scientific method focuses on abstraction and logic, narrative seeks to construct engaging stories that resonate with real-life experiences. In the CareerBOT project, we used narrative to explore the actions, intentions, and contexts of our research subjects—individuals seeking new job opportunities. This approach allowed us to create personas that are emotionally engaging, contextually relevant, and capable of illustrating broader themes in a way that traditional analytical presentations might not.

### **DEFINITION AND PURPOSE OF PERSONAS**

Personas are fictional characters representing different user types within a target demographic. They are crafted based on real user data, incorporating behaviour patterns, goals, skills, attitudes, and environments, often supplemented with fictional details to enhance realism. This approach helps in:

- **Focusing Design Efforts:** Personas help the team concentrate on designing for a manageable set of representative users, aligning the design process with the actual needs of the user base.
- **Streamlining Development:** They provide a quick and efficient way to develop user profiles, reducing the need for extensive user requirement gathering.
- **Guiding Design Decisions:** Personas ensure design decisions are based on user motivations and behaviours, preventing the creation of features that users do not need or will not use.

### **BENEFITS OF USING PERSONAS**

According to Tina Calabria<sup>3</sup>, integrating personas into projects yields several benefits:

- **Unified Focus:** Users' goals and needs become a central focus for the team, promoting cohesion.

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<sup>1</sup> See: Graham Attwell, PR1 Report on Methodology and Bot Development

<sup>2</sup> Bruner, Jerome S (1996) The Culture of Education. Cambridge, Mass.: Harvard University Press,

<sup>3</sup> Calabria T, (2004) An introduction to personas and how to create them,  
[http://www.steptwo.com.au/papers/kmc\\_personas/index.html](http://www.steptwo.com.au/papers/kmc_personas/index.html)

- **Efficiency:** Personas are easy to develop and help prioritize design efforts, avoiding the pitfalls of designing based on assumptions rather than user needs.
- **Decision-Making Support:** They provide a reference point for resolving design disputes and for continuously evaluating designs against user expectations, reducing the need for extensive usability testing.

In summary, personas in the CareerBOT project are essential for creating user-centered designs. They bridge the gap between abstract user data and practical design considerations, ensuring that the tool effectively meets the needs of its users. Through storytelling and detailed user profiles, personas enrich our understanding and drive the development of a more intuitive and user-focused CareerBOT.

A template was developed for recording the personas. The template has sections for:

\*Personal details and background of the persona, \*Goals, \*Triggers, \*I need to know, \*I need to feel, \*Motivation in seeking employment: Intrinsic and \*Motivation in seeking employment: Extrinsic

## Samira, wanting to work and support her family



**I want to work in the job I practiced**

**Age, status:** 32, Recognized refugee, allowed to work

**Current Situation:** looking for job and a place to live with her family

**Education:** 8 years school in Syria, 10 years of work as hairdresser in Syria

Samira is from Kurdistan in Northern Syria. She came to Austria 5 years ago with her husband and two children. Since a year they got recognized as refugees. Now she is looking for a job and a flat to move out of the housing for asylum seekers. She has social contacts to other parents. Her German is quite good in talking, but she lacks a B2 examination.

### Goals

- Work again in her job as hairdresser
- Earning money
- Provide stability for the family

### Triggers

- Want to work as other women do
- Want to meet customers

### I need to know

- What do I need to work as hairdresser?
- Do I need an extra training?
- Where can I find a job?
- How much do I earn?
- Are there better paid jobs?
- How can I combine childcare and work?

### I need to feel

- That I can combine work and family duties
- Confident, that I can find a job

### Motivation in seeking employment

**Overcome yearlong waiting** **Intrinsic**

**Do something that I have done before**

**Get to know other families**

**Develop my skills**

**Learn something new, make new experiences**

**Satisfaction from work**

**Not important**

**Very important**

### Motivation in seeking employment

**Earn money** **Extrinsic**

**Get my qualification approved**

**Have a fix, regular and stable income**

**Having change from family routine**

**Not important**

**Very important**

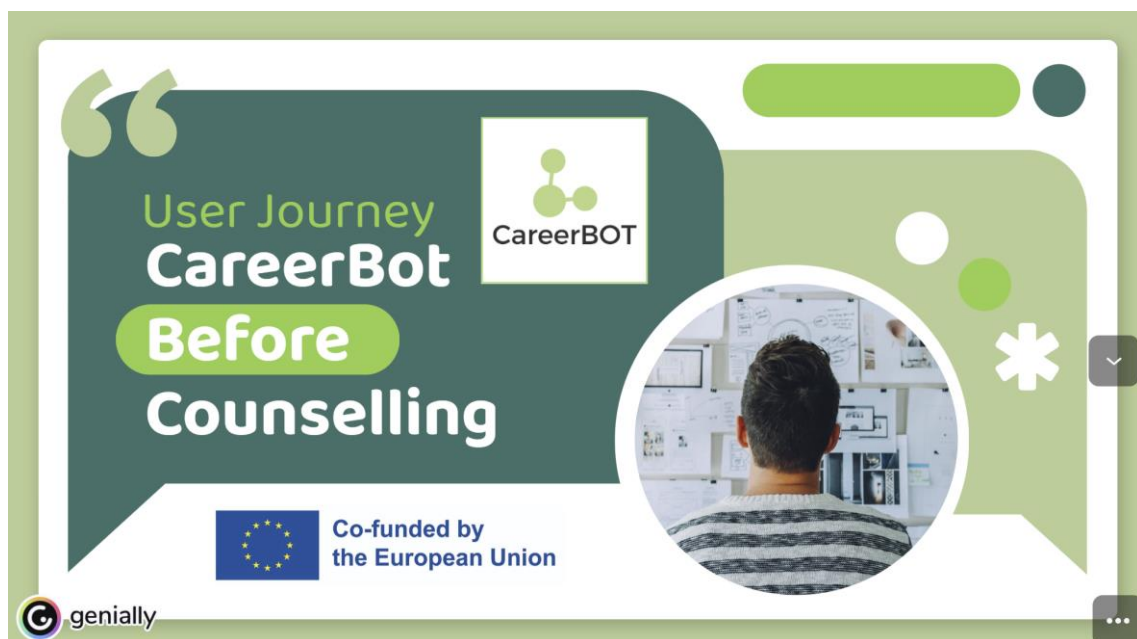
## User Journeys developed for the CareerBOT training

While the CareerBOT can serve as an exploratory tool for anyone interested in job opportunities, labour market trends, and interview preparation, its full potential is best realised through a comprehensive understanding and integration into the Career Guidance process. Please refer to the chapter “The MEEG guidance process”.

To ensure effective use of CareerBOT, our training programme, particularly Module 3, “Working with the CareerBOT,” provides detailed guidance on integrating the bot into existing career guidance environments. We have outlined three major steps and developed "User Journeys" to facilitate this implementation process:

### 1) Using the CareerBOT BEFORE a counselling session

Here we explain the importance to identify strategies on ways to introduce the tool to your beneficiaries depending on their unique circumstances and position in engaging with digital tools. Let's explore a practical example and follow Pablo's Journey: <https://CareerBOT.eu/results/video-library/>



**Tip:** If you have already created your own personas for your institution, try to transfer the process to them. This is a very good exercise before you use the CareerBOT in your counselling sessions.

## 2) Using the CareerBOT DURING a counselling session

The second example explains how to use the CareerBOT for counselling sessions. Explore Sahra's Journey to learn more about the steps you should take in this phase.

