

# Synthesis Report of the Need Analysis Study Conducted in the Partners Countries

## Introduction

**Important Note:** The information presented in this report is based on the need analysis conducted in all partners countries with the aim of addressing specifically and exclusively the objectives and issues raised in the framework of the LdV project “Competence Coach”. As a result, the sample of operators and clients that participated in the need analysis conducted in each country is a small one and cannot be considered, under any circumstances, as representative of the participating countries. Therefore, the conclusions presented below should be viewed within this point of reference.

For the purposes of the present study, IEKEP, as the leader of this Work Package and responsible for the survey as well as for the synthesis of the outcomes in the seven partner countries, developed two questionnaires, one for the coaches and one for the clients. The coaches’ questionnaire explores the type of services provided as well as the frequency with which these services are provided, divided into three general categories: Counseling and Vocational Guidance, Information and Job Placement and Networking and Evaluation. The clients’ questionnaire explores their needs concerning the above mentioned services. Therefore, the two questionnaires are quite different, with the coaches’ questionnaire being more complicated. As a result of this, the outcomes and conclusions of each set of questionnaires are presented in different ways. More specifically, the outcomes of the coaches’ questionnaires are presented in a more comprehensive, qualitative way while those of the clients’ questionnaires are presented in a more quantitative way, with the use of percentages.

## **Synthesis of the Coaches' Reports**

The present report is based on the information gathered **from 158 coaches** in the 7 partners' countries, more specifically in Germany, France (Corsica), UK (Wales), Italy, Czech Republic, Lithuania and Hellas. The vast majority of them work either in public or non governmental/non profit organizations while the rest work in private institutions. As far as their professional identity is concerned, they come from a wide range of fields of expertise. Most specifically, they are mainly career counselors and trainers while quite a few are psychologists and social workers. An important finding relates to the fact that a significant number of operators are professionals **whose profession is not directly related to the field of support, counseling and career guidance**; they are clerks, managers, health visitors, project managers, experts on social support, placement officers and teachers.

The main services provided by these professionals cover a wide range of fields, although there are significant differences among the countries concerning the type of services that is basically offered in each country.

However, all coaches offer services in the following areas: education/training, job placement, career guidance and psychosocial support. The target groups they provide services to include all the groups included in the questionnaire, namely, unemployed individuals, young at risk of social exclusion, migrants, refugees, women, people with addictions, disabilities or mental illnesses, students, trainees, individuals over 45, adults who haven't completed compulsory education.

The main services provided by the vast majority of the coaches are described below. It must be noted that a service is included in this description if **one of the two following conditions** is present:

- 1) the majority of the coaches from at least 5 out of the 7 participating countries, that is 71% of the countries, provide it very often or often

2) at least half of the coaches provide this service very often or often while the rest provide it at least occasionally.

Main services provided per category:

Concerning Counseling and Vocational Guidance:

- ✓ individual counseling (5 out of 7)
- ✓ help with the clients' personal and vocational development (5 out of 7)
- ✓ facilitation of the client's empowerment (5 out of 7)

Concerning Information and Job Placement:

- ✓ information on educational and training opportunities (5 out of 7)
- ✓ assistance for the development of appropriate professional behavior (4 out of 7, that is 57% of the participating countries)

As far as Networking and Evaluation is concerned only in three of the partners' countries the coaches systematically and on a regular basis follow up the clients' progress after the completion of their cooperation.

The vast majority of the operators in all countries implement the following activities although at varying degrees:

- ✓ seek information through the internet (all 7 countries, that is 100% )
- ✓ develop information and other support material (all 7 countries, that is 100%)
- ✓ evaluate systematically the services they provide (all 7 countries, that is 100%)
- ✓ create and develop networks with other organizations and enterprises (6 out of 7, that is 86% while in the 7<sup>th</sup> country they do it only occasionally or never)
- ✓ use tools and other support material of career guidance (5 out of 7, that is 71% while the other two only provide this service occasionally or never)

However, a significant majority of them only occasionally or never:

- organize groups in order to improve their clients' job search skills
- offer group counseling
- cooperate with the individual's social environment
- contact potential employers in order to promote job placement
- support their clients while they use career guidance e-tools
- provide information on available jobs
- advice clients in their search for work
- asses the client's personal characteristics, skills, abilities and values
- offer on going support while clients implement their career decisions

It must be noted, however, that differences do exist among the participating countries specifically concerning the number of coaches providing a given service as well as the frequency services are provided. As a result, the above mentioned services are presented in a hierarchical order based on the two parameters mentioned: number of coaches and frequency.

In conclusion, the survey showed that coaches in all countries provide the services designated by the framework within they have to work and in cases where clients need additional or other kind of services they refer them to other organizations. Depending on the background of the coach and on his/her own initiative they may stretch the framework in order to address the particular needs of the clients.

**In all countries, the vast majority of the coaches believe that coaching is very important or important for their organization. A very small percentage and in only two of the countries believe it is less important.**

### Clients' questionnaires

In the present study 254 clients from all the partners' countries participated. Their average **age** is 33.9 with a range from 17 to 50 years old. So, it is obvious that people of all ages ask for career guidance from experts.

In most of the countries, the majority of the clients who participated in the research are **unemployed** while in Germany all of them are unemployed. However, in Wales - UK the vast majority of the clients are employed while in Corsica - France a little more than 50% of the clients are employed.

