

i-GUIDE

Tutor Handbook

*IO2 – In-Service Induction Training Programme for
Guidance Professionals*

iGUIDE

GUIDING MY OWN CAREER

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MODULE 1

Introduction

The tutor handbook of IO1 aims to provide support for tutors for the implementation of module 1 with their target-groups. Therefore, it is vital that tutors are familiar with the key concepts of module 1, among them:

- iGUIDE Career Planning Toolkit of Resources (IO1) – concept, characteristics and implementation strategies;
- The concept of Microlearning;
- The benefits of Microlearning for adult learners;
- How to build microlearning resources:
 - a) Infographics
 - b) Bite-sized videos

This handbook is meant to support the implementation of all the activities of module 1, but it will also be important for the acquisition of new knowledge that will be preponderant for the innovation of the professional practice of tutors. It has a clear, cohesive language and all the citations referenced so that the tutor can have access to all the information provided.

Learning outcomes to be achieved

On the successful completion of Module 1, learners will:

- Understand how to implement the Career Planning Toolkit (IO1) with their target-groups;
- Understand the concept and characteristics of microlearning;
- Reflect on the benefits of microlearning for adult learners;
- Understand the different microlearning resources;
- Be able to build their own microlearning resources with interactive infographics and bite-sized videos.

iGUIDE and The Career Planning Toolkit

The Career Planning Toolkit aims to develop the career planning literacies of adult learners so that they can plan and manage successful careers. As such, rather than addressing just one element of career planning, the Toolkit provides complete suite of resources which addresses the issue from a holistic perspective. The Toolkit comprises 36 Career Planning Resources, which will be available online through the E-learning Portal in all partner languages.

The iGUIDE resources were developed in two different levels – 18 introductory and 18 advanced - to ensure that the resources provided are appropriate for all target-groups. The suite of 36 resources will comprise 3 core areas selected by partners, namely:

1. **Prepare** – skills for job readiness
2. **Search** – skills for job seeking
3. **Secure** – skills for job retention.

Job Readiness	Job Seeking	Job Retention
<ul style="list-style-type: none"> ○ Body language techniques ○ Create your Own Path and Career ○ Difference between Job and Career ○ Oral and Written Communication ○ Time Management and Organisation ○ Working in Teams ○ Conflict Management ○ Creative Problem Solving, Initiative and Enterprise ○ Turn your Weaknesses into Strengths ○ Hard Skills vs Soft Skills ○ Critical and Analytical Thinking ○ Mobilising others and Self-Motivation 	<ul style="list-style-type: none"> ○ Writing a CV ○ Writing a Cover Letter ○ Job Interview tactics to get hired ○ Internship and volunteering ○ Networking & Using Social Media in Your Job Search ○ How to avoid identity theft when job seeking ○ Creating a LinkedIn profile ○ Transactional vs Relational: Which One Are You? ○ Embracing your potential ○ Starting an online business ○ Effective delegation ○ Freelancing 	<ul style="list-style-type: none"> ○ Emotional Intelligence ○ Change Management ○ Creativity and Creative Thinking ○ Learnability ○ Storytelling ○ Job retention strategies ○ Workplace wellness ○ Upskilling ○ Maslow’s hierarchy of needs ○ Employee engagement ○ Advantages and disadvantages of employee retention

All 36 resources comprise:

- A short-video presentation;
- A factsheet with access to further resources;
- A learner handbook with a self-reflection exercise.

The use of bite-sized resources have a wide range of benefits in education and training programmes with adults, among them (Greany, 2019; Shift, 2018):

1. Shorter sessions suit modern learners;
2. Demand for mobile learning is growing;
3. It takes less time to consume and is more flexible;
4. Improves psychological engagement.

How you can use the iGUIDE Career Planning Toolkit

The iGUIDE Career Planning Toolkit is built in a microlearning perspective. Therefore, you can implement and deliver the Toolkit in formal and non-formal education contexts, both in face-to-face, blended or online environments. By using microlearning within your training arsenal, you are not only saving resources by using inexpensive tools to deliver important knowledge, but you are also providing opportunities for adult students to learn new skills at their own pace (Kelly, 2018).

You can use the iGUIDE Career Planning Toolkit to:

- Add as self-directed learning materials for existing training courses and/or curriculum;
- It can be part of a curriculum structure and used in different stages of the learning cycle.
- Support skills development and behaviour reinforcement in your organisation. The Career Planning Toolkit can be a supplementary training which can be accessed whenever required;
- Deliver Career Planning workshops, programmes and activities with adults with different educational and professional backgrounds – due to the variety of introductory and advanced level resources developed.

Microlearning

The aim of microlearning is to divide broad pieces of information into smaller parts that can complement each other in a learning programme or to create specific training programme. If you seek a flexible approach that can engage learners and can still be integrated with digital technologies, microlearning is an excellent alternative to implement with your target-groups.

This methodology is suitable for different scenarios in the corporate context, such as:

- recruitment processes, in order to introduce the organisation
- onboarding processes, where the employee learns about the structure of the organisation, code of conduct, mission, vision and values;
- Professional development programmes, with more dynamic and flexible mini-courses;
- Short-term staff training programmes to update professionals on a specific topic;

The effectiveness of microlearning requires prior contextualisation, providing a suitable opportunity for (Alves & André, 2018):

- **Composition** - building information from its base, as long as it is complex enough to allow for fragmentation without having an impact on the acquisition of comprehensive messages, or a reduction in the desired level of depth;
- **Revision** - in the reutilisation of macro content already delivered, by fragmenting key concepts;
- **Complementation** - to integrate and/or propose new content in the different phases of a training programme.

Many professionals claim they don't have enough time to learn something new or to engage in training. According to LinkedIn research, 63% of Millennials, 50% of Generation X and 37% of *Babyboomers* say they are eager to learn (LinkedIn Learning, 2019). However, for the most part there is no space for formal training, which makes this process difficult.

Benefits of Microlearning: what neuroscience can teach us?

The forgetting curve

Most of the pedagogical design is focused on simplifying and reducing the forgetting curve. But what happens next? If learning is not repeated or reinforced, the information will be lost over time. The "forgetting curve" is a concept defined by Hermann Ebbinghaus in 1885. 120 years later, this concept is still relevant and e-learning can help us to avoid time lapses.

