



Do students really need instructions
for career success?
The role of proactivity
in career planning.

What most of the career centres deal with?

-  Career guidance
(career planning, managing career, career information, workshops)
-  Gathering and disseminating job and internship offers
-  Cooperating with employers
(connecting employers with students, shaping study programmes)
-  Labour market analysis



Who are our clients?



Students aware of the fact that they may possibility to choose their career, to plan it in advance and to be responsible for how it looks like.

Who does not benefit from the career centres?



- Students who think that they will manage somehow
- Students who think that they do not need planning
- Students whose goals regard only to study period or graduation itself
- Students who have low level of self awareness



What should we do to include these students in career centres' activities?

- Motivate students to take longer perspective in planning their future
- Make them aware of individual responsibility for their career
- Convince them that they have no choice – they will have to work



Work on their **proactive attitude**



Proactivity is a set of self-starting, action oriented behaviours aimed at modifying the situation or oneself to achieve greater personal or organizational effectiveness.*

Proactivity is about taking initiative in improving current circumstances, it is in opposition to passive adaptation to present condition**

If we understand proactivity that way we may influence and develop it

* Unsworth & Parker, 2003

** Crant, 2000



The role of proactivity in successful career planning

Proactivity in career planning is essential because it guarantees:

- intrinsic motivation
- self-reflection
- individual responsibility for the career planning process
- initiative



How may students' proactivity be awakened?



Asking them questions like:
Why did you choose your studies?
What are you going to do after
graduation?
What are your plans for the future?
Where would you like to be in your
career in 10 years? etc.



How may students' proactivity be awakened?



Imposing on students responsibility
for the shape of their education and
giving them free choice of courses
and extra-curricular activities



How may students' proactivity be awakened?



Organizing space for students' initiative, promoting activity after regular classes



How may students' proactivity be awakened?



Engage academic teachers, students and successful entrepreneurs and professionals as career agents or role models



How may students' proactivity be awakened?



Organizing obligatory courses on
career management



So...

Do students really need
instructions for career success?

YES, but instructions are derivative to proactive attitude,
which is the first and the foremost element of successful
career planning



Thank you for your attention!

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