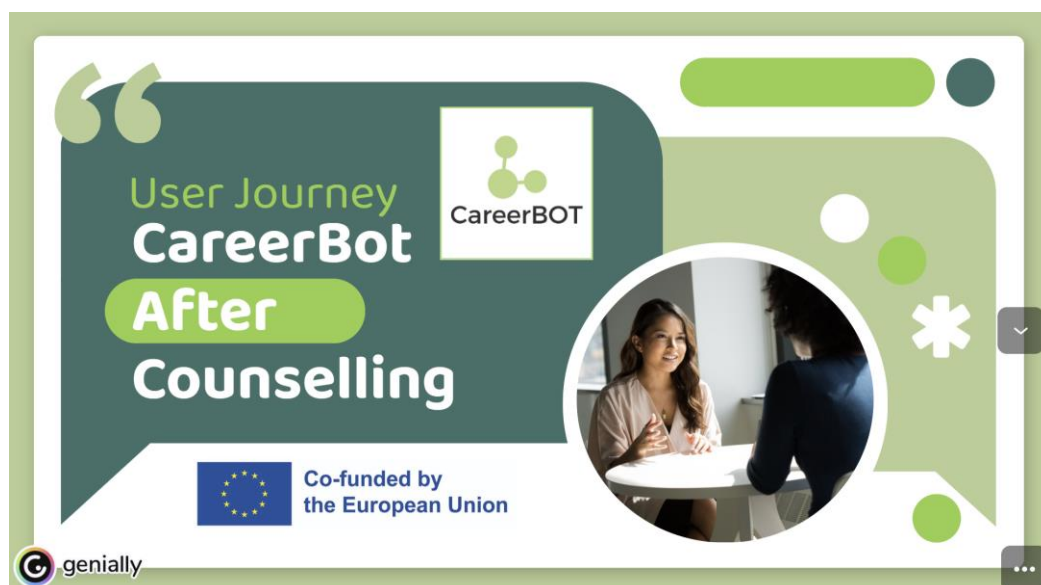
<https://CareerBOT.eu/results/video-library/>



## 3) Using the CareerBOT AFTER a counselling session

We follow Ana's Journey, who observe what she does after a counselling session.

<https://CareerBOT.eu/results/video-library/>



## The [future] Role of Chatbots in Career Guidance

Chatbots, powered by AI and NLP, offer a promising solution to address the challenges of career guidance in a rapidly changing labour market. They can provide instant, 24/7 access to labour market information and career advice, making guidance more accessible to those who may not have easy access to traditional career services. Chatbots can also offer personalized recommendations based on user inputs, helping individuals explore career options that align with their skills, interests, and local job market demands.

### **The key advantages of using chatbots for career guidance include:**

1. **Scalability:** Chatbots can handle multiple conversations simultaneously, allowing them to serve a large number of users without the constraints of human availability.
2. **Consistency:** They provide consistent information and advice, ensuring that all users receive the same quality of service.
3. **Continuous learning:** AI-powered chatbots can be regularly updated with the latest labour market data and trends, ensuring that the information provided remains current and relevant.
4. **Personalization:** By analysing user inputs and preferences, chatbots can offer tailored advice and recommendations, creating a more engaging and relevant experience for users.
5. **Accessibility:** Available 24/7, chatbots can provide support at any time, accommodating diverse schedules and time zones.

### **Complementing Human Career Professionals**

While chatbots offer numerous advantages, it's important to note that they are not intended to replace human career professionals. Instead, they can work in tandem with career advisors, complementing their expertise and enhancing the overall quality of career guidance services. Here's how chatbots can effectively collaborate with career professionals:

1. **Initial screening and information gathering:** Chatbots can handle initial queries, collect basic information about a user's background, interests, and goals, and provide general labour market information. This allows career professionals to focus on more complex aspects of guidance during in-person sessions.
2. **Extending reach:** By providing a first point of contact, chatbots can help career services reach a wider audience, including those who might be hesitant to seek in-person advice initially.
3. **Preparatory work:** Chatbots can guide users through preliminary career exploration and self-assessment exercises, preparing them for more in-depth discussions with human advisors.

4. Follow-up support: After in-person sessions, chatbots can provide ongoing support, reminders, and additional resources to help users implement their career plans.
5. Data collection and insights: The interactions between users and chatbots can generate valuable data on common career concerns, trends, and user needs, which can inform the work of career professionals and policy makers.

### **Challenges and Considerations**

While the potential of chatbots in career guidance is significant, there are challenges and considerations that need to be addressed:

1. Ethical considerations: Ensuring that the chatbot provides unbiased advice and protects user privacy is crucial.
2. Limitations of AI: Recognizing and communicating the limitations of chatbots to users is important to manage expectations and ensure appropriate use.
3. Integration with existing systems: Seamlessly integrating chatbots with existing career guidance services and platforms can be technically challenging.
4. User acceptance: Some users may be hesitant to trust or engage with data driven career advice, necessitating clear communication about the chatbot's capabilities and limitations.
5. Continuous improvement: Regular updates and refinements based on user feedback and changing labour market conditions are essential to maintain the chatbot's relevance and effectiveness.

### **THE FUTURE OF CHATBOTS IN CAREER GUIDANCE**

As AI and NLP technologies continue to advance, the capabilities of career guidance chatbots are likely to expand. Future developments may include more sophisticated personalization, integration with virtual reality for immersive career exploration, and improved emotional intelligence to better understand and respond to users' career-related anxieties and aspirations.

In conclusion, the development of chatbots for providing labour market information and career advice represents a significant step forward in making career guidance more accessible, personalized, and responsive to the rapidly changing job market. By working in tandem with human career professionals, these tools have the potential to enhance the quality and reach of career guidance services, ultimately helping more individuals navigate their career paths successfully in an increasingly complex and dynamic labour market.



## How to integrate the CareerBOT Methodology – The MEEG Guidance Process

We would like to provide an example of how to successfully integrate the CareerBOT Methodology into an existing guidance process. Here, we present the Model of Enabling Employment Guidance (MEEG), developed by Dr. Nuala Whelan<sup>4</sup> of Maynooth University, Ireland. This guidance model is utilised by our partner, Ballymun Job Centre in Ireland, which has incorporated the CareerBOT Methodology as one of the implementation partners.

### Model of Enabling Employment Guidance and the CareerBOT tool and methodology

The CareerBOT tool and training methodology is informed by a comprehensive Model of Enabling Employment Guidance (MEEG) and can be integrated into the services of a wide range of organisations that offer employment related guidance in the public, private and not-for-profit sector. The aim of this section of the transfer handbook is to outline the MEEG guidance framework and how the CareerBOT tool and training methodology can be integrated into a guidance process of this kind to enhance the delivery of employment supports as well as provide Continuous Professional Development to Guidance Practitioners.

The MEEG framework and toolkit is on the one hand, seeking to advance towards a life-first employment guidance model, whereby employment services offer a holistic approach that would 'prioritise the life needs of individuals above an obligation to work' and places higher priority on human capabilities and well-being to realize one's right to work (Whelan, 2021 pp.32).

On the other, the framework recognizes that the life-first model is on the opposite end of the employability continuum to many labour market policies adopted by national governments who, as result of restricted resources, favour work-first approaches to unemployment and therefore MEEG adopts a work-life employment guidance model (Whelan, 2021).