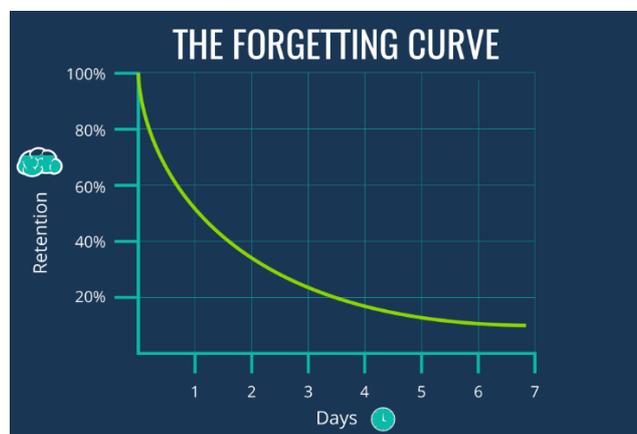


Image 1: The Forgetting Curve, developed by Hermann Ebbinghaus¹

Ebbinghaus discovered that the level of retention depends on:

- **The strength of the memory**

People can recall stronger memories for a longer period than weaker ones. When it comes to corporate training, the learning content should be highly relevant to each learner and it should have **meaning** (Growth Engineering, 2014).

- **The time that has passed since the information was learned**

In a training context, the Forgetting Curve shows that learners will forget an average of 90% percent of what they have learned within the first month (Growth Engineering, 2014).

[How to fight against the forgetting curve?](#)

¹ Retrieved from Growth Engineering (2014). What is the forgetting curve? *Website*. Available at: <https://www.growthengineering.co.uk/what-is-the-forgetting-curve/>

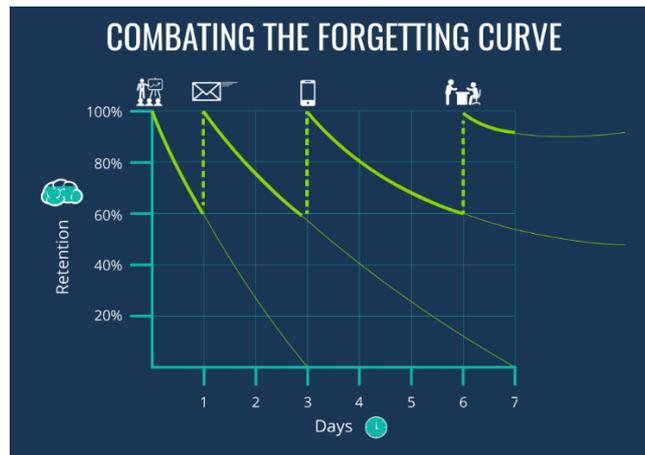


Image 2: How to combat the forgetting curve²

- **Make the learning experience relevant**

Adult learners are very diverse in terms of motivation and autonomy to learn. However, adults are often practical in their approach to learning and prefer to learn what is meaningful to them (Illeris, 2011) and what can have a real-life applicability. That's why adults often want a learning experience that can help to improve their personal and/or professional life.

- **Make the learning experience more interactive**

Micro learning powered by interactive resources can boost learner motivation to a great extent, and hence ensure higher learner engagement. Micro learning powered by today's technologies is device, time, and location agnostic (Singh, 2014).

The key to achieve long-term memory learning is not the time allocated to the learning process, but the time between the different learning sequences. This time is valuable for the learner to absorb knowledge and repetition promotes long term memories. Moreover, in the end, longer intervals between the learning sequences contribute to a lasting memory and a more effective training.

The 10-minute rule

Recent studies³ show that distractibility is a common trait among most people. In fact, researchers have long recognised that people have an attention span of approximately ten minutes. That is, learners' attention increases from the beginning of training programmes to about ten minutes in. After that point, they begin to mentally check out (Wolfson, 2016). As a result, the neuroscientist John Medina introduced the concept of the "10 minute rule". He suggests that our brain's ability to pay attention to something usually decreases after about 10 minutes. This suggests that learning something new can be divided into "sessions" of short duration, but not necessarily in 10 minutes - after all, everything can be adapted taking into account the profile of the audience and the learning context.

² Retrieved from Growth Engineering (2014). What is the forgetting curve? Website. Available at: <https://www.growthengineering.co.uk/what-is-the-forgetting-curve/>

³ Forster, S. & Lavie, N. (2016). Establishing the Attention-Distractibility Trait. *Psychological Science*, 27(2), pp. 203-212.

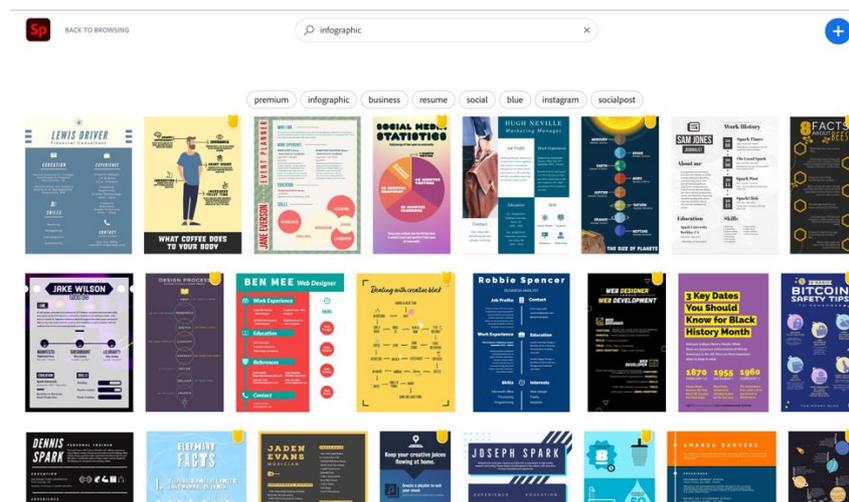
How to build microlearning resources

Infographics

An infographic is an effective tool for presenting data and explaining complex issues so that it can quickly lead to a better insight and understanding. The reason why infographics is because 65% of the world's population is made up of visual learners (Thomas, n.d.). When complex topics and data are presented in raw form, they can be hard to deliver and understand, but when they are condensed and depicted graphically, they can become much easier to understand. You can use free platforms to support the development of engaging infographics as follows:

a) Adobe Spark⁴

Adobe Spark enables storytelling and idea-sharing quickly and beautifully and makes it easy to create content that is shareable via social media. Among all the great functionalities, Adobe Spark also allows you to build highly engaging infographics.

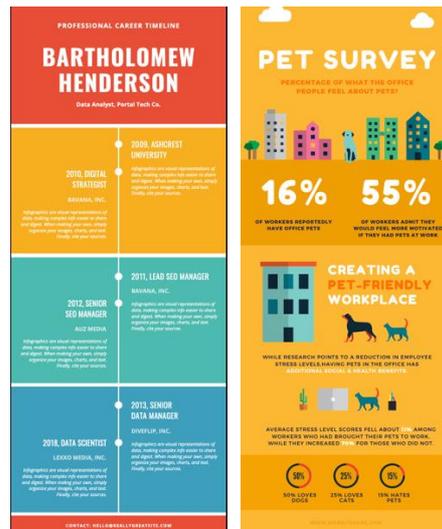


If you have a specific vision of what your infographic should look like, you can start your design from scratch. But if your priority is to design it as quickly and easily as possible, Adobe Spark Post also gives you the opportunity to select a ready-made template featuring most of the design elements you need to create an infographic. It's up to you how you want your infographic to look: change images, colours, backgrounds, text, and fonts to suit your needs.

b) Canva⁵

⁴ <https://www.adobe.com/products/spark.html>

⁵ <https://www.canva.com>



Canva is a free graphic design platform that allows users to create social media graphics, presentations, posters, documents and other visual content. Canva has thousands of free, professionally designed templates that can be customised with just a few clicks. The platform also allows you to build engaging infographics for a variety of contexts (Demarest, 2020).