As far as their needs in the area of career guidance are concerned, the conclusions are the following:

In total, most of the clients who participated in the research state that they need **to get information on educational/training opportunities** (Italy 92%, Czech Republic 80%, Wales - UK 75%, Hellas 73%, Lithuania 60% and Germany 50%). Only in Corsica - France there is a small percentage of clients (13%) who ask for this service.

A significant number of clients in the majority of the participating countries ask for **information on available jobs** (Lithuania 80%, Germany 79%, Hellas 78%, Wales - UK 46%, Italy 42% and Czech Republic 40%). However, in Corsica and in Italy the percentages are rather low, that is, only 15% and 25% respectively.

With the exception of Corsica - France where only 21% of the clients ask for help **to develop job search skills** (e.g. how to write their cv, how to present themselves in a job interview), in all the other countries the percentages are quite high (Italy 83%, Germany 75%, Hellas 68%, Lithuania 52%, Czech Republic 48% and Wales - UK 36%).

As far as **getting help in order to participate in a training program** is concerned, percentages vary significantly from 74,4% in Corsica - France to 0% in Italy. The other percentages are: Czech Republic 52%, Lithuania 38%, Germany 37,5%, Hellas 31,7% and Wales - UK 18%.

In all countries the clients declare that they need help from the guidance workers in order to **understand better their personal characteristics, abilities, skills and values** (Czech Republic 72%, Germany 67%, Lithuania 56%, Greece 46%, Corsica - France 40%, Wales - UK 39% and Italy 33%).

Furthermore, there are a lot of clients who ask from **the guidance worker to intermediate between them and a potential employer in order to find a job** (Greece 71%, Lithuania 56%, Czech Republic 52%, Germany 50% and Corsica - France 36%). However, in Wales - UK only 4% of the clients ask for this service since their vast majority is already employed while in Italy none of the clients asks for such a service.

An unexpected result is that a rather important number of clients in most countries (Greece 73%, Czech Republic 68%, Lithuania 66%, Italy 42%, Germany 42% and Corsica - France 40%) declare that they want **to get help from the guidance worker to contact other organizations that might help them**. Only in Wales - UK the respective percentage is rather low (7%). One way to interpret these rather high results is that they reflect the need of the clients for support, guidance and reliable information from professionals in order to gain access to all available services.

The lower percentages, from the clients view point, refer to the following services:

- 1) to **have ongoing support/guidance by the guidance worker in order to achieve their vocational/educational goals** (Hellas 51,2%, Germany 49,9%, Lithuania 46%, Corsica - France 40,4%, Czech Republic 28%, Wales - UK 14% and Italy 18%)

- 2) to **learn how to behave in a work environment** (Lithuania 38%, Hellas 32%, Germany 25%, Czech Republic 20%, Corsica - France 19%, Wales - UK 18% and Italy 8%).
- 3) to **use e-tools of career guidance** (Lithuania 36%, Hellas 29%, Italy and Wales - UK 25%, Czech Republic 24% and Corsica - France 15%). However, in Germany a significant percentage of the clients (79%) claims that they want to use e-tools of career guidance.
- 4) to **express their opinion about the guidance services they receive** (Hellas 30%, Lithuania 28%, Czech Republic 20%, Corsica - France 19%, Italy 8% and Wales - UK 4%). Only in Germany 50% of the clients wishes to express their opinion about the guidance services they receive.

### **Training needs of the coaches**

The analysis and comparison of the data provided by both the operators regarding the type of services they provide and the frequency with which they provide them as well as by the clients in relation to their needs in the area of career guidance yields the following conclusions:

1. In general, the services provided by the operators address the needs of the client at a satisfactory level, although differences do exist among the participating countries. However, there seems to be a discrepancy between offered services and clients' needs on the subject of employment in general, locating and securing a job and networking with future employers and the labor market.
2. A very interesting finding relates to the fact that neither the clients ask for support in order to use e-tools nor the operators encourage or support them in using such tools. Nevertheless, all operators in all countries do use the internet in order to collect information requested by their clients. This may be reflecting the lack of appropriate vocational guidance e-tools.

3. A third conclusion that can be drawn refers to the fact that clients do not have the opportunity to evaluate the services they receive. At least, not in an organized way or as an integral part of the guidance procedure. This applies to all partner countries despite the core significance of evaluation in assuring the quality of the services provided.

Moreover, the analysis of the results revealed that as far as coaching is concerned the following areas need to be addressed, either in terms of further training needs of the coaches or in organizing and promoting the implementation of the service:

- ✓ Development of job search skills through group work
- ✓ Provision of group counseling
- ✓ Development of a cooperation with the client's social environment
- ✓ Contacting potential employers
- ✓ Supporting clients in the use of guidance e-tools
- ✓ Provision of labor market information

Two areas that a significant number of coaches, although not all of them are:

- ✓ Advise clients in their search of jobs
- ✓ On going support when implementing their professional decisions

Concluding, we can say that the main areas that coaches in the seven partner countries need further training and support are: the labor market and the services connected to it, group counseling and the use of e-tools.

It must be noted that the training needs of the coaches in the above mentioned areas present variations from country to country, that is, the percentages of coaches that do not provide services in these areas differ. However, in all cases the number of coaches needing training or support in the provision of the services remains significant.