The work-life model approach to employment guidance takes into account the importance of work to an individual's overall well-being but is steadfast in its understanding that work is important as long as it is 'capability and well-being enhancing' (Whelan, 2021 pp.32). The aim of this approach is to enhance the employability of individuals to access meaningful

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<sup>4</sup> Whelan N. (2021). MEEG - Model of Enabling Employment Guidance Practitioner Toolkit. Maynooth University: MUSSI, May 2021 [Last accessed on the 15th July 2024 at URL: [https://www.inou.ie/assets/files/pdf/meeg7\\_full.pdf](https://www.inou.ie/assets/files/pdf/meeg7_full.pdf)]

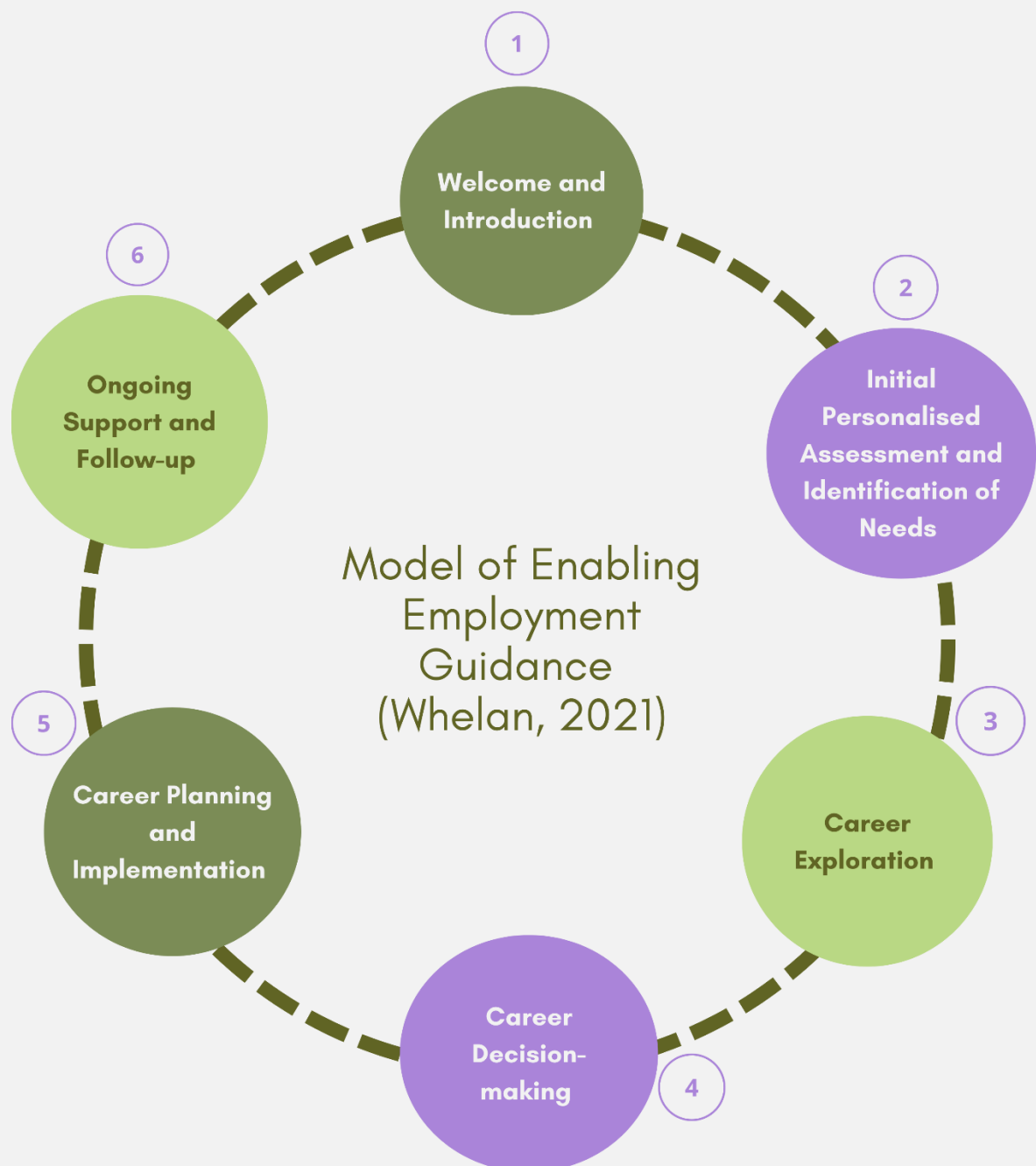


employment and career satisfaction and recognizing that entering employment quickly is not always a suitable approach, particularly to marginalized job seekers.

## The Model of Enabling Employment Guidance and the Career BOT Tool and Methodology



6 Stages of the MEEG Guidance Process:



## The MEEG framework consists of six stages

### Stage 1: Welcome and Introduction

The aim of stage one is to establish trust with the person seeking career guidance, to outline the guidance process, the organisation as a service provider, and create an initial profile of the client. Arguably, the most crucial point of contact with the jobseeker. The lessons of CareerBOT training piloting proved that establishing trust is a key element to the success of introducing new digital tools to marginalised jobseekers.

Moreover, creating an initial profile of the client allows practitioners to plan how to best introduce the tool to their client and identify the key functions relevant to their needs, tailoring the use of the tool as recommended in Module 3 'Working with the CareerBOT'. The CareerBOT methodology also allows the practitioner to use many entry pathways for the client to explore the tool and based on client's capabilities the tool could be introduced to the client throughout the guidance process; before in-depth guidance activities take place, during guidance meetings and after by assigning tasks to the client to complete using the tool.

Furthermore, within the CareerBOT methodology the incorporation of user personas to establish client profiles and as a learning tool for practitioners to assess client's needs, desires and progression plans, can support organisations in the development of a meaningful guidance approach that places clients at the centre of service delivery.

### Stage 2: Initial Personalised Assessment and Identification of Individual Need

During this phase, practitioners support the client in personal reflection of their employment history to date as well as identify other obstacles that the individual may face that prevent them from entering the labour market (Whelan, 2021). Practitioners can then map what other support services they may require and local organisations that can provide specialized support. Here, the practitioner can begin to develop a CV with the client and effectively use the CareerBOT tool during and after guidance counselling sessions to provide initial resources on CV creation (Whelan, 2021 pp. pp.45).

## Stages 3 and 4: Career Exploration and Decision-making

At stages 3 and 4, the practitioner works collaboratively with the client to design a tailored guidance process to help identify their skills, abilities, aptitudes and overall values relevant to the workplace (Whelan, pp.52, 60). The aim of both stages is to enable clients to gain a clear understanding of what type of career they desire, build their self-esteem using a wide range of tools, techniques and practitioner' competences (Whelan, 2021). The MEEG toolkit aims to provide practitioners with an inventory of career guidance orientated tools to empower clients to make career decisions as well as explore their options.

The CareerBOT tool complements the work carried out by practitioners at this stage and offers information on the demand for skills, identify the skills necessary for chosen career paths and build on their cover letter writing and interview skills. Crucial to both phases is that the client is provided with up-to-date Labour Market Information and is empowered by the guidance process to manage their own career and related decisions.

The use of the CareerBOT tool, therefore, can enhance the accessibility of LMI for both clients and practitioners. Moreover, the CareerBOT training curriculum enhances the competence of practitioners in gathering LMI, the use of digital tools and provides knowledge of the future of work based on European policy frameworks thus complimenting and reinforcing an enabling model of guidance. The training framework of CareerBOT aims to provide practitioners with resources and tools to enhance the employment supports they can provide.

