



How to human:

AI - human dynamics in the career guidance relationship

Wendy Pearson

Assistant Professor - Career Development and Coaching

University of Warwick (UK)

Wendy.pearson@warwick.ac.uk

A close-up photograph of dandelion seed heads against a clear blue sky. The seeds are white and wispy, with some heads in sharp focus and others blurred in the background. The lighting is bright, suggesting a sunny day.

The moment of decision on whether to embrace or reject AI has passed

We stand in a moment where we can consider how we can shape technology and how we allow technology to shape our practice, in ways that make our interactions more human, not less.

Aims for this session



To gain a better understanding of applications and limitations of generative AI in guidance.

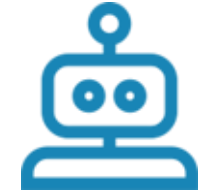
Consider our attitudes and behaviours in relation to this technology to ensure a positive client experience.

Content



- We will explore current and possible future applications and the implications for training.
- We will consider where AI could (and could not) enhance career guidance practice.
- We will consider how to harness the potential of AI to bring together the best of what AI and humans can currently do in self-service platforms and a tripartite model of career work (AI with humans in the loop).
- We will explore areas for further experimentation and practitioner research.

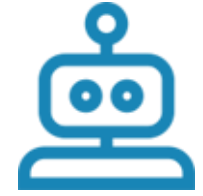
What I did (so you don't have to)



- Reviewed 50 AI-assisted career platforms
- Coded the ways that AI was being used
- Noticed some established patterns (Law & Watts, 1977)



DOTS



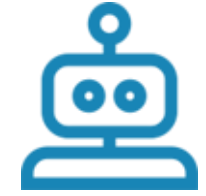
Decision
skills

Occupational
awareness

Transition
skills

Self
awareness

SODiT



Self
awareness

Occupational
awareness

Decision
skills

Transition
skills

Self
awareness

Can

- offer the appearance of neutrality
- apply logical and positivist reasoning
- analyse many data points
- identify patterns of individual behaviour and of people with similar characteristics

Can't

- work with the client to articulate a goal
- work without a prompt
- use empathetic relationship as a basis for trust and challenge
- detect incongruence
- challenge assumptions
- identify and challenge internalised bias

Could

- identify and replicate powerful coaching questions
- use data mining to create profiles



Opportunity
awareness

Can

- access LMI quickly
- refine results based on additional criteria
- identify employers and industries
- identify occupations using tests and quizzes
- find correlations between the client and the world of work
- identify trends in data and growth areas

Can't

- gauge client responses to options presented (unless the client can articulate these)

Could

- model conditions for a successful transition
- create FOMO



Decision skills



Can

- support rational decision making based on self and occupational awareness
- identify the alternative with the highest utility

Can't

- investigate pressures on the client to make a decision
- identify assumptions or truncated processes
- support with feelings of loss for the alternative not pursued

Could

- create indecision through exposure to too many possibilities
- use game-based learning and biometric data
- use decision trees to consider many variables
- use machine learning to predict job performance
- make autonomous decisions
- identify cognitive processing issues

Transition skills

Can

- track progress of applications
- create CVs/resumes
- create personal profiles
- free guidance practitioners from routine CV checking
- identify likely interview questions
- act as an interviewer and offer feedback

