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**Hearty welcome to our Chair, our VIP  
presenters and guests ...  
AND, of course,  
our attendees**

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**Introduction**

**Relieve poverty via achievements in  
guidance and counselling.  
Critical criterion should be:  
Has our work impacted positively on  
improving the living conditions of poor  
people?  
Otherwise: Little value (Pandor, 2009)**

5/30/2016

5/30/2016

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**1. Defining decent work (Di Fabio &  
Maree, 2016)**

- Decent work helps all workers attain a sense of **self-respect and dignity**, experience **freedom and security** in the workplace, and (as far as possible) are afforded the opportunity to choose and execute productive, meaningful and fulfilling work that will enable them to construct themselves adequately and without restrictions and make social contributions.

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1. Defining decent work (Di Fabio & Maree, 2016)

- The focus in discussions on the topic should emphasize the importance of **preventing marginalization of employees, helping them find long-term employment**, receive equal pay for equal work, and are protected by labour laws (which includes the right to join labour unions).

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1. Defining decent work (Di Fabio & Maree, 2016)

- The latter also includes meeting workers' legitimate need for power, **sound relationships in the workplace, acknowledgement of their work-related achievements, and authentic self-determination.**

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1. Defining decent work (Di Fabio & Maree, 2016)

- Decent work ultimately aims to **combat and alleviate poverty and precludes any and all forms of damage to workers.**

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2. Creative exercise

Explain the puzzling soccer result:

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5/30/2016

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Leicester City's fairytale victory in British Premier League (2016)



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Fairytale newspaper coverage for  
Leicester City's fairytale victory

- National press revels in the chance to report good news by recording the remarkable Premier League success by the **5 000 to 1** outsiders

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Research on this soccer match

✓ What kind of information do we have?

**Quantitative:**

How many missed passes, shots at goal, fouls, etc.?

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Research on this soccer match

**Qualitative:**

Attitude of players? Motivation? Coach?

Referee's role?

Crowd?

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So then ... How would you resolve the soccer match puzzle?

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3. Ten practical principles to ensure that career counselling impacts positively on improving the living conditions of people with poverty

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**Action step 1: Move from intention to action**  
(Savickas, 2009)  
Magic happens when we move forward  
(Savickas, 2011)

**“Get people, any way you wish, any way you can, to do something” (Erickson, in Zeig, 1980, p. 143)**

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**“The goal [of career counselling] should be to launch the client on an exploratory task ...”  
(Krumboltz, 2015, p. 3)**

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5/30/2016

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**From a career counselling perspective: design novel career-counselling instruments *that ‘work’***

**Develop group-based interventions to facilitate career counselling**

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*Career Interest Profile* (Maree, 2006, 2008, 2010, 2011, 2013, 2015, 2016)

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**2.b. Work collaboratively with other stakeholders (i.c Good Work Foundation)**

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**Good Work Foundation**

- <http://www.educationinnovations.org/program/good-work-foundation>

5/30/2016

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**Action step 3: Turn hurt into hope and a social contribution**

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**Every thesis has an antithesis; everything is made out of contrasting sides (contradictions): Our aim should be to turn**

**Disadvantage** into **advantage**  
**Hurt** → **hope**  
**Victim** → **victor**  
**Defeat** → **victory**  
**Heartbreak** → **inspiration**  
**Intention** → **action (movement; magic happens when we move forward) (Savickas, 2011)**

28

5/30/2016

5/30/2016

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**Action step 4: Enable people to become positive (acquire readiness for “luck”) ...**

29

5/30/2016

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**Action step 5: Show (and expect) basic respect for all aspects of life during learning facilitation**

5/30/2016

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### “Subjects”

Previously (still so in some forums) research **participants** were referred to as “**subjects**” (“people owing obedience; thrown under”). For good scientific, moral and ethical reasons, it is important to see those **involved** (never “**used**”) in research as participants in research, sentient human beings with dignity, opinions, and choice (Elias, 2012).

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### Two examples ...