## Stages 5 and 6: Career Planning and Implementation, Follow-up and Ongoing Support

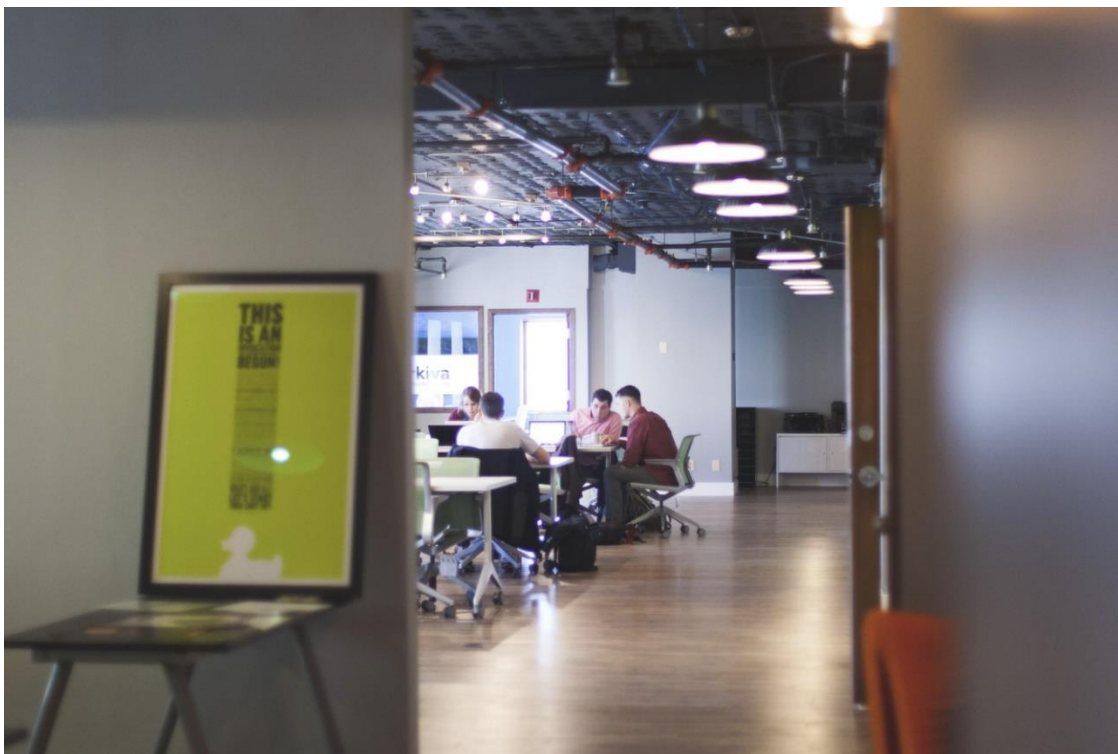
During stages 5 and 6, the practitioner and the client begin to establish a career trajectory including an action plan to achieve the end career goals based on the individual's desires and preferences. Together both parties outline a timeline with realistic deadlines for the achievement of those goals. The practitioner establishes with the client a method of achieving the outlined goals and agrees on the regularity of communication going forward that is necessary (bi-weekly meetings, phone calls etc.). The approach aims to create a supportive and non-judgmental environment to agree the above steps and the practitioner will encourage the client and maintain motivation (Whelan, 2021).

At this stage of the guidance process, the practitioner can assign tasks using the CareerBOT tool and direct the client to the live job searching functionality which will improve the efficiency of the jobseeker's search for employment. After the guidance session, practitioners can then agree to be available for follow-up conversations around the findings of the Jobseeker using the tool and offer support to apply directly for job opportunities using the CareerBOT.

As shown, the CareerBOT tool can be easily integrated within a wider guidance process and enhance the efficacy of employment guidance support provided to marginalized jobseekers. The findings of Dr. Nuala Whelan (2021) show that the effective implementation of an Enabling Employment Guidance model and use of guidance tools (digital or otherwise) require key practitioner skills and competences.

Some of the key competences that are supported by the CareerBOT tool and training for practitioners are:

- Providing information clearly and accessibly to clients which is achieved by the tool as it can provide job openings and employability resources quickly and clearly.
- Providing Labour Market Education and Training which is supported by the development of training modules that contextualise digitalisation and the future world of work.
- Holistic Counselling Approaches which is enriched by the CareerBOT Training curriculum by offering a comprehensive and meaningful approach to introduce digital tools ethically to marginalised job seekers who may be hesitant to engage with tools online.



**Below you will find a visualisation of the MEEG process and the integration of the CareerBOT method.**

This should help you to always have the most important steps in mind.

## The Model of Enabling Employment Guidance and how the Career BOT Tool and Methodology can be integrated into a Guidance process



### Before Guidance Counselling

- During stages 1 and 2 the practitioner aims to establish trust with the client and outline the guidance process.
- Here, practitioners can create an initial profile of the client that informs how they plan to best introduce the **CareerBOT** tool to their client based on their needs and capabilities.
- **CareerBOT** offers multiple entry points for the client to explore the tool and this can begin before in-depth guidance sessions take place. For example, clients can conduct independent research on job openings and use the tool resources to build a career profile.

1

Welcome and  
Introduction

2

Initial  
Personalised  
Assessment and  
Identification of  
Needs

### During Guidance Counselling

The **CareerBOT** tool is well placed during guidance sessions and supports clients by offering:

- **Skill Demand Insights:** CareerBOT offers information on in-demand skills and necessary qualifications for chosen career paths.
- **Cover Letter and Interview Skills:** Enhances clients' abilities in writing cover letters and preparing for interviews.
- **Labour Market Information (LMI):** Provides up-to-date LMI to help clients manage their own career decisions effectively.
- **Practitioner Training:** Enhances practitioners' competencies in gathering LMI and using digital tools, aligning with European policy frameworks.

3

Career  
Exploration

4

Career  
Decision-  
making

5

Career  
Planning and  
Implementation

### After Guidance Counselling

The **CareerBOT** tool facilitates ongoing support and allows practitioners to effectively follow-up on their career journey through:

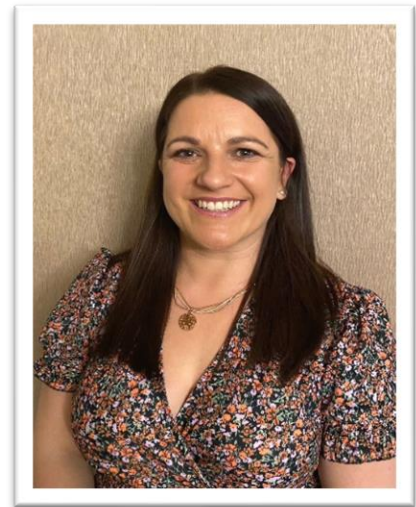
- **Task Assignment:** Practitioners can assign tasks using the **CareerBOT** tool to facilitate the job search process.
- **Live Job Searching:** Directs clients to the tool's job search functionality to enhance efficiency in finding employment. **CareerBOT** is a 24/7 chatbot and fills the gap for clients who may want more guidance after the session.
- **Follow-Up Support:** Practitioners can check in with clients on their use of the **CareerBOT** tool and on the live searching they carry out.

6

Ongoing  
Support and  
Follow-up

## Testimonials from Guidance Counsellors: The way I use the CareerBOT

***“As a guidance officer, I have used the CareerBOT tool on a one-to-one basis with my clients, but I’ve also used it directly to provide my clients with extra guidance and up to date labour market information. I find that the tool can help a guidance officer to save time while providing their clients with a range of different types of job vacancies. For instance, I have ten clients seeking childcare assistant jobs. Traditionally, I would search numerous platforms for openings and email each client individually with relevant listings.”***



Paula Cunningham  
Employment Guidance Officer at BJC, Ireland

CareerBOT simplifies this by scouring various platforms all at once, saving me time and effort. I can now email a several clients interested in similar roles job offers at once.