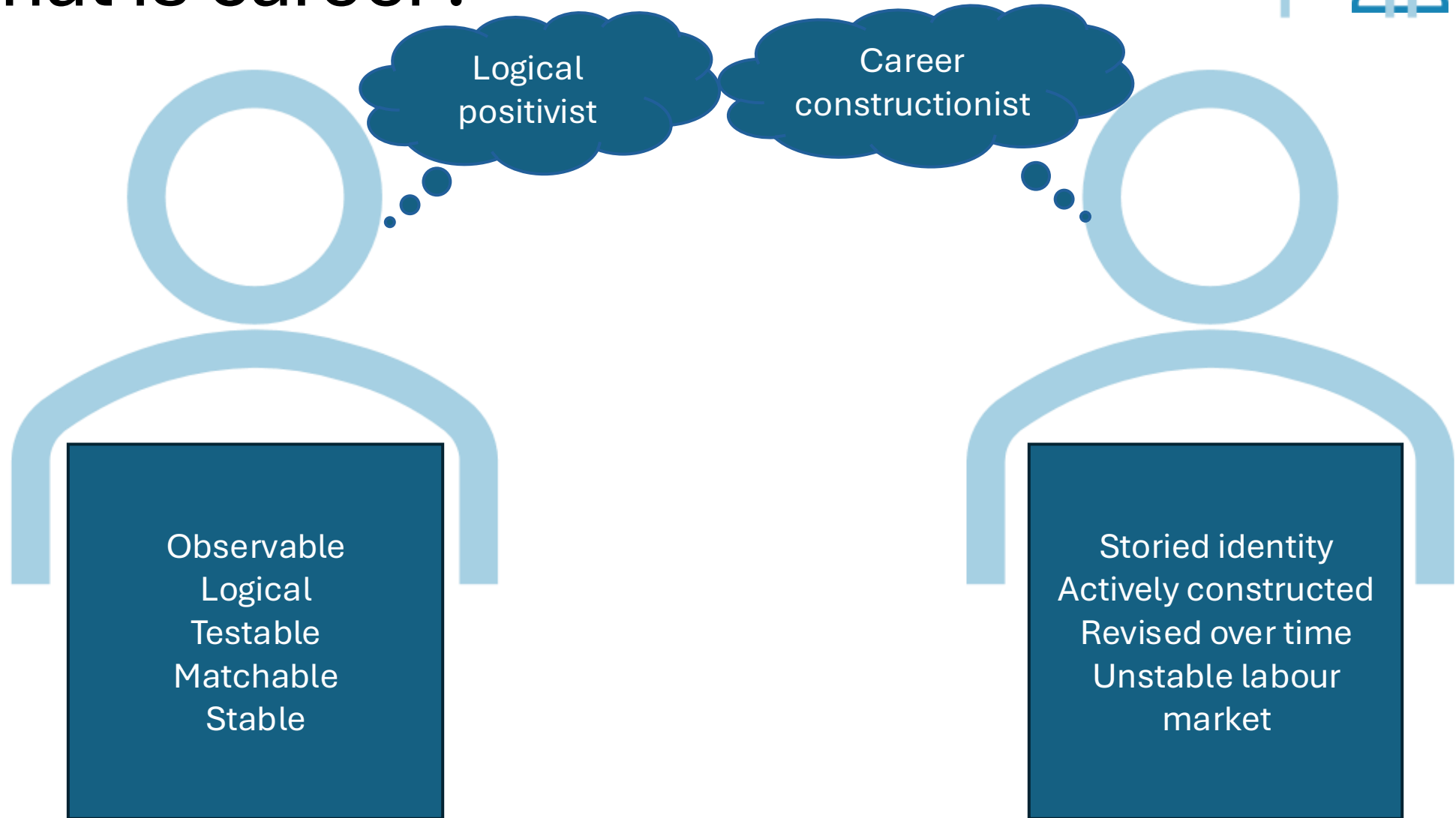
Can't

- help clients cope with transitions
- help with transfer of learning to the workplace
- identify the transition learning needs of the client