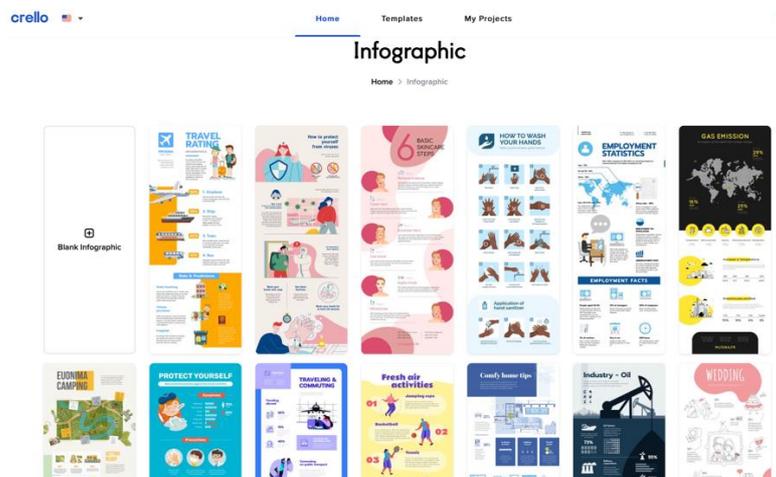
Canva's editors also provide a series of recommendations of how to develop an engaging infographic step-by-step (Jordan, n.d.):

1. *Process your data:* You'll be probably sifting through a ton of information. The information is the most important part, making this the most important step. It is what builds your infographic.
2. *Check your sources:* Make sure all of the information that will be going into your infographic is credible.
3. *Create a wireframe:* A wireframe is just a skeleton of what you're working with. Using a wireframe will allow you to see if everything flows nicely and makes sense.
4. *Provide a format with purpose:* Don't use a format just for the sake of using that format, try to get creative. You can show information in all kinds of ways, like diagrams, pie charts, flow charts, and maps.
5. *Have a story:* Make sure your story is ready to go when you begin your wireframes. The story should dictate the design, not the other way around.
6. *Set the tone:* Be sure the voice of your infographic matches the subject matter. If the voice doesn't match that can be confusing for the reader, and infographics are all about being easy to understand.
7. *Think outside of a type:* Don't rely on fancy typography as a crutch. Utilize illustrations, charts, icons, and graphics as much as you can, it creates more visual interest.
8. *Still consider your type:* Make sure the typefaces complement each other as well as the graphics you're using. Type should never detract from your visuals.

9. *Control colours*: Most infographics will be viewed online, so consider colours that work well on a screen. Avoid bright neon colours that can cause stress to the eyes when viewed online.
10. *Utilise white space*: The more white space the less the viewer feels overwhelmed. Don't overcrowd. Stay organised and it will make a cleaner design, which is more approachable and easier to follow.
11. *Be aware of the amount of information*: Information overload is overwhelming. So don't put in anything unnecessary.
12. *Proofread* your infographic as many times as possible.
13. *Test along the way*: Ask other people to take a look at what you've been doing to make sure it makes sense.
14. *Make revisions*: Correct any inaccurate information and update as needed, especially when the subject matter is ever changing.

c) Crello⁶

Crello is a graphic and a video design tool that helps everyone create professional-looking designs in just a few clicks using designer ready-made templates or create designs from scratch using multiple design tools and features (Crello,2020).



d) Infogram⁷

Infogram is an easy to use infographic and chart maker and it was founded with the aim of increasing data literacy, giving anyone the power to visualise and share data in minutes. Infogram is trusted by numerous companies, including LinkedIn, Euronews and Skyscanner.

⁶ <https://crello.com/pt/create/infographics/>

⁷ <https://infogram.com>



Infogram is a design tool for users who love numbers and data. Its strong data visualisation will help you create simple infographics from complex data sets (Sahakians, n.d.).

Videos

Microlearning videos are short, focused videos that are designed to meet a specific learning outcome (Pandey, 2018). According to Mayer & Moreno (2002) multimedia presentations are more likely to lead to meaningful learning than single-medium presentations (e.g. PowerPoint presentations). Interactive videos are an engaging way to (Bleich, n.d.):

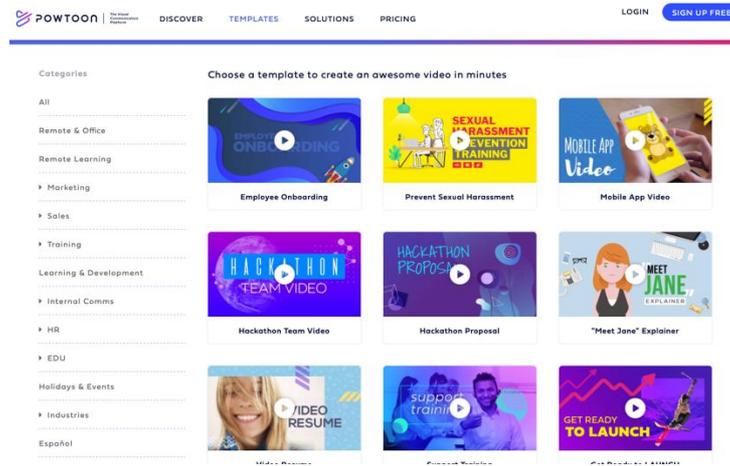
- Explain an abstract idea
- Provide step-by-step procedures for visual learners
- Animated text with audio also provides a different take for those who prefer text.

Microlearning videos are a rapidly growing component of many corporate eLearning strategies. For this reason, you can find below the main steps in how to create engaging microlearning videos (Morgan, 2019).

1. Powtoon⁸

Powtoon is a free online tool for creating animated videos. The platform has created a number of ready-made PowToons that you can make by your own with simple customisations.