The type of clients that I work with do not always have access to a computer or the internet. They also may not have any computer literacy skills, so it is better to get to know the person first before you introduce the Bot. The guidance process at the Ballymun Job Centre involves several one-to-one meetings with clients to discuss their career goals and what if any qualification or work experience, they have or need to reach their career goal.

Together we make a personal progression plan, this is an essential tool for job seekers. This allows them to seek out training, education, or experiences that will fill these gaps and make them more competitive in the job market.

To integrate the CareerBOT tool into this guidance process, I would first introduce CareerBOT to the client during a face-to-face meeting, where we would explore the bot together. During this meeting, I guide the client through its features ensuring they are comfortable using it independently. I would ensure that the client is happy to use it at home before sending them the link via email. I always encourage my clients to be independent and to use CareerBOT at home autonomously. I give them tasks to complete before their next appointment. This approach not only empowers clients but also maximises the effectiveness of the CareerBOT tool in supporting their career development.

In conclusion, CareerBOT has become an invaluable asset in my work as a guidance officer. It streamlines the job search process for both my clients and I, allowing me to dedicate more time to personalised career development plans and one-on-one guidance. By empowering clients to use CareerBOT independently, we can work collaboratively towards achieving their long-term career goals.





Firas Bitar  
Career Guidance Counsellor at TSD, Austria

***“My name is Firas Bitar and I have been working for 3 years as an educational and career counsellor for people with a refugee and migration background at the Tiroler Soziale Dienste GmbH in the TIK (Tiroler Integrationskompass) department in Tyrol, Austria. It is my job to provide information and orientation about the labour market and educational opportunities.***

***Furthermore, I analyse the talents and strengths of my clients in order to support them individually on their way to independence and to help them gain a foothold in Austria.”***

My consultations are mainly aimed at people who speak Arabic, Somali, Farsi or Turkish, languages that CareerBOT does not currently support. Therefore, I mainly use CareerBOT with users who speak English or German well. I also think basic digital skills are important.

An introduction about the CareerBOT for the clients is necessary, so they understand the processes of it. Therefore, I use the CareerBOT during and after the consultation to facilitate my work and avoid repetitive explanations. The CareerBOT offers informative and short videos on specific topics, for example the video on job interviews, which users can easily use on their own. I appreciate CareerBOT because it obtains its data from trustworthy sources.

Finally, I would like to emphasize that it's a pleasure to incorporate new digital tools into my counselling sessions. By using the CareerBOT, I can effectively address the individual needs of my clients and provide them with valuable information and support.

I am grateful for the opportunities that this technology opens up for me and I look forward to continuing to carry out my advisory work with commitment and empathy.



***“As we are also providing orientation sessions for young people who want to work abroad, I decided to use the CareerBot for this purpose in November 2023.***

***I encountered a young woman, 23 years old, who wanted to work in tourism in Austria. As she did not have any prior experience in this sector, we looked for different low qualified jobs in the kitchen or cleaning in hotels in different regions of Austria.”***



Angela Pittl  
Consultoría de Innovación Social, Spain

Therefore, I started three search requests for “Küchenhilfe”, “Abwäscher” and “Zimmermädchen”. The bot made the searching process incredibly efficient, as, for all terms, I received some results in different hotels and regions. This saved me from checking various newspapers or job portals and we could immediately start with sending application letters to the respective hotels in the regions she was interested to go to. Here we used the tips for optimising the CV and the cover letter. I also recommended her to watch the videos to be prepared for a job interview and questions she would be asked in such.

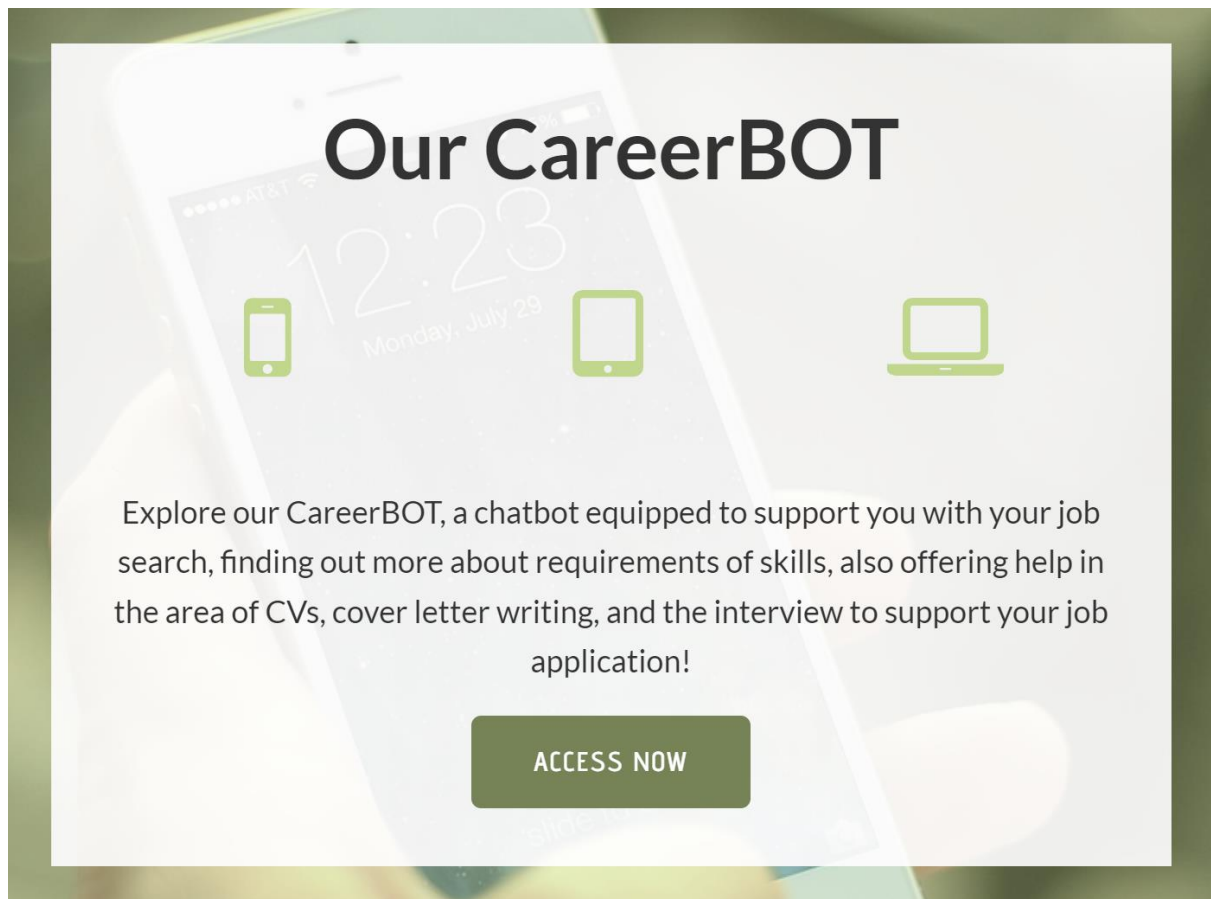
Unfortunately, we did not receive a lot of answers, but luckily enough, we found one restaurant looking for someone to help in the kitchen. Finally, after a personal job interview, we succeeded. I want to point out, that this personal presentation was very important to the employer, to demonstrate her interest in the job, and thus, she managed to start working at the job in Austria in December 2023.

I can really recommend the bot, especially if you want to look for jobs in a region where you are not familiar with local job searching tools, because it provides you up-to-date information in whatever profession and region in Europe.