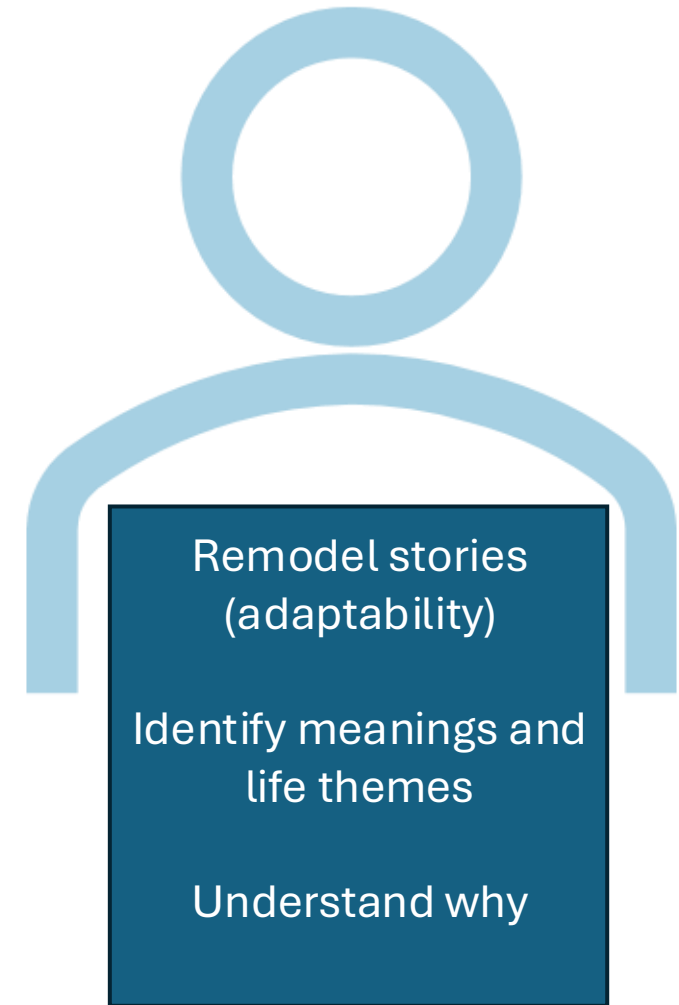
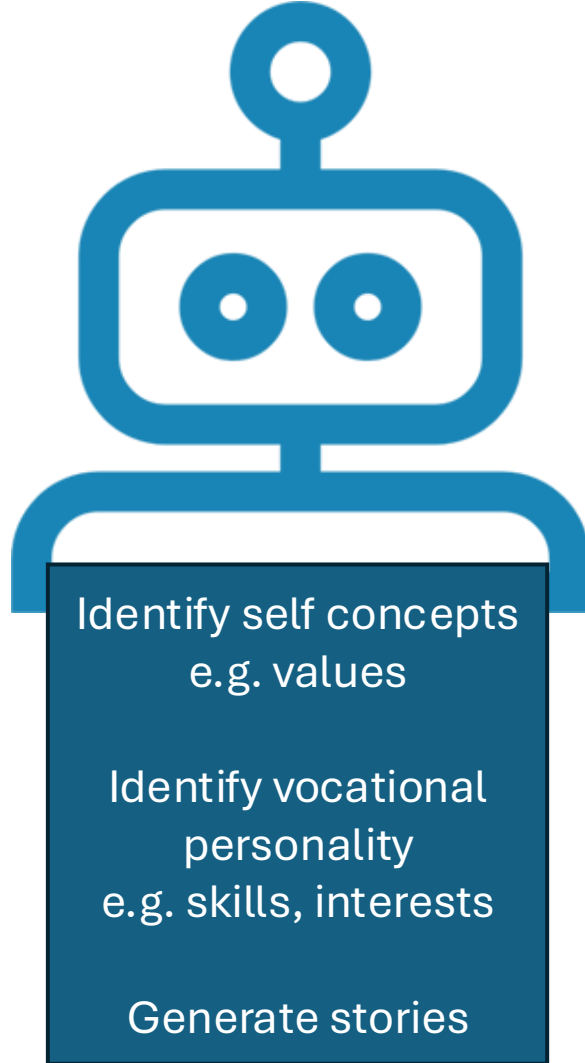
Could

- identify expected conversion rates
- use game-based learning and immersive role-play simulations
- use gamification to reward for job search activity
- use positive reinforcement to motivate engagement with careers activities

What is career?



Best of both



Tripartite practice



AI will not replace human to human coaching,
but that it will be used to augment coaching practice.