⁸ <https://www.powtoon.com>



How to use Powtoon step-by-step (University of Massachusetts Amherst, n.d.):

- *Step 1: Script* - Create a script that describes what will happen in every “scene”;
- *Step 2: Voice-Over Guide/Background Music* - Choose a background track for your music or record a voice-over guide. This means that you need an mp3 file of the TEXT PARTS of the script read out as they will appear in the Powtoon;
- *Step 3: Dividing the Slides*: Start creating slides according to the script. Each slide represents a scene and an idea as outlined in the script. Try to keep your slides short, this way you can put a lot of interesting visuals in your Powtoon.
- *Step 4: Populate the Slides*: Now it’s time to add graphics, background, props, images and characters to your slides.
- *Step 5: Timing*: Now you have to time it all. The PowToon timeline is designed to allow you to easily adjust the appearance and timing of all the elements on the screen.

2. Videoscribe⁹

VideoScribe is an intuitive tool for creating whiteboard animations and explainer videos. You can make a video that looks as though it is being hand drawn with no animation knowledge. It includes a free library of images and sounds, putting everything you need at your fingertips. You can download the software on as many computers as you need and it has cloud support for accessing your projects at work or at home (Pav, 2020).

⁹ <https://www.videoscribe.co/>



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It's important to note that Videoscribe is not free. You can use the programme for a 7-day free trial, after which you'll have to subscribe to continue using it.

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MODULE 2

Introduction

This short handbook will provide you with some additional information about developing career planning with digital resources.

This handbook will be useful in promoting the understanding of the use of digital resources and to encourage adult learning, the use of microlearning and other online tools for career planning.

In this handbook you will also find the definitions of the concepts above, as well as further information to equip you to clearly relate microlearning with independent and autonomous learning and the skills trainees can acquire in planning and manage their careers.

The upskilling of adults is of great relevance and value to themselves as individuals who can achieve their full potential, and to the society that benefits from a more prepared workforce and more active and instructed citizens, with abilities to plan their own careers.

Learning outcomes to be achieved

On successful completion of these short activities, the trainees will have:

- Knowledge online learning and online environments.
- Knowledge about micro-learning and how to use micro-learning for career planning.
- The ability to outline and exemplify benefits and the opportunities of micro-learning.
- The ability to analyse and compare different learning techniques.
- Knowledge about how to work with new resources in non-traditional learning environments (online environments).

The role of the educator

As to fulfil the role of an educator, it is crucial to ascertain that students fully understand the module – Developing career planning with digital resources - and the key concepts within.

To obtain a full understanding of the of this theme, trainees should use online tools themselves, provided in the complementing materials. It is very important to do so since online tools are extremely useful but sometimes hard to get along with, particularly with just theoretical knowledge. This is also where microlearning comes in, because it can be the learning method used to understand how to work with online platforms for career planning, alongside with providing knowledge on many different areas comprised in building the ability to self-manage. The educator should be able to make this relation very clear. The educator should also make sure that trainees understand the benefits of acquiring this knowledge and putting it into practice, either for their own individual value as well as for society's benefit.

Online Environments

Learning and working as we have been familiar with is changing, and to keep up with constant shifting of the learning and working world's, individuals must adapt and find new ways to be competitive and updated. Online environments allow

Online programs have become a popular form of distance learning in education today. The online environment offers unprecedented **opportunities for people who would otherwise have limited access** to education, as well as a **new paradigm for educators** in which dynamic courses of the highest quality can be developed.

The variety of activities that are now possible online makes it possible to create many types of effective learning environments. The online environment offers great convenience and **flexibilities** to which learners/students can **adapt their education and learning preferences**, scheduling needs, and geographic constraints. In this way, the online environment has the potential to reach a more diverse student population and meet the needs of many more students than traditional in-person courses.



Microlearning is the **breaking down of information into topical, bite-sized chunks**. By interacting with these highly-targeted learning bursts, lessons become much easier to digest and the likelihood of knowledge retention is increased. Microlearning courses are easier to develop, update and distribute compared to traditional eLearning courses and completion rates are dramatically higher. Furthermore, the compact nature of microlessons means focuses on the key elements of any subject area which makes both educational learning and company training much more effective. By focusing on fewer topics, knowledge has a greater likelihood of transferring from short-term to long-term memory where it is embedded.

- Accessible – through a computer or a smartphone;
- **Short and quick** – fits your schedule and your attention span;
- **Efficient** in knowledge retention through repetition;
- **Flexible** – to learn at your own pace, breaking through the traditional method;
- **Affordable** – plenty of free apps, courses, educational quizzes, etc.
- **Engaging** – a gamified activity or quizz, a video on youtube, or a well designed learning app.

Microlearning vs Traditional learning

Traditional learning dives deeper in terms of training and learning. Usually includes an instructor along with physical assets like books, references, and notes. Learners follow a continuous training model for a long period of time and get introduced to all aspects of their training goals, while **Microlearning** is a compact form of knowledge provided to learners and

divided into multiple small chunks. Learners can only the necessary information for a specific time or for a specific job.

Traditional Learning	MicroLearning
60 -90 minutes segments	5-15 minutes segments
Bland and monotonous text-based lectures	Engaging audio-visual effects for a better learning experience
Linear and trainer-driven	Flexible and learner-driven
Expensive	Cost-effective
Single-use	Shareable and reusable
The same pace for everyone	Self-paced and level based.

Source: [CHRP-INDIA](#)

Microlearning Resources

1. Intercative Modules
2. Infograpfics
3. Short videos
4. Scenario-based learning
5. Learning apps
6. Gamified Activities
7. Questions/ Surveys



Micro Learning VS Traditional Learning

MICRO LEARNING	TRADITIONAL LEARNING
5 -15 MINUTES SEGMENTS	60 -90 MINUTES SEGMENTS
FLEXIBLE AND LEARNER-DRIVEN	LINEAR AND TRAINER-DRIVEN
ENGAGING AUDIO-VISUAL EFFECTS	BLAND AND TEXT-BASED LECTURES
SHAREABLE AND REUSABLE	SINGLE USE
SELF-PACED AND LEVEL BASED.	SAME PACE FOR EVERYONE
COST-EFFECTIVE	EXPENSIVE

CHRP INDIA Pvt. Ltd. For more info visit / contact us: <https://www.chrp-india.com>

Source: [CHRP-INDIA](#)

Career Planning

Career management skills (CMS) **refers to a set of competences (knowledge, skills, attitudes) that enable citizens at any age or stage of development to manage their learning and work life paths.** The knowledge, skills and attitudes concern personal management, learning management, and career management. Examples of **personal management** include self-knowledge of one's capacities and interests, self-evaluation, social skills, and planning. Examples of **learning management** include participation and engagement with learning, and understanding the relationship between self, learning and work. Examples of **career management** include sourcing, evaluating and analysing

information about learning and work opportunities and their requirements, relating this information to one's self-knowledge, making career decisions, and making successful transitions.

The knowledge, skills and attitudes develop over time with different expectations of competence mastery at different stages of life. Some of these skills are generic across life situations; others are specific to learning and work identity formation and decision making.