## The CareerBOT results at a glance

### The CareerBOT Tool

Based on Chatbot technology, the CareerBOT provides easy access and user-friendly support for job seekers in finding job openings, requirements of skills, how to prepare for application to a job and more information on future job and professional sector trends.



Access the CareerBOT via the website: <https://CareerBOT.eu/results/CareerBOT/>

Direct link to EN version: <https://CareerBOT.eu/bot/bot.html>

In the section results we provide you with the accompanying CareerBOT User Guide Screencast and Manual. See <https://careerbot.eu/results/>

## The CareerBOT Training for External Organisations

**To successfully use the CareerBOT in job counselling and further improve the digital skills of professional counsellors, the project includes a blended learning course to increase digital competences, literacy, and techniques on how to integrate the CareerBOT effectively.**

Main objective of the modular blended learning solution is to provide the competences needed for Career Guidance officers, to use digital guidance tools efficiently. As our initial Research demonstrated, there is a huge demand on practical knowledge for career guidance practitioners in digital readiness and digital guidance tools and processes. The CareerBOT project offers an experience based approach, where the Bot itself is in the centre and framed by background knowledge on digitalisation tools and processes. The training could be seen as a highly needed addition to existing initial and further educational training programmes for career guidance staff.

### **The CareerBOT blended training course**

- presents the CareerBOT as a supporting element for the practitioners in the advising services
- describes functionalities of the bot including data protection measures
- identifies motivating strategies to promote the use of the bot among clients
- trains practitioners in the use of the bot as a supporting element for the quality improvement of their advising services
- presents complementary free digital solutions for the support of guidance services
- presents knowledge on digital transformation of the labour market and green jobs

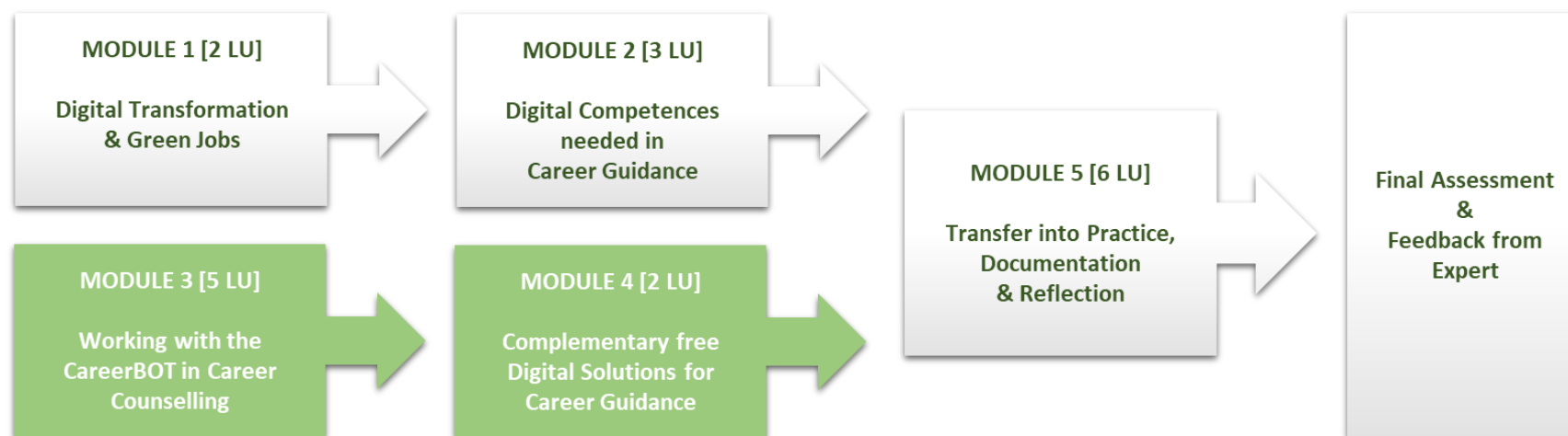
The partnership developed the Curriculum and the Training materials for a 18 hours blended learning training, with the following structure:

- 5 Learning Units (LU) designed for self-directed learning
- 7 Learning Units (LU à 45 min.) to be taught face to face or online
- 5 Learning Units (LU) for the transfer into practice
- 1 Learning Units (LU) for the preparation of the final assessment

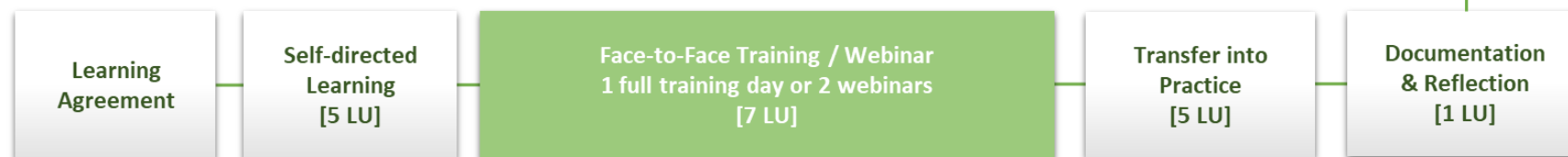
**The curriculum has been tested during a pilot training in October 2023 in Greece and has been successfully evaluated. The training program is now available for a broader implementation in various organisations.**

## The Blended CareerBOT Training for Practitioners

# Blended CareerBOT Training for Practitioners



The CareerBOT training process at a glance:



MODULE:  
LEARNING UNIT [LU]:  
GREY ELEMENTS:  
GREEN ELEMENTS:

A Module covers a thematic area and is divided into several Learning Units.  
One Learning Unit [1 LU] corresponds to a period of approx. 45 min.  
Grey Modules are designed for Self-directed Learning and Transfer into practice.  
Green Modules are designed for Face-to-Face Training (or Webinar).

## Basic structure of the Training Process

As a prerequisite for applying for our training process, the participant should be an experienced practitioner in Job and Career Counselling (e.g. consultant, trainer, teacher, youth workers, etc.). The CareerBOT training is not a career guidance training, but a further training for experienced practitioners who want to learn more about the Bot Tool and the issues of digitalisation and new work opportunities in the field of career guidance.

In practise, this means that all applicants for the training programme must understand the CareerBOT approach as described in this document.

### 1. LEARNING AGREEMENT

The training process begins with the Learning Agreement, which clarifies prior qualifications and the learner's individual motivation. This Learning Agreement is signed between the learner and the issuing organisation.

### 2. SELF-DIRECTED LEARNING

As soon as the Learning Agreement is signed, the participant receives the documents designed for self-study: Module 1 - Digital Transformation & Green Jobs and Module 2 - Digital competences needed in Career Guidance. The material provided should be studied before attending the face to face training sessions.

### 3. FACE TO FACE TRAINING / WEBINAR

The following Modules are preferably to be taught face to face, but there is also the possibility to organise webinars if needed: Module 3 - Working with the CareerBOT in Career Counselling and Module 4 - Complementary free digital solutions for Career Guidance.

Depending on the training providers' different offers, these can either take place in one full training day or be split into 2 days (or webinars). In total the three modules correspond to 8 Learning Units (LU à 45 min.).

### 4. TRANSFER INTO PRACTICE

The face to face sessions are followed by a practise transfer. Practitioners should incorporate the method into their own work environment and assist further implementing organisations in their country (see Module 5). Each Learning Unit (LU1-LU5) offers space for Practitioners to reflect on the content and experience of the training methodology and curriculum.

### 5. DOCUMENTATION & REFLECTION

This learning unit does not provide additional information or content to the training course but focuses on documenting and providing evidence of the experience of completing the course piloting the CareerBOT and tasks from previous learning units with

clients. The Documentation listed under the Resource section of each Learning Unit in Module 5 should be delivered as a result.

