

International Centre for Guidance Studies (iCeGS)

iCeGS: connecting policy, research and practice



ANNUAL LECTURE 2009

From vocational guidance to portfolio Careers: A critical review

Thursday 10 December 2009 – 2.00pm to 4.00pm

From Vocational Guidance to Portfolio Careers

International Centre for Guidance Studies (iCeGS)

Annual Lecture 2009

Dr Barrie Hopson

International Centre for Guidance Studies (iCeGS) 12th Annual Lecture to be hosted by Professor John Coyne, Vice Chancellor, University of Derby

This special event will provide the opportunity to explore ways in which UK guidance specialists can learn from the sea changes to guidance policies and practices over recent decades.

Barrie Hopson, an eminent author on careers material, will present the iCeGS 12th Annual Lecture.



International Centre for Guidance Studies (iCeGS)

iCeGS: Creative Solutions for the Careers Sector

www.derby.ac.uk/icegs

Dr Barrie Hopson



A psychologist by training, Barrie was Co-Founder and Co-Chairman of Lifeskills International.

Beginning in 1978 as an educational publishing company pioneering the use of open learning in schools and business the company developed into being specialists in improving organisational performance through aligning human resource management to business goals.

It was perhaps best known for its consultancy services and learning materials for delivering outstanding customer service, employee development programmes, competency based performance management, culture change programmes, learning delivery systems and career management programmes. The company is now part of the VT Group.

Barrie was director of the Vocational Guidance Research Unit at Leeds University and then set up the Counselling and Career Development Unit at Leeds University in 1975 and was its first Director until 1984. He has worked widely as a consultant to business and educational organisations in the UK, USA, Far East and Europe. He is a Fellow of the British Psychological Society and a Fellow of the British Institute of Management.

He has written thirty nine books and numerous articles on personal and career development, quality service, transition and change management, generic training skills, marriage and Lifeskills teaching.

His best known books are "Build Your Own Rainbow", "12 Steps to Success Through Service", the series of "Lifeskills Teaching Programmes", the textbook on "Lifeskills Teaching" and "The Rainbow Years: The Pluses of Being 50+".

He set up Three Albion Place Ltd. as a successor to the Leeds Club which combines the functions of a private members club, a conference and events business whilst striving to be a centre for social and cultural communication in Yorkshire. He remains a non-executive director. He is Chairman of Axia Interactive Media, a company which operates from the UK and Canada, who are specialists in web-based solutions to support lifelong learning and professional development.

Barrie, with Mike Scally, has developed a web enabled learning programme for learndirect aimed at convincing people of the pluses of being 50 plus. It was launched in January 2008
<http://community.learndirect.co.uk:80/community/community/50forward>
He continues to blog on this topic at
www.theplusesofbeing50plus.blogspot.com

He has just completed a book with Katie Ledger: "And What Do You Do? 10 Steps to Creating a Portfolio Career", to be published in October 2009. He and Katie blog on this topic at www.portfoliocareers.net

The iCeGS 12th Annual Lecture From Vocational Guidance to Portfolio Careers: A Critical Review

The 12th iCeGS Annual Lecture will examine critically the fundamental changes that have affected the concepts and related practices associated with career guidance. Dr Barrie Hopson will undertake a 40 year journey from the talent matching process of vocational guidance in the 1970s to life in 2009 where every job is temporary, people are energised to create the right blend between work and the rest of their lives, and there appears to be significant generational differences between Generations Y, X and the Baby boomers.

'Vocational Guidance' is the term used four decades ago when Barrie produced his first book. Within very few years that term metamorphosed into careers guidance, then careers education, on to career development and career management. This latter term was even placed in the centre of a Lifeskills model. Barrie will explore the fundamental sea changes that have taken place across the decades in the UK which have impacted on the ways in which guidance practitioners have undertaken their work and will speculate as to what might come next.

Background

The iCeGS Annual Lecture series first began in 1998, when Professor Tony Watts delivered a keynote presentation entitled 'Reshaping Career Development for the 21st Century'. Since then a variety of nationally and internationally renowned speakers have presented on topics such as: – 'Joined up Guidance'; 'Connexions and Youth Policy'; 'Skills, Work and Lifelong Learning'; and 'Rhetoric or Reality: vocational options and current educational policy'. The Annual Lecture series are prestigious events which attract delegates from across the United Kingdom and further afield. Following each Annual Lecture, the International Centre for Guidance Studies (iCeGS) publishes lecture notes in the form of an Occasional Paper, which is widely disseminated locally, regionally, nationally and internationally. This provides an excellent opportunity to stimulate new thinking and to generate ideas on contemporary topics that are likely to impact on individuals' lives and the business goals of UK plc.

To book places

Booking forms can be obtained from **01332 591267** or can be downloaded at www.derby.ac.uk/icegs.

Please note that places will be allocated on a first come, first served basis.

The International Centre for Guidance Studies (iCeGS)

iCeGS is a highly innovative research and development unit dedicated to working in partnership with key organisations and individuals to develop and improve guidance practices in the UK. It is a centre of excellence that aims to bridge the gap between practitioners, policy makers and academics.

iCeGS

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