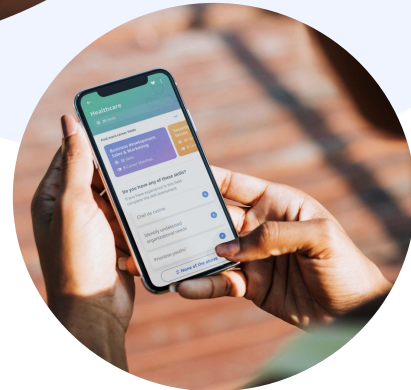


SkillLab |



Implementing Digital Career Services

Sharing 6 years of learnings from projects in over 30 countries



Agenda

- Short introduction
- Exercise & Discussion
- Skill-based Approach Technology in Practice
- Q&A



Arijana Radic

Solution Consultant and Lead Researcher at SkillLab,
Amsterdam

*MSc Political Science, MSc Crisis and Security
Management*

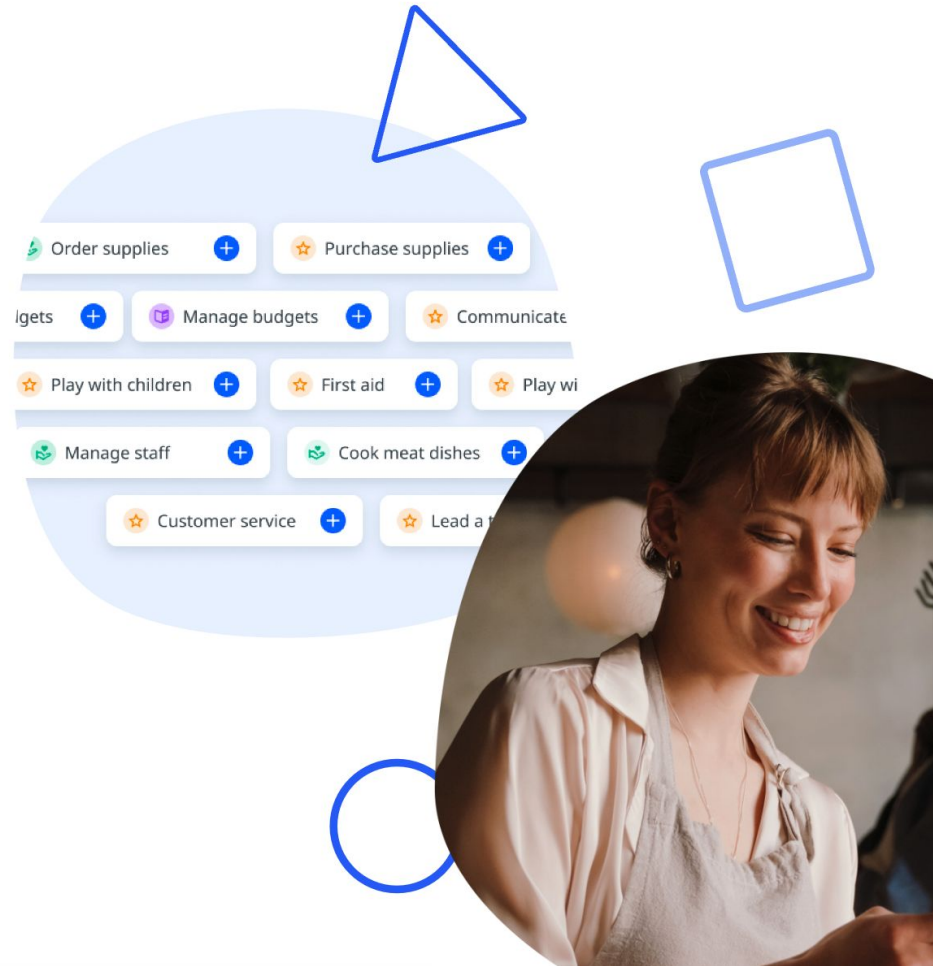
a.radic@skilllab.io

Skill-Based Approach

SkillLab Company

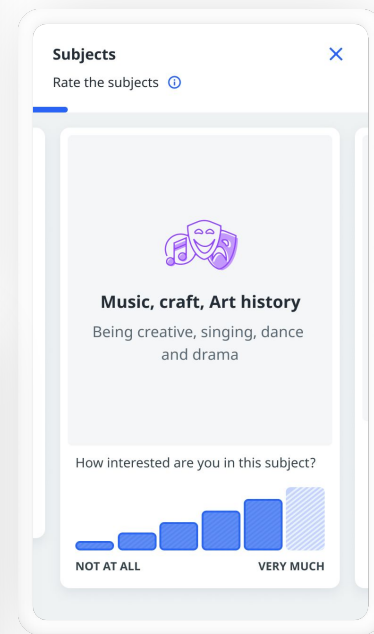
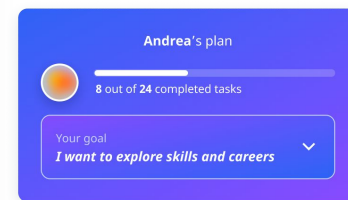
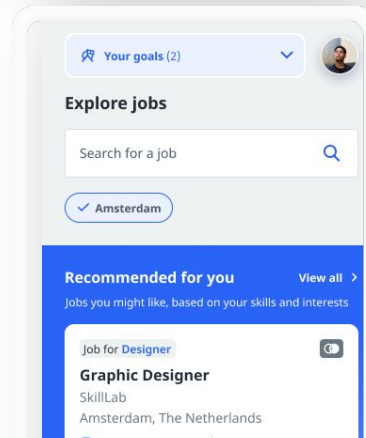
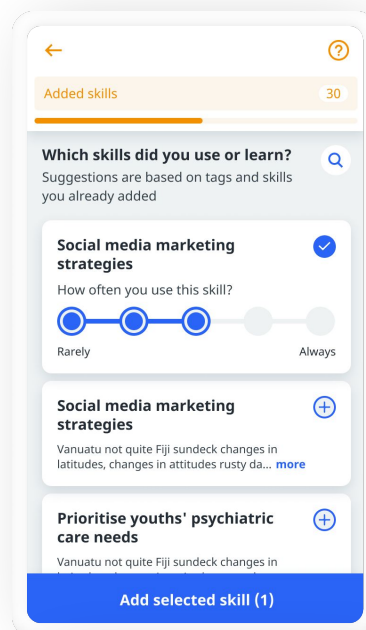
SkillLab is an **impact business**, empowering employment & career services with technology that creates **equitable labor markets** through the **universal language of skills**.

Our solution uses artificial intelligence to help people explore, capture, and express their skills. This enables counselors to better understand the people they serve, and **connect people, jobs, and education**.



SkillLab Tool

- Enables **people** to capture their **skills, interests, and experiences** from different areas of their lives, and explore relevant careers for themselves.
- Enables **counselors** to **oversee** their clients' progress, and provide more **tailored advice**.
- Enabling all the **labor market stakeholders** to **communicate in terms of skills**.



Skilllab's Theory of Change

Short term effects build up to our vision over time. From people to systems.



The Problem

People, especially those excluded from the labor market, aren't/don't:

- **Aware** of the skills they have;
- **Understand** the skills they acquired in diverse life experiences;
- **Have confidence** communicating about their skills;
- **Know** how to progress in their careers and/or life condition and feel stuck.

This leads to:

- People not accessing **jobs**;
- People not accessing **education**.



Our Response

We provide people with a technological solution to discover and map skills acquired in their life experiences, generate professional documents and access information on the labor market and career pathways.

We enable key employability actors to better understand and support job seekers using the universal language of skills. SkillLab becomes an integral part of the labor inclusion puzzle.