Why it is important?

Career identity formation is a continuous process of development from the early years of life. In a formal education and training context, the teaching and acquisition of career management skills contribute to participation in and engagement with learning, to learning performance and progression, to progression to work, to progression through working life and further learning, and to enhancing one's employability.

- The development of career management skills contributes to workforce development, to enterprise performance, to career and work progression for individual citizens, and to their continuing employability.
- For citizens who are outside of the workforce for whatever reasons, the development of their career management skills can contribute to their workforce integration, social inclusion, and active citizenship.

- CMS contribute to workforce productivity, to workforce competitiveness, adaptability, and mobility, and to individual, family and community prosperity
- CMS give the individual a focus for achievement and enable the identification of strategies and tasks necessary to achieve goals.

Applying microlearning to career planning

New forms and ways of working mean that **individuals are increasingly responsible for their own education and training**. Therefore, **continuous learning** is more important than ever. It is crucial to understand how **reachable online tools are of the utmost importance** for developing new skills, improving existing ones, and developing competences that will allow and enable an individual to be more independent, instructed and critical. Microlearning method arises as a resource that facilitates the accomplishment of these objectives, because of its characteristics.

Learning as we know it is continually evolving. Constant changes have become normalized nowadays and employers keep all these transformations in mind. To plan and grow a career it is required an all-inclusive approach, news ways of working and continuously learning new content. Micro-learning has many resources to facilitate that and therefore give you the skills to better plan, direct and invest in your career, by making learning easier.

Online tools for career planning

1. SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats are the elements of a SWOT analysis. These are the factors that help or hurt your efforts to launch your career. Your strengths and weaknesses concern your skills, abilities, personality, ethics and character traits. The opportunities and threats concern your competition, the marketplace, the economy, potential employers, federal and state laws and more. Evaluating these in your professional and personal life will help you to plan a strategy for success.

2. Self-Assessment Tests

Taking the time to self-assess is an **extremely important step in career planning**. Being aware of one's

Computers and software can help discover one's interests. and defining the guiding lines is an **extremely important step in career planning**. There are many free **self-assessment exercises** that can be found online to help you. Self-assessment exercises that can be completed in 20-30 minutes: Accomplishments Exercise (a writing activity that will help you identify your skills, values and interests) and Value Clarification Exercise (to help you clarify what influences your career choice and job satisfaction).

- **Work related values:** the things that are important, like achievement, status, and autonomy
- **Interests:** what you enjoy doing, i.e., playing golf, taking long walks, and hanging out with friends
- **Personality:** a person's traits, motivational drives, needs, and attitudes
- **Aptitude:** the activities you are good at. They may be natural skills or ones acquired through training and education.

3. Building a CV

A curriculum vitae is a marketing document that gives a summary of a job seekers career history, academic qualifications and explains their future potential. The phrase 'curriculum vitae' is Latin for 'the story of (your) life'. There are plenty of online tools to help build a CV, available templates, and videos on how to fill it in correctly and in an appealing way. It is the **first impression at a potential employer**. Therefore, it is worth it spending time and effort on the content and presentation. It will make all the difference in obtaining the position. One must therefore highlight their skills, expertise and value.

One of the most recognized tools in the EU is Europass. The Europass CV is a Europe-wide standardised template in several languages. The Europass CV makes your education, work experience and skills transparent internationally. It is flexible and its structured format allows a systematic documentation of formal degrees, informally acquired competences, and soft skills.

4. Networking

It refers to a set of behaviours used to develop and maintain relationships that can potentially provide information, influence, guidance, and support to individuals in their careers. Actively maintaining contacts inside and outside of one's organization, engaging in professional and community activities, and increasing one's organizational visibility through accepting challenging work assignments are examples of networking behaviours. Social network and careers research have emphasized the importance of engaging in networking behaviours in the attainment of valuable career outcomes such as enhanced advancement, compensation, career satisfaction, and career mobility.

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MODULE 3

Introduction

This short handbook will provide you with some additional information about online working environments, and terms that are worthy of attention.

This handbook will be useful in promoting safe online working environments with members of your local health network. Thanks to reading this handbook you will know more about online safety and security rules-which help in early identification and elimination of many issues that the internet can also bring, or even being a victim of fraud.

Learning outcomes to be achieved

On successful completion of these short activities, the trainees will

- Improve their knowledge about micro-learning, online learning and online environments (OLEs)
- Improve their knowledge about micro-learning and how to use micro-learning for career planning.
- Be able to outline and exemplify benefits and the opportunities of micro-learning.
- Develop their own career planning competence using digital resources
- Discuss and illustrate the benefits and challenges of the online learning.
- Be able to provide examples of online safety and online security in a working environment.
- Know how to ensure safety in an online working environment.
- Examine and provide examples of different types of online working environments and their common features.

- Be aware of both the benefits, and risks in online environments.

The role of the educator

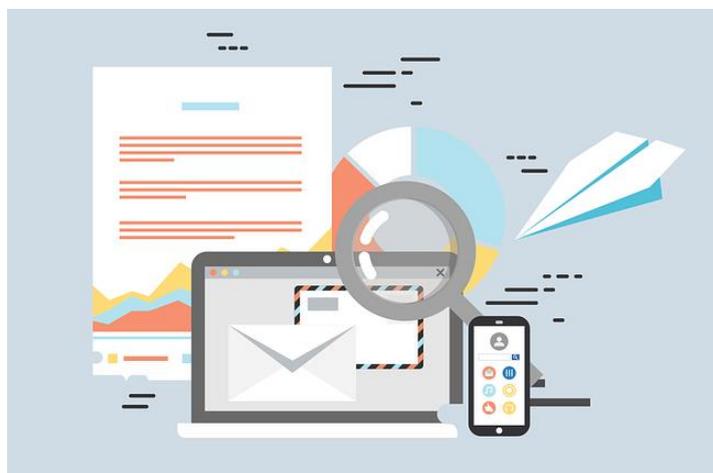
In order to properly fulfil the role of an educator, it is important to make sure that students understand from A to Z the phenomenon of online work and online environments. To gain better understanding, the trainees should be able to see how it works in practise, and be shown many examples. The educator should also



make sure that everyone understands that working online has not only advantages. You need to provide realistic perspectives and show that before a learner can work in an online environment, they need to know all the rules about safety and security. At the same time, the educator must be aware that online work often involves working from home which can lead to lack of self motivation. The educator should provide examples and tips, on how to fully exploit the additional time and other benefits of remote.

Online environment

How can we define the term “online environment”? According to business dictionary - A workplace that has multiple locations, but not necessarily the same all the time, as business is done over email, mail, internet and



video. Employees within the company communicate with each other through such technology, as well as the staff communicating with their clients/customers.