## 6. FINAL ASSESSMENT & FEEDBACK

Finally, practitioners must document their individual learning process. The final expert talk evaluates compliance with the CareerBOT criteria and is required for internal certification.

## Qualification profile of Graduates

Graduates of the blended learning program can train various target groups (e.g. own staff and staff of other implementing partners) in using the CareerBOT tool and the training material presented in the Curriculum. In the project we follow a „train-the-trainer“ principle.

The qualification for training target groups includes the professional and organisational management. This includes in particular:

- Planning, organisation, coordination, implementation, and evaluation of the training program
- Ensuring the content-related and pedagogical quality of teaching in the individual subject areas
- Selection of the institutions where the training will be carried out

In addition to these subject-specific qualifications, graduates acquire the ability to think and act in an analytical, structured, and solution-oriented manner.

## Launch of the online CareerBOT Training




<https://CareerBOT.eu/blended-CareerBOT-training/>

**Main objective of the modular blended learning solution is to provide the competences needed for Career Guidance officers, to use digital guidance tools efficiently. As our initial Research demonstrated, there is a huge demand on practical knowledge for career guidance practitioners in digital readiness and digital guidance tools and processes.**

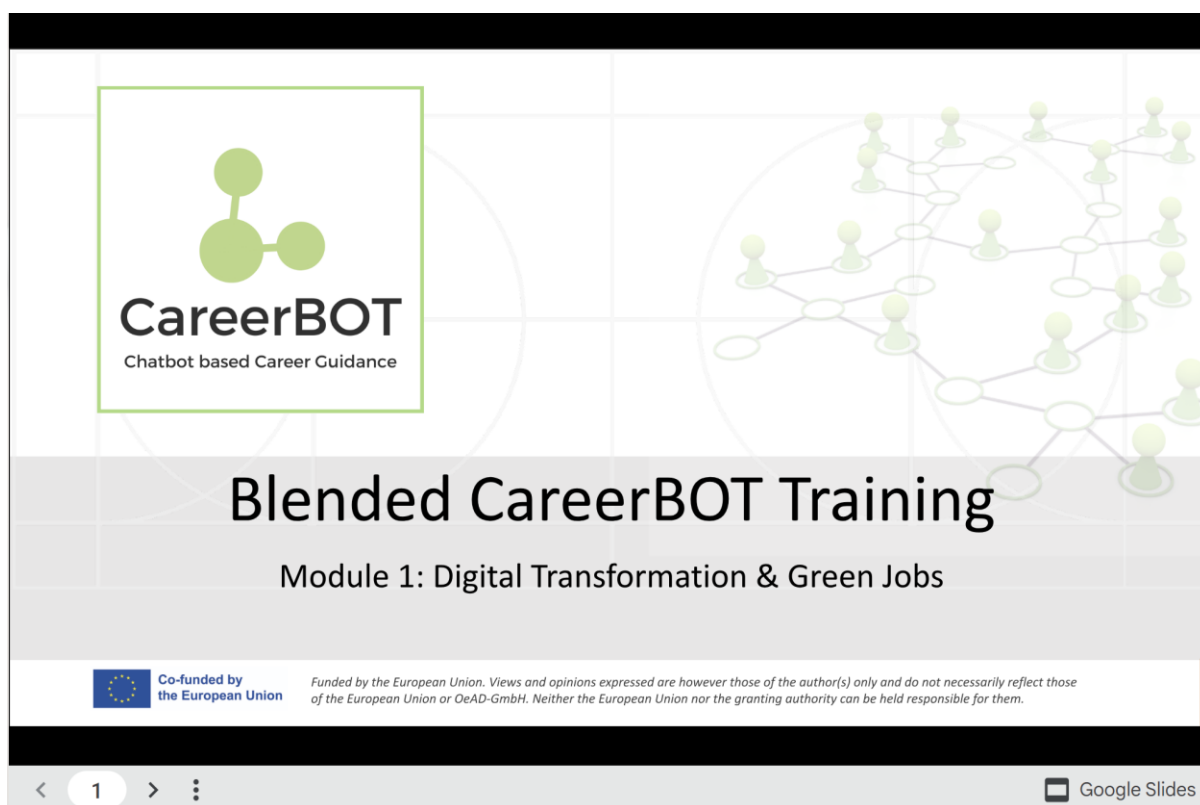
The CareerBOT project offers an experience based approach, where the Bot itself is in the centre and framed by background knowledge on digitalisation tools and processes. The training could be seen as a highly needed addition to existing initial and further educational training programmes for career guidance staff.

**Structure of the single Modules:** In each Module you will be guided through the available content, as follows: aim, duration and method

 <b>DURATION</b> 2 LU (à 45 min.)		 <b>AIM OF MODULE 1</b> Module 1 is designed for self-learning to provide Career Guidance Practitioners with a collection of information on the topics of digital transformation and green jobs from an European perspective and is supplemented by an extensive collection of links and a bibliography, which serves as a kind of "reference book" that accompanies the practitioners through the entire CareerBot training. Our aim is to offer the practitioners as much background information as possible in order to prepare them
 <b>METHOD</b> Self-learning		



**For each module we offer Google Slides embedded on the website:**



**You can also download the presentation and the content of the full Module (Word File).**



**For each Module we provide you with a description of the single Learning Units and it's Learning Outcomes:**

## Learning Units

The learners got a first insight of the current developments in the field of digitalisation and green jobs on European level, are able to do further research for their own countries and can apply this knowledge in their counselling sessions. Practitioners know where to find further sources and information on the themes of Digitalisation and Green Jobs and are equipped with a kind of "reference book" that accompanies them through the CareerBot training.

☆ LEARNING UNIT 1

☆ LEARNING UNIT 2

**At the end of each module we provide you with the Resources for the single Learning Unit:**


## Resources – Learning materials provided

Learning Unit 1: Digitalisation in Europe: Opportunities, Challenges, and Impacts

- M1-LU1-01 – Digital Transformation (ppt Module 1, LU1)
- M1-LU1-02 – Digital Transformation (Word File Module 1, LU1)

Learning Unit 2: Green Jobs in Europe: New Demands and Opportunities

- M1-LU2-01 – Green Jobs (ppt Module 1, LU2)
- M1-LU2-02 – Green Jobs (Word File Module 1, LU2)



**Use the results of our Video Library for implementation**


## Welcome to our video library!

Here you can find useful and helpful videos that can support you in your job application process.

The videos are structured in different topics and can also be found on our YouTube channel.

If you want to access them in a different language, please change the language of the website or access them via the YouTube playlists.

