



**Innovative Tool for Making Career
in Postmodern and Postfordism Times.
„The Coaching Maps”&Life Design**

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THE
COACHING MAPS

Schedule

- Postmodernity and Postfordism
- Life Design
- „The Coaching Maps” and its implementation for career guidance



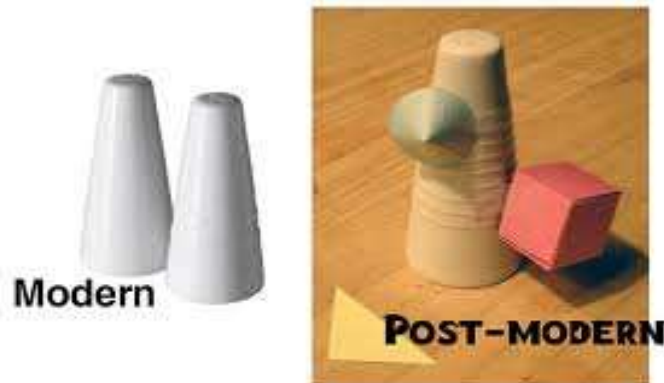
Methodology:

autoethnography
action research



Context

- **Postmodernity**
- Liquid times
- Reflexivity
- Risk
- Emancipation
- Individualization



- **Postfordism**
- End of mass production and mass consumption
- Flexibility
- Customization
- Multitasking



Context and Career

- Changes in economy, organizations, employee, career making
- The collapse of occupations and emerging role of competencies
- Career – new definition, new construction
- Life Design as a challenge for career counselling



How to work?

- Qualitative way
- Visual
- Creative
- Interactive
- competencies

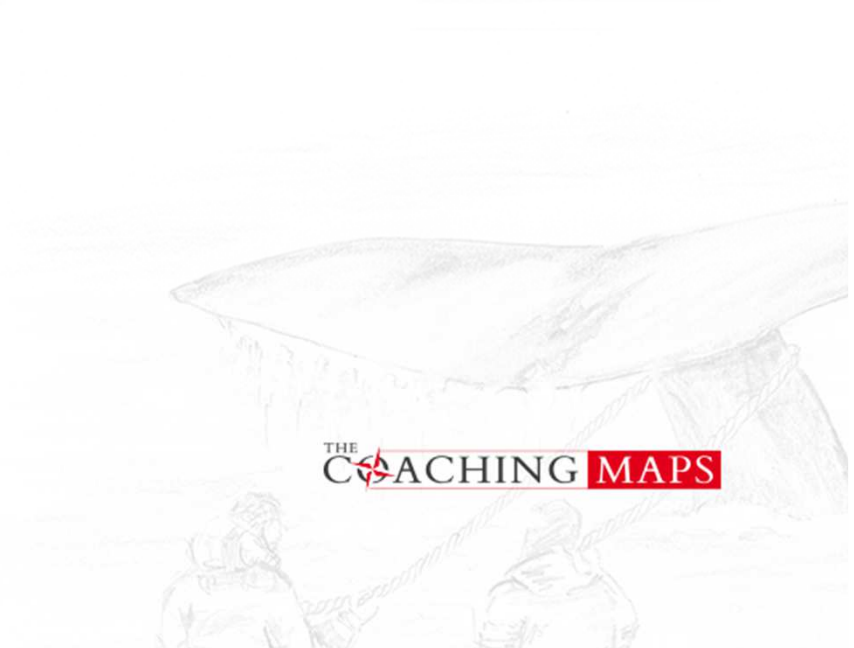


„The Coaching Maps”
as response for building
new competencies
in postmodern times and postfordism



The Coaching Maps

- One of the qualitative tools
- Theoretical framework: hermeneutics, ethnomethodology, poststructuralism
- Coaching philosophy



„The Coaching Maps” - content

- 36 Maps
- 36 Photos
- 36 Attitudes Cards
- 36 Metaphor Cards



Implementation (1)

- Shaping competencies
- (Self)Reflection - Reflexive
- Attitudes Cards

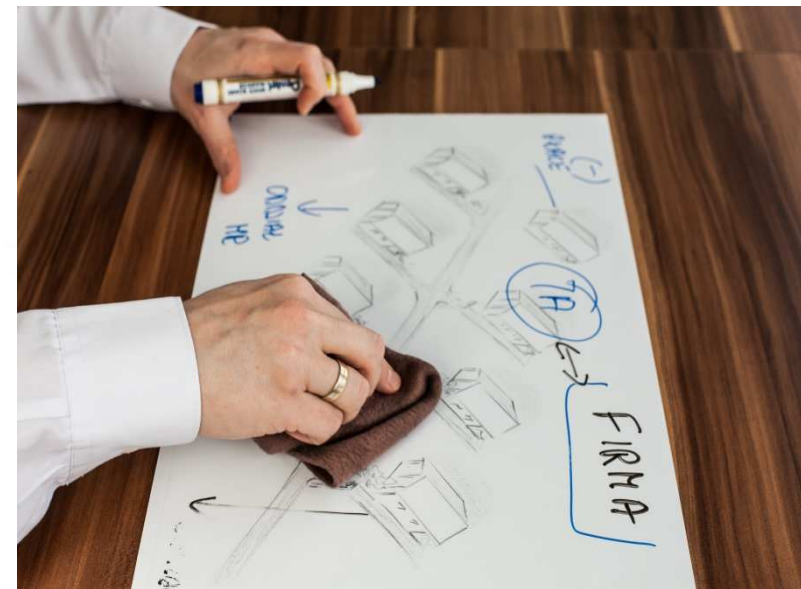


THE COACHING MAPS



Implementation (2)

- Vision of career – Life Design
- Self-construction of identity
- Schemes/Maps



Implementation (3)

- Talent and endogenous potential
- Language of myth and archetypes
- The Metaphor Cards



Conclusions

- Life Design requires new kind of methods and techniques
- Postmodernity and postfordism establish new kind of competencies
- „The Coaching Maps” – unique tool for career guidance