The Internet is a tool currently used in all aspects of everyday life. The participants of the network transfer all their attitudes over there, creating in it a reflection of reality. It is not the same as reality, because its structure determines the specificity of the tools connecting the participants. At the same time, the risks generated by the rapid development of network societies are highlighted. This threat is the risk of alienation, severance of social and family bonds, anonymity and randomness of contacts. However, the observation of contemporary online social life does not confirm such negative scenarios. It rather shows that interpersonal activity in virtual life is only a noncommittal beginning of interaction, extended later in reality. In order to ensure a sufficient level of satisfaction, participation in any kind of activity must be associated with interpersonal contact and the possibility of expressing yourself. On the other hand, the level of risk the participant is willing to take depends on the personal abilities of the participant. These conditions are provided by the virtual world. The Internet makes it possible to focus people around a topic, problem or idea that will be able to attract those interested. Nowadays, it also gives you multiple opportunities to gain knowledge, improve your skills, expand your horizons and pursue your passions and even to make a living. The possibilities are endless, however, you have to be careful to use the Internet with the right rules, use proven sources and, as in real life, be decent!

Learning online

As technology develops, the form of education changes. We are now experiencing the rapid development of a new method of education: e-learning. In order to be able to approach any kind of phenomenon, it is necessary to begin by getting to know its essence. E-learning is a teaching/learning and training technique using available electronic media, i.e. the Internet, interactive television, satellite



broadcasting and CD-ROMs. The described form of teaching allows for the improvement of skills, completion of courses, and recently even studies - without the need for face to face contact with the lecturer/trainer. E-learning is also known as: e-courses, remote learning, distance-learning, remote-learning. It is certainly a modern form of learning based on the idea of lifelong learning. Each course, training, e-learning study has "instructions" to help solve technical problems. Learners who consider e-learning to be a "easy way to go" are deeply mistaken. Each course has its own formal demands and requires preparation and motivation to learn. It is worth reading them at the outset. Above all, it is necessary to know the time frame which, if not followed, can lead to removal from the course. An online education provider faces many challenges – one of them is how to replicate the face-to-face interaction and in-person discussions that on-campus institutions can easily provide.

The solution? Online learning programs often use a combination of discussion forums and interactive question-and-answer sessions to give you the interaction with other students and instructors you need.

Remote work

Remote work consists in performing professional duties outside the company's headquarters, using electronic communication means. It should be noted, however, that this solution, nowadays more and more popular, is not a product of modern times - it was created as early as in the 1970s in the USA. The reason was the fuel crisis - the lack of petrol at the stations made it impossible for many employees to get to work, so they performed their tasks at home. They handed the necessary documents to the company once every few days via courier



This is how remote work began, which nowadays looks much different - thanks to the network, it is possible to communicate constantly between employees and the superior, many documents are sent via e-mail, without the need to involve a courier, i.e. without additional costs. People employed in a particular company have constant access to important information, because it is often placed in the cloud. Special platforms are also used, which enable more complicated and specialized tasks to be performed after logging in.

Remote working can give you many opportunities and be a massive time saver, because you don't have the commute. But there are also some risks and dangers which we have to be aware of.

Online working requires change

As we know, such working environments require many changes. Surveys show that 81% of the people in the Asia-Pacific region are keen on change, while in Europe the proportion is only 59%. 52% of Europeans are afraid or worried about the need to quickly acquire new skills and adapt to changing roles. In the Asia-Pacific region, only 19% of respondents have similar concerns.

Can anyone work like this?

The employee may take the initiative to take up employment by teleworking. The employer is also entitled to do so. These arrangements should include: type of work, place of work, remuneration for work, working time, date of commencement of work, conditions of performing work using electronic means of communication.

Although, we have to keep in mind that the employer's decision does not always have to be resolved positively. This is greatly influenced by the nature of the tasks performed and the possibility of performing them outside the company.

Online safety

Online safety is one of the most important concerns of modern times. Almost everything is already in our computers and smartphones - we communicate with the world, buy, do transactions, use electronic banking, install various programs and applications.

Unfortunately, there are also threats in cyberspace. It is necessary to be aware of them, and to use the Internet as safely as possible. It is estimated that worldwide losses from ICT crime will reach 2 trillion US dollars in 2019. Unfortunately, despite international campaigns to raise awareness of this type of threats, many organisations still have insufficient knowledge of the issue and do not apply appropriate safety measures. Existing risks are constantly being replaced by new ones. Here are some of the most common ones:

- DDoS attacks (distributed denial of service). An attack on software or a website from multiple computers simultaneously to cause them to suspend or prevent them from operating online by sending too many requests. These can be prevented by using antivirus software, firewalls and filters.
- Hackers. Persons responsible for external attacks trying to detect vulnerabilities in order to gain access to company systems. The purpose of such actions is to control

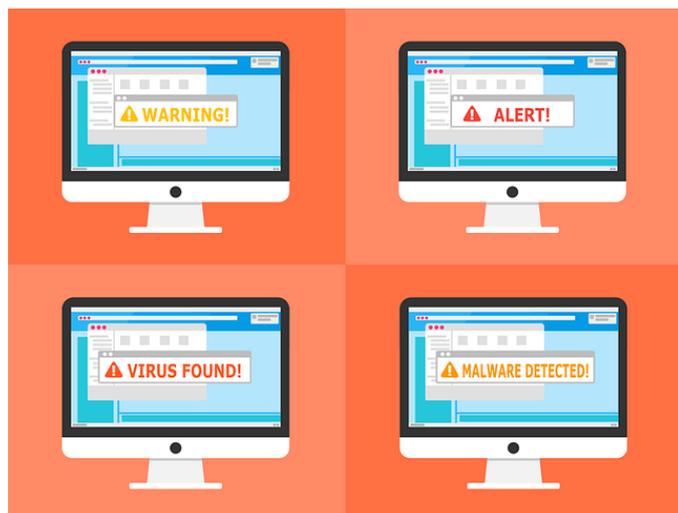
or steal data. Regular updating of passwords and security systems is a necessary preventive measure.

- Phishing and pharming. Impersonating a trusted source (person or institution) to defraud confidential information. Phishing uses e-mail and pharming redirects to fake websites and web servers. It is essential that you tell your employees how to recognize such threats.
- Bots and viruses. Automatically installing (bots) or inadvertently installing malware (Trojans) to take control of your system or steal data. Regular updating of Internet-based data protection software and SSL certificates, installation of effective anti-virus software, and training in how to act can help prevent such threats.

In order to prevent risks, it is also recommended that you become familiar with cybersecurity.