Short Term Outcomes

People:

- **Recognize** their skills
- **Appreciate** skills gained from life experiences
- **Feel confident** communicating their skills
- **Understand** the skills required for desired careers



Medium Term Outcomes

Partners are enabled to:

- Deliver better, customized **employment services** to more people
- Deliver better **employment** and/or **training** outcomes
- **Report and communicate** to a wide audience of its own stakeholders based on skills evolution of users



Long Term Impact

People access more sustainable career pathways and improved livelihoods.

Building on a Theory

Why skill-based approach works better for people?

Parsons Trait-Factor Theory

Parsons outlined a three-step process for career decision making:

- **Self-understanding:** Gaining an accurate understanding of one's individual traits, including aptitudes, interests, and abilities.
- **Occupational knowledge:** Developing knowledge about jobs and the labor market.
- **Matching:** Using rational judgment to find the best fit between one's traits and occupational factor.

Planned Happenstance

Planned Happenstance recognizes that careers often develop in unpredictable ways:

- It encourages individuals to be **open to new opportunities and experiences**, even if they don't fit neatly into a pre-existing career plan.
- This approach acknowledges that the **rapidly changing job market** makes it impractical to plan an entire career in advance.
- It emphasizes developing **curiosity, persistence, flexibility, optimism, and risk-taking**. These skills enable individuals to recognize and seize unexpected career opportunities.

The Transition to Skills-First Economy is Happening

Private and public actors committed to a skills-first strategy



Employment Services



The European Union declared 2023 the Year of Skills



Singapore's SkillsFuture initiative offers lifelong learning opportunities for all



Saudi Arabia implements a national skills strategy



Employers



Google offers certificates focusing on skills, not degrees



IBM employs a skills-first hiring approach and committed to skilling 30M people



Walmart are investing in skills-based systems to connect people to career opportunities



Education Providers



Online platforms such as Coursera offer smaller courses with a focus on specific skills



Government sponsored training is placing more emphasis on individual (skills) fit



The growth of digital credentials and badges centers on skills information

But Stakeholders Struggle to Implement Skill Systems

Labor market stakeholders remain disconnected, lacking the tools to make skills-first a reality



Job seekers are often marginalized without clear pathways to employment



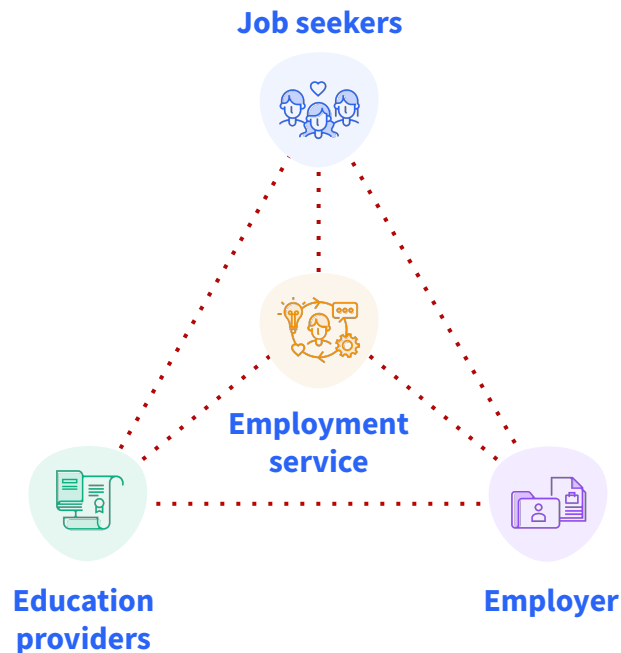
Employment services can't create skill profiles of their job seekers



Education providers can't demonstrate how their trainings make job seekers more employable