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**Action step 6: Understand importance of dealing with unfair relationships in education and society**

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• **A picture tells a 1 000 stories**

5/30/2016 34

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**Action step 6: Make social contributions; matter to society; instil hope ...**

5/30/2016 35

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• **Minister Naledi Pandor (2009): Learning facilitation and research must of necessity contribute to poverty alleviation**

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**Action step 7: Recognize opportunities** (instead of solving problems!); think innovatively, creatively. Today, people are hired on the basis of their ability to generate ideas and make the ordinary extraordinary

5/30/2016 37

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**Action step 8: Provide people learners with hope for the future**

5/30/2016 38

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Research suggests that success is much enhanced in an environment of great EXPECTATIONS held by career counsellors

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**Essential ...**

- ✓ **A positive attitude is all-important**
- ✓ **Normalise, encourage, inspire**

5/30/2016

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**Action step 9: Focus on individual people and their strengths and not on individual differences and weaknesses**

5/30/2016

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**Learning from communities – must be informed by communities and their idiosyncratic contexts**

5/30/2016

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**Action step 10: Empower people to find advice within (Savickas, 2009)**

**Watch:**

1. YouTube: "Kobus Maree"
2. YouTube: Trailer: *Die windpomp*

5/30/2016

43

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**4. Conclusion**

**Our primary allegiance in career counselling should be to find the best ways to be useful to our clients instead of to any particular theoretical approach**

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**Conclusion**

- "When a better [theory] comes along, one must have the willingness and capacity to adopt it. Ultimate allegiance should be, not to a theory, but to the very best ways of describing clients and intervening on their behalf" (Phares, 1992, p. 64).

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- Denying people access to an integrated, qualitative+quantitative approach to career counselling is potentially highly destructive (think: Arab Spring).
- The future of humankind will be bleak indeed if we do not join hands today to overcome challenges in a spirit of collaboration (Di Fabio & Maree, 2016).

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## 5. Acknowledgements

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## Acknowledgements

I would like to express my **sincerest gratitude to Prof Mark Savickas**, my all-time role model, whose scholarly efforts can best be described as pioneering. **He has single-handedly liberated career counseling theorists and practitioners alike from the shackles imposed by an overly positivist approach in the 20<sup>th</sup> century.**

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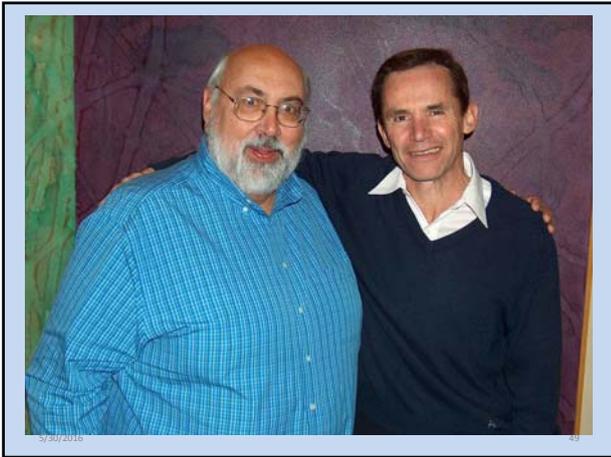
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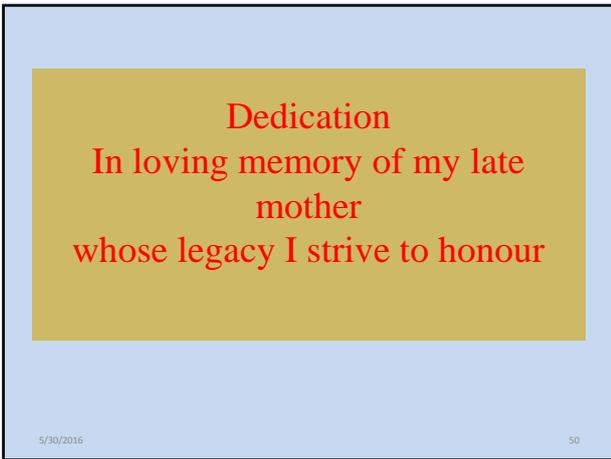
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