Cyber security

Cyber security is the state or process of protecting and recovering networks, devices and programs from any type of cyberattack. What's the best defense? Well, there is no one magic program or system that will protect you from every cyberrisk. In today's connected world, everyone benefits from advanced cyberdefense programs. At an individual level, a cybersecurity attack can result in everything from identity theft, to extortion attempts, to the loss of important data like family photos. Everyone relies on critical infrastructure like power plants, hospitals, and financial service companies. Securing these and other organizations is essential to keeping our society functioning.



Everyone also benefits from the work of cyberthreat researchers, like the team of 250 threat researchers at Talos, who investigate new and emerging threats and cyber attack strategies. They reveal new vulnerabilities, educate the public on the importance of cybersecurity, and strengthen open source tools. Their work makes the Internet safer for everyone.

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MODULE 4

Introduction

This short handbook will provide you with some additional information about the progress of digitisation in recent years and its impact on our lives, work, and career.

This handbook will be useful in promoting improvement of hard skills and your digital competences with members of your local community. Thanks to reading this handbook you will know more about the labour market, the impact of digitization throughout the year among businesses and what it means both for the clients and companies. As Klaus Fuest once said: “Digitization is an opportunity for us all – but only if we do it right. To do so, we need to think about society in new ways and, above all, gain a new understanding of work and labour.”

Learning outcomes to be achieved

On successful completion of these short activities, the trainees will :

- Have the knowledge of how digitisation will affect jobs in the sectors of manufacturing, logistics, healthcare, financial services and office work.
- Be able to provide examples of the differences and changes in various economic sectors due to digitisation
- Stay up to date with digitisation in the labour market
- Be aware of the emerging trends in the European labour market
- Be able to analyse the advances in machine learning and artificial intelligence

The role of the educator

In order to properly fulfil the role of an educator, it is important to make sure that students understand from A to Z the phenomenon of digitization and digital transformation. To gain better understanding, the trainees should be able to see how it works in practise, and be shown many examples. In order for students to understand the concept of digitization well, it is necessary to know approximately what level of understanding they have and to adjust relevant terminology to it. It may be useful to ask simple closed questions to make sure that the group has comprehension of the concept. In order for students to have a better understanding, they should be given a definition of the terms, and in addition, they can repeat them in their own words. The educator should also make sure that everyone understands what impact digitisation has on various economy sectors.

What is digitisation

According to business dictionary, digitization is the conversion of analogue information in any form (text, photographs, voice, etc.) to digital form with suitable electronic devices (such as a scanner or specialized computer chips) so that the information can be processed, stored, and transmitted through digital circuits, equipment, and networks. However, digitisation can be used in many meanings. First of all, in the business sphere, it allows the implementation of modern technologies and saves time and money. Digitalization gives a significant benefit when it comes to competitiveness. Digitalization in today's world should be a priority for companies as it helps companies and organizations to transform their activities and processes previously performed manually (documents, file cabinets, mail handling, etc.) into technology-supported systems. A company that is digitised can plan a specific sales funnel and optimise it on an ongoing basis, increasing its profitability. The term “digitisation” is often confused with “digitalization”. Although they are closely associated, they are two different things. Digitalization is the process that uses digitization to improve business operations. For example, it refers to the use of digital technologies and data to improve business operations and create a digital culture in which digital information forms the basis. It transforms processes to make them more productive and profitable.

Alongside these terms, there are also a few more closely related terms in the field of business and digitisation, i.e.

- Digital economy
- Big data
- Open data
- E-commerce
- Digital transformation



1. DIGITAL ECONOMY

According to sciencedaily, this term refers to an economy that is based on digital technologies. It is alternately called internet economy, new economy, web economy. Digital economy is characterized by the digitalization of multiple products and services and the use of the Internet and other networks to create business. There is a clearly visible phenomenon of transformation of the traditional, physical market into a virtual market space. With time, the digitisation of the economy is clearly increasing. Statistics on the digital economy show, that by 2018, the proportion of EU-28 households with Internet access had risen to 89% - an

increase of 29 percentage points compared to 2008. The proportion of 16 to 74 year olds in the EU-28 who ordered or purchased goods or services online for private use continued to increase: in 2018 it was 60%, an increase of 13 percentage points compared to 2013. In 2018, at least three quarters of the German and Swedish population ordered or purchased goods or services online, while in the Netherlands (80 %), the UK (83 %) and Denmark (84 %) it was at least four fifths of the population. By contrast, this percentage was lowest in Cyprus (32 %), Bulgaria (21 %) and Romania (20 %). At the same time, the differences between developing and already developed countries are constantly growing - In developing countries only 1/5 of people use the Internet, while in developed countries it is 4/5.

- New currency – data - One of the characteristics of the digital economy is data, known as the new currency. In the past, economic value was closely related to the production of goods and services. Today, value can generate data: personal and non-personal, private and public, commercial and administrative, voluntary, sensitive and insensitive. Their amount is constantly increasing. They are a valuable source that can be profitable if properly monetised. One of the features of the digital economy is the transformation of the value chain to produce a specific market value from the data collected that can be converted into money.
- Domination of global platforms- The growing dominance of global internet platforms has a significant impact on the digital economy. Some of them have achieved significant market power. For example, Google has 90% of the search engine market, Facebook has 2/3 of the global social media market and is the main community platform in more than 90% of global economies.

2. BIG DATA

According to Investopedia Big data refers to the large, diverse sets of information that grow at ever-increasing rates. It encompasses the volume of information, the velocity or speed at which it is created and collected, and the variety or scope of the data points being covered. Big data often comes from multiple sources and arrives in multiple formats. Big Data has

great potential to create consumer behaviour. Based on the collected data it is possible to create and precisely define the profile of their needs and effectively provide them with ideal (from the seller's point of view) solutions. Such long-term actions have a chance to create a competitive advantage on the market for the company that has decided to use Big Data tools.

3. OPEN DATA

According to European data portal, open data is data that anyone can access, use and share. Governments, businesses and individuals can use open data to bring about social, economic and environmental benefits. This data should be available in a convenient and modifiable form, without any additional technological obstacles to the rights under the license. In particular, the data should be readable by digital devices, mass accessible and published in an open format (a format with a publicly available description of the conditions of use, not laying down monetary or any other restrictions on its use), or at least be processed by at least one of the available free / open source software tools. The expected result of open data in the European Union is primarily the development of the economy and increased transparency of government actions.

4. E-COMMERCE

Investopedia states that e-commerce (Electronic commerce) is a business model that lets firms and individuals buy and sell things over the internet. It also says, that E-commerce operates in all four of the following major market segments:

- Business to business - includes business transactions between two companies
- Business to consumer - transactions between a business and a consumer,
- Consumer to consumer- trade between two consumers in which one of them takes on the role of entrepreneur and the other consumer
- Consumer to business- least frequent, trade between consumer and entrepreneur.