Employers struggle to create a wide candidate pipeline for skill-based hiring

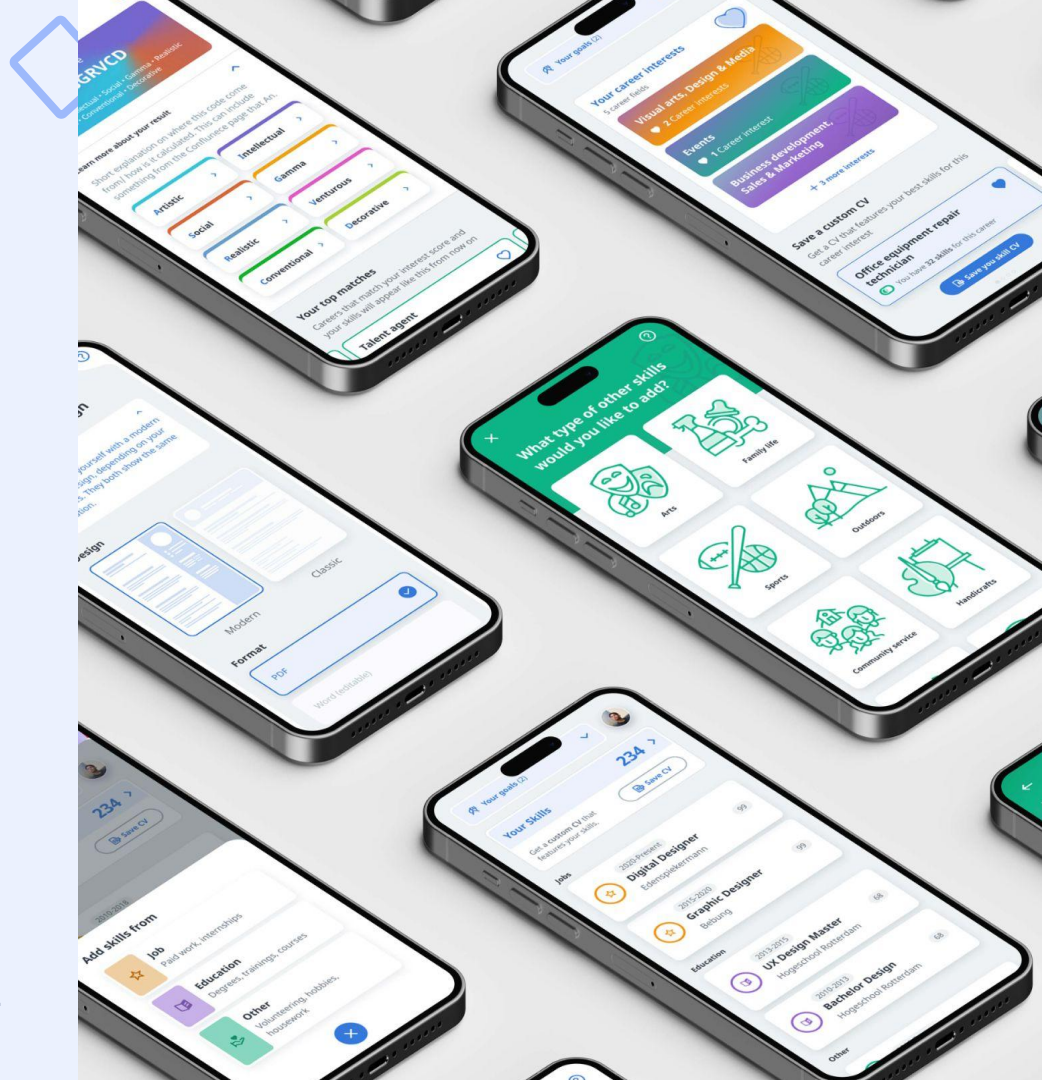


Benefits of Digitalization

Benefits of Digitalization

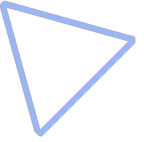
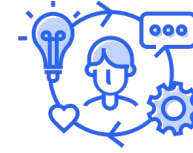
Three main takeaways from our research

- 1. Recognizing the skills:** how it empowers the people
- 2. Changing the process:** how it empowers the counselors
- 3. Leveraging the technology:** Making career guidance accessible



Recognizing the skills

Empowering the individual



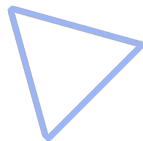
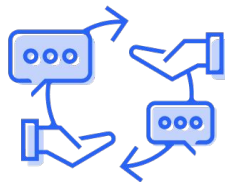
1. It helps people **understand themselves better**, and recall their previous experiences easier.
2. It enables people to **explore and learn about more career options** both in general as for themselves.
3. It enables people to **express themselves**, and **stand out** to employers.
4. It helps them **understand what skills are**, which different skills they have, and which transferable skills they possess.