(Passmore et al., 2024)

Values guide tool



<https://www.values.guide>

- Uses AI to identify values in responses to story prompts.
- Trained to spot 47 values in natural language responses.
- Lists by frequency to identify the most salient values.
- Based on the Acceptance and Commitment Therapy model (Harris, 2008)

Tripartite practice



This link will take you to a Padlet where you can access the Values tool and a Chat GPT thread I created using stories



Story prompts

Emma

- Write a story about how someone who is **reliable** and **compassionate** finds their perfect job.
- What **other jobs** might Emma do?
- Which of these jobs include **international travel**?
- Write the next part of the story when Emma becomes a **disaster relief worker**
- What happens when Emma **comes home**? What job does she do then?

Alex

- Write a story about someone who is **creative** and **entrepreneurial** who finds their perfect job.
- Alex wants to add **international travel** to her work.

Compare Alex's story with Emma's



Alex and Emma both embarked on fulfilling journeys shaped by their unique qualities, but their paths diverged in fascinating ways. Here's a comparative look at their stories:

Core Qualities and Passions

Emma

Emma's core qualities were reliability and compassion. Her passion was deeply rooted in helping others and providing comfort, whether in end-of-life care, disaster relief, or community outreach.

Alex

Alex was driven by creativity and an entrepreneurial spirit. Her passion lay in combining artistic expression with sustainable practices to create innovative, eco-friendly products.

Career paths

Emma

Initial Role: Emma began in a local bookstore, which she enjoyed but did not find particularly fulfilling.

Career Evolution: She transitioned to working in a hospice care center, where her compassion shone brightly. Later, she became a disaster relief worker, making significant contributions in crisis situations.

Final Role: Emma returned home and became a Community Outreach Coordinator, using her skills to build and manage support programs in her local community.



Alex:

Initial Role: Alex started with various creative projects and entrepreneurial ventures, though she had not yet found her niche.

Career Evolution: She founded EcoArt Creations, turning recycled materials into art. Her business grew as she combined her creativity with sustainability, making an impact locally.

Final Role: Alex expanded her business internationally, collaborating with artisans around the world and incorporating global elements into her designs, thus merging her creative and entrepreneurial passions with a global perspective.

Impact and fulfilment



Emma

Impact: Emma's work directly impacted individuals and communities, providing care, comfort, and support in various challenging situations. Her work was deeply personal and community-focused.

Fulfilment: Emma found fulfilment in seeing the tangible difference she made in people's lives, whether through direct care, disaster relief, or community support. Her satisfaction came from knowing she made a positive impact on a personal level.

Alex

Impact: Alex's impact was both artistic and environmental. By turning recycled materials into art, she promoted sustainability and raised awareness about eco-friendly practices. Her international collaborations also highlighted cultural diversity and cross-cultural learning.

Fulfilment: Alex found fulfilment in combining her creativity with her entrepreneurial skills, expanding her influence globally, and promoting sustainability. Her satisfaction came from seeing her business thrive and making a difference through both her art and global partnerships.

Challenges and growth



Emma

Challenges: Emma faced emotional and physical challenges in high-stress roles, such as disaster relief. Balancing intense work with personal well-being was a significant aspect of her journey.

Growth: Emma grew by transitioning through various roles that tested and honed her compassion and reliability. Her journey involved a deep personal commitment to helping others and adapting to new challenges.

Alex

Challenges: Alex faced the difficulties of starting and growing a new business, managing logistics, and expanding internationally. She also navigated cultural differences and learned to integrate new practices into her designs.

Growth: Alex's growth was marked by her ability to innovate and adapt her business model, turning challenges into opportunities for expansion and collaboration. Her entrepreneurial journey included navigating international markets and blending creativity with sustainability.

Legacy



Emma

Emma's legacy is one of deep personal connections and community impact. Her work left a lasting impression on those she helped and served, creating a network of support and compassion.

Alex

Alex's legacy is characterized by creativity, sustainability, and global collaboration. Her work inspired others to embrace eco-friendly practices and celebrate cultural diversity, leaving a mark on both the art world and the global community.



Action research:

Testing the storied approach with clients and practitioners

Observing and refining the approach

Developing the approach

Researching benefits and disadvantages



Links and
continued
sharing



Let's chat

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