On a global scale, the e-commerce market is growing at a rate of 20% per year. Successive increases in Internet access among households are the most important factor in increasing interest in online shopping. At the beginning of 2014, it was estimated that the number of users using the Internet in mobile devices on a global scale will exceed the



number of people who use fixed-line Internet. Optimistic forecasts indicating a continuous increase in the number of users with access to the global network allow us to conclude that the e-commerce industry can continue to develop due to the emergence of new e-buyers.

5. DIGITAL TRANSFORMATION

Digital transformation is a particular type of organizational change in businesses, economic sectors, supply chains, as well as public administration, and the whole economy.

In the report prepared in 2011 by MIT Center for Digital Business and Capgemini **digital transformation was** defined as: use of digital technologies to radically improve the performance or achievements of an organization.

It has been proven that it affects three areas of the organisation:

- The organization's customer experiences - such as understanding customer needs, introducing multiple channels of customer communication and self-service elements,
- the organisation's business model - what products/services the organisation provides
- operational processes - the organization's internal processes and work environment, as well as mechanisms for monitoring performance.

Legal and institutional framework for the digital transition in the EU

Digital Agenda for Europe (DEA) - a project to bring high-speed internet to the fore and enable households and businesses to benefit from the Digital Single Market (as part of the Europe 2020 Strategy)

The Digital Europe Programme (2021-2027) - The main objective is to shape the digital transition in Europe for the benefit of citizens and businesses by funding projects in five areas: supercomputing, artificial intelligence, cyber-security, advanced digital skills and the widespread use of digital technologies across the economy and by all sections of society.

The goal of the digital transformation is to create a digital working environment. A company that successfully completes the digital transformation will start to resemble a network. The components of such a network (customers, employees, technologies, products, etc.) are connected to each other so that there is effective communication between them.

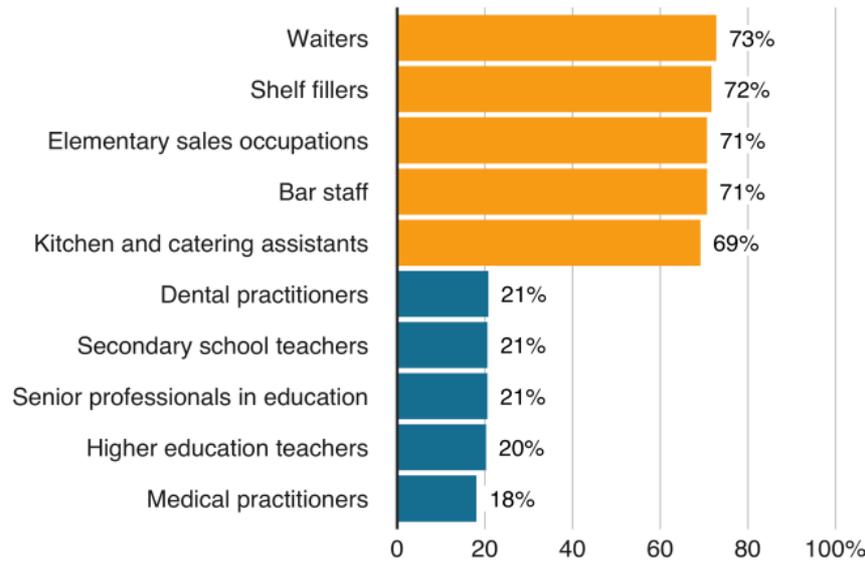
The impact of digitisation in various economic sectors

The development of the digital economy causes constant changes on the labour market. This process definitely affects all sectors of the economy, but to a different extent. The important thing is to be aware that there are both advantages and disadvantages of this situation.

One of the biggest and most important disadvantage for many people, may be the fact that some professions may disappear or are replaced by machines. Advanced technologies, computer programs or algorithms can already replace a human being at many different positions, performing tasks faster and more efficiently. In the group of professions with automation risk, i.e. over 95%, there are professions such as: a phone salesman (99%), a bureaucrat in a bank or post office (97%), an insurance agent (97%), a librarian (97%), an accountant, a staff member of the HR and payroll department (97%) and a receptionist (96%). On the other hand, this problem least affects people working in professions such as: therapist and psychologist (0.7%), nurse (0.9%), IT business analyst, arch data and system designer (1%), clergyman (1.6%), doctor (2%), lecturer (3.2%).

Jobs at risk from automation

Highest and lowest probability



Source: Office for National Statistics

BBC

Source: <https://www.bbc.com/news/business-47691078>

The professions most affected and threatened by digitisation and automation are those related to logistics and transport and those related to simple office work. Automation and digitization will also affect a large group of professions related to data processing and treatment, mainly financial. All professions that require low or medium qualifications associated with routine, repetitive tasks are at high risk.

At the same time, one of the biggest advantages is the development of new jobs in new sectors offering new products and services. Thanks to digitization, the nature of work is changing, and thus new forms of employment and new forms of interaction between the employee and the machine are emerging, for instant such as:

- Designer of IT systems
- Strategy consultant in new technology
- The developer of algorithms
- Cyber-security specialist
- Cloud services
- Artificial Intelligence Management Specialist
- Neural network engineer
- Artificial Intelligence programmer
-

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Another important advantage worth noting is increasing the role of flexible forms of employment- Automation, digitisation and related factors will significantly change the definition of work in the coming years. This is already noticeable in newly emerging working conditions such as such as ICT mobile work, crowdworking through a platform or portfolio work.

What digitisation means for clients

Digitisation has an impact not only on business owners and service providers, but also on consumers. According to the statistics, an increase in the Customer Experience Excellence index value is visible despite the fact that customer preferences and expectations towards companies are changing dynamically under the influence of digitisation. Currently, the greatest influence on the tendency to recommend a given brand has the pillars of personalization and reliability. The personalisation pillar has also increased significantly. Consumers often expect brands to offer them products and services tailored to their individual needs and preferences. Those who have experienced the advanced personalisation offered by digital service providers expect that brands operating in other industries will offer them similar facilities. Digitisation also aims to improve cooperation with customers, offering easier access to services and information, as well as time-saving.

Automation, digitisation and other phenomena shaping the contemporary labour market are extremely dynamic and lead to many changes in the professional reality to which you we're used to it. Many professions will surely disappear, or change, but still there will be many new ones. It will surely require a lot of flexibility on the labour market, openness to competence building and out-of-the-box activities. Those who adapt to new realities will live a better and more pleasant life by being able to enjoy more free time. The key to success is and will be the widespread use of new technologies. In the digital economy that we are facing right everyone should try to deal with new technologies.

IGUIDE

GUIDING MY OWN CAREER

INNEO

emina
alapítvány

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CENTRE FOR THE ADVANCEMENT OF RESEARCH
& DEVELOPMENT IN EDUCATIONAL TECHNOLOGY

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