“People can explore and build their profile according to what they want to show without the need of a third person. I am talking about concepts like self-concept, self-esteem, and self-confidence that are connected to what you have accomplished.”

HIAS Ecuador

Changing the process

Empowering the counselor



1. It helps counselors **understand and connect** with their clients better.
2. It enables counselors to create a more **personalized career plan** for their clients.
3. It **saves time** for both counselors and clients.
4. It enables counselors to **automate their processes**, and **add complexity** to their career advice.

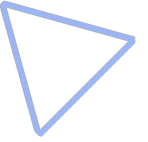


“Before we did it manually but now we were able to automate everything. The sectors are easier to identify, the industries, the career interests, and the matching. Everything is done swiftly compared to how we did it before. Now we are able to provide a layer of more industry-aligned terms and industry-aligned features of CVs that are being used.”

EDC Philippines

Leveraging the technology

Making career guidance accessible



1. It enables **people with limited resources to benefit** from the technology as it's mobile first.
2. It makes the process of creating and obtaining a **modern, skill-based CV** much easier.
3. It helps counselors to **match** their clients **with employers** much more effectively.
4. It is **easy to use**, and makes the career guidance **easily accessible**.

“Having this technology one click away, a diary where you can, as the experience arises, include or actually build on your experiences and your profile, and download the latest version of yourself.”

EDC Philippines

Impact

Case Study

Ukrainian Public Employment Service



Objectives

Project with NRC Ukraine, World Bank and Ukraine's State Employment Service to reintegrating Ukrainians in the workforce

Ukrainian stakeholders (SSO DIA App, education providers, employers) to enable skill-based labor and education markets

World Bank evaluates (Randomized Control Trial) to evaluate the outcomes for job seekers

SkillLab



Solution

Comprehensive career guidance platform

- Enables self-counseling for job seekers
- Connects job seekers with counselors
- Counselors adding jobs to the platform and activating employers

Integrated job feeds

Integrated courses



Results from the first 9 months

7,500+

Job seekers

400+

Counselors

500,000+

Added Skills

100,000+

Identified Career Matches



Education Development Center (Philippines)



Objectives

Provide second-chance education to 180,000 out-of-school youth across 15 cities that lead to their successful employment and livelihoods

The program [Opportunity 2.0](#) is backed by the USAID and implemented by EDC

The target audience is "not in education, employment, or training" (NEET) youth



Solution

Skill assessment & career guidance app, embedded in the program's agenda of confidence building to better livelihoods



Key Stats

1,000+ users. Impact tracking survey results (N=210). Agreement/strong agreement of 82%-87% in all criteria

87%

felt more confident in their ability to start or improve their careers

87%

felt that the CV helped to communicate their skills

85%

understood skills required for careers

82%

discovered new skills they didn't know they had

Mamas Chingonas (Mexico)



Objectives

Mamas Chingonas is an initiative designed specifically for young mothers, equipping with the tools, confidence, and support they need to face their realities and build brighter futures for themselves and their families

A project by Adecco Innovation Foundation in collaboration with Youth@Risk organization; SkillLab is a technology partner of Youth@Risk



“I know now as a young mother with a young child, it is very hard to get a job [...] I learned things you do everyday at home like sweeping, cooking, raising children, childcare, build skills that you can use for a job. [...] I remember it made me feel that my experience was valuable”



**Thank you for your attention and
engagement!**