[GO TO YOUTUBE](#)

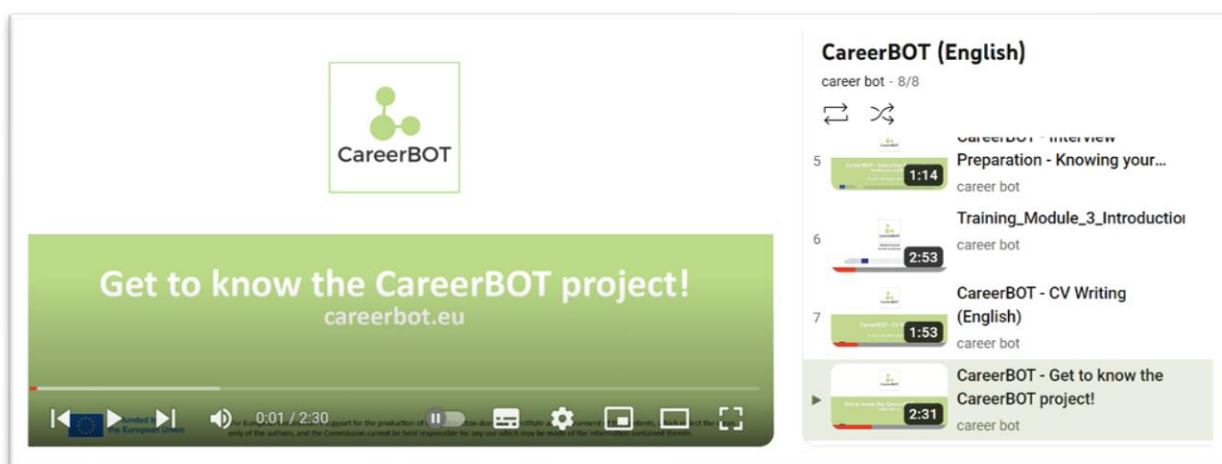


**<https://CareerBOT.eu/results/video-library/>**

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**<https://www.youtube.com/@career-bot>**



## Quality Assurance within the project

Quality assurance (QA) stands as a crucial instrument in guaranteeing the excellence of both the CareerBOT Tool and the associated Training. It played a pivotal role at various stages throughout the development of project outcomes:

### 1) MEASURES TO ENSURE A HIGH QUALITY TRAINING

A well-defined methodology serves as the backbone for upholding the quality standards of CareerBOT training, as detailed in the Curriculum. Following the piloting and evaluation conducted in October 2023, valuable insights were gleaned. Consequently, comprehensive suggestions for refining both the Bot Tool and Training Material were developed and subsequently implemented. The iterative process of improvement remains ongoing, ensuring a continuous enhancement of results.

Furthermore, the adaptation of training content and materials to meet the specific demands of each partner country underscores a commitment to tailoring the CareerBOT experience. While there may be slight variations in training materials to accommodate local needs, the training procedures remain consistent across all countries, fostering a cohesive and standardized approach. This approach not only ensures flexibility to address diverse needs but also maintains a unified and high-quality training experience for all stakeholders involved.

In the CareerBOT project, the reliability of the data sources is of overall importance to ensure the high quality of the results. This must be assured for both the data immediately incorporated in the bot and the data utilised for the training documents. Therefore we worked on a checklist which is presented in the next chapter.

### 2) MEASURES TO ENSURE THAT LMI USED IN THE BOT IS RELIABLE

Labour Market Information used in the CareerBOT project must be reliable, easily accessible, available in a simple form, preferably through an open API and in accordance with the underpinning principles, which include:

- **Ethical:** adherence to the core ethos of equality of opportunity for all and compliance with related legislation.
- **Impartial:** all LMI produced for the guidance/counselling process does not promote one sector, in a competitive manner, as superior to any other, or mask an economic decline.
- **Accessible:** addressing physical limitations as well as the ability to understand particular levels of complexity.
- **Robust:** ensuring reliability, comprehensiveness and currency.
- **Relevant:** to the needs of careers practitioners in their guidance work with clients.

The following checklist provides a guide for project partners and further implementing partners in assessing the efficacy and quality of LMI.

CHOOSING BETWEEN SOURCES OF LMI	
QUESTION	THINK ABOUT:
<b>Who has produced the LMI?</b>	<ul style="list-style-type: none"> <li>• Whether the source of LMI can be regarded as trustworthy.</li> <li>• What are the aims and objectives of the organisation producing the LMI? Is it promotional (putting a positive spin on particular facts) or excluding facts?</li> <li>• Whether you have been able to get similar data from more than one source – as this will help you achieve a more balanced and reliable view on of a particular situation.</li> </ul>
<b>How was the LMI collected?</b>	<ul style="list-style-type: none"> <li>• How and why data were collected? (i.e. methodology)</li> <li>• What is the coverage and degree of detail available?</li> <li>• Is the data presented reliable?</li> <li>• How valid is the data?</li> </ul>
<b>How is the LMI data disaggregated and classified?</b>	<ul style="list-style-type: none"> <li>• Relevance and appropriateness of units of measurement.</li> <li>• Disaggregation of data, particularly geographical boundaries.</li> <li>• Classification systems applied.</li> <li>• Comparability of data and consistency over time.</li> <li>• Analysis in terms of your needs; and</li> <li>• Relevance to the area in which you are operating.</li> </ul>
<b>Is the LMI up-to-date?</b>	<ul style="list-style-type: none"> <li>• When was the research carried out?</li> <li>• What period does the data relate to?</li> <li>• When was the LMI published?</li> <li>• Potential currency and usefulness of data to current situations.</li> </ul>

	<ul style="list-style-type: none"> <li>• Timeliness.</li> <li>• Frequency of update and when the next data will be available?</li> <li>• Where there is any more recent research that either supports or contradicts the data?</li> </ul>
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During the development of the CareerBOT tool and training content and training materials, the project partnership worked with the above checklist to ensure that the data was reliable and as up-to-date as possible. We recommend that future implementing partners who wish to expand the CareerBOT methodology work with this checklist to maintain good quality data.

## National Contact Points & Partners

<https://CareerBOT.eu/contact-points/>

@partners: Fill in here your main contact point(s) from your country when translating this file, e.g.:

**Ballymun Job Center**

**Dublin, Ireland**

**Mail: bulnest@bmunjob.ie**

Find more information on partner organisations on the website:

<https://CareerBOT.eu/about-us/>

### Coordinator:

- Hafelekar Unternehmensberatung, AT

### Partner:

- Tiroler Soziale Dienste GmbH, AT
- Synergasia Enegon Politon, GR
- Pontydysgu SL, ES
- Consultoría de Innovación Social, ES
- Ballymun Job Centre Co-operative Society Limited, IE



## Resources for Implementation

(partners to set links when doing the translation)

PR#	Title of result	Available here
PR1	The CareerBOT Methodology Report with list of Stakeholders annexed	link to Website as soon as uploaded
PR2	The CareerBOT Tool	<a href="https://careerbot.eu/bot/bot.html">https://careerbot.eu/bot/bot.html</a>
PR2	User Guide Screencast video	link to Website as soon as uploaded AND also upload to <a href="https://www.youtube.com/@career-bot/playlists">https://www.youtube.com/@career-bot/playlists</a>
PR2	User Guide Handbook (pdf)	link to Website as soon as uploaded
PR3	CareerBOT Training Curriculum	Not yet uploaded on website
PR3	Blended CareerBot Training Module 1 – Module 5 (links to Annexes partly missing on website; M5-A1 to M5-A4 word files)	<a href="https://careerbot.eu/blended-careerbot-training/">https://careerbot.eu/blended-careerbot-training/</a>
PR4	Transfer Handbook for Implementation	link to Website as soon as uploaded
PR#	Video Resources	Available here
DISS	Get to know the CareerBot project!	All videos are available on the CareerBot YouTube channel and are organised in Playlists:  <a href="https://www.youtube.com/@career-bot/playlists">https://www.youtube.com/@career-bot/playlists</a>
PR3	CV Writing	
PR3	Cover Letter Writing	
PR3	How to make a good Impression	
PR3	How to act professionally	
PR3	Showing your Skills, Knowledge, and Experience	
PR3	Knowing your Employer	
PR3	User Journey Before Counselling	
PR3	User Journey During Counselling	
PR3	User Journey After Counselling	



	Any other relevant files for your country?	

All results are available on: <https://careerbot.eu/results/>

All videos are available on: <https://www.youtube.com/@career-bot/playlists>

**We wish you all the best for a  
successful implementation!**



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