

WHY CAREER GUIDANCE/COUSELLING

We live in exciting times for somebody and confused time for others. Technologies are changes so fast that its disrupting old ones. Artificial intelligence and data science are the new age buzzwords. Companies are constantly innovating to measure up, while **careers that did not exist a decade ago are steadfastly on the rise and old one are ending very soon**

Now, why am I talking about industry innovation and at the same time challenges of changes happening around, in an topic related to career counselling/Career Guidance? The reason is that, unlike what we saw a decade ago, there is unprecedented growth changes in industry. This tectonic shifts has change whole demographic of industry.

There is unprecedented change in demands from the industry. India stands on the threshold of a revolutionary boom, with gigantic initiatives being heralded by the industry syndicates. For E.g.. Power, Telecom, FMCG, ecommerce, real estate & automobiles are commonly known industry where changes can be seen easily. In this climate of evolution, it has become imperative for students and professionals to find the right career fit, and natural for individuals to explore new avenues. **Merely following the crowd could lead to disastrous choices**

Career Guidance/Counselling has always been important but now importance of the same has gone far ahead. Earlier, people sought out career counsellors, for a change in careers, only after they got a job and were unhappy with it. **What is noteworthy, is to consider why people change careers.** It doesn't take much thinking to understand that someone who does that was never convinced of what career they should take. Such a decision usually stems from school/Family. **Many students make career choices based on the most picked career among their peers and by the time they know, its too late.**

Picking a career usually, comes after picking a course. If a student doesn't pick the right course, it would inadvertently affect their career choice. A recent study showed that 1 in 3 students are unhappy with the course that they picked. That is nearly half a million dissatisfied university students! At Present Career Counseling is done by only 10% Students. Such figures is only few point to one clear truth - The importance of career guidance for students in schools is tremendous and very very important.

So Why Go For Career Counseling/Guidance? Here are 3 Reasons what i can understand.

1. Career Selection Is More Than Just Personality and Aptitude Testing

Today Skill based career are at peak. To fully understand a person's aptitude towards a particular job, we need more than IQ testing. Career Guidance is combination of Personality evaluation which involve (intelligence, learning style, emotional, Physical & mental approach) , IQ identification, intrest evaluation, and market scenarios.

2. Career Counselling Balances All Aspects of Desire and Practical Limitations.

With an array of career choices available, candidates are often confused about the path they should take. Some approach a career counsellor when they are at the crossroads, while others may come to a counsellor after having taken a few wrong turns. Career Guidance requires focus on the candidate's strengths and weaknesses before recommending a path. An objective of career guidance is to give complete clarity of thought and teach career planning. Career planning is like learning how to drive bicycle. Will never fail ever.

3. Career Counseling is Ideal for Those Who are Unfamiliar with themselves and Latest Trends in market

For the Indian parent who is not tuned in with the latest career trends, the evolving job market can be unnerving. While the student may want to explore dynamic educational qualifications, parents may want their children to stick to conventional educational platforms. While they don't want their children to miss out on big opportunities, their conservative thinking often comes in the way of making bold, new choices. In such a scenario, a professional career guidance/counseling help parents understand the world beyond their horizon.