

The development of career guidance in NL: past, present, future

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Noloc: an introduction

- NL professional association for career specialists, founded in 1990
- Over 3,500 members

Jeroen:

- Member of Executive Board, Noloc
- Operations / International affairs
- Treasurer



Agenda for today

- 10 to 15 minute introduction
 - Subject: Development of career guidance in NL, at a glance
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- Development of the profession
 - Development of the professional
 - Development of the professional association
 - Context of changing labour markets



Development of the profession

- 1980's and 1990's: focus on cure
 - public sector: career services for the unemployed
 - private sector: focus on outplacement
- 2000's: increasing focus on care
 - public sector: re-integration
 - private sector: fluidity of personnel, coaching
- 2010's: increasing focus on inclusion + sustainable employability
 - public sector: participation law, jobcoaching
 - private sector: meaning of work, work-life-balance
- 2020's: career coaching as part of life-long development

Development of the professional

- 1980's and 1990's:
hard skills (“how to find a job”)
- 2000's and 2010's:
soft skills (“who am I, what can I do, what do I want”)
- 2020's:
integrative skills, including labour market skills,
21st century skills and online (AI) skills

Role and focus of the professional association I

- 1990: Noloc founded by some 40 career coaches as counterweight to the business-centered approach of their employers (“career consultancy”)
- 1990’s until 2004: network association with focus on outplacement
- 2004: merger with association for study choice counsellors and career guidance counsellors (VBA)
- from 2004: gradual transition to a professional association with more attention for the role and importance of the profession in society
- 2004: 1st edition of yearly Noloc congress for career specialists
- 2011: introduction of Noloc quality mark for career specialists

Role and focus of the professional association II

- 2016: merger with association for jobcoaches (BJN)
introduction of Noloc quality mark for job coaches & education
- 2020: introduction of online Noloc Academy
- 2021: introduction of national quality mark for career specialists
+ Noloc quality mark for career specialist education
- 2023: Noloc organizes the IAEVG world conference, in The Hague
- 2024: Broadening horizons: Introduction of student membership and
community membership (2025)

Importance of Noloc in society

- Promoting importance of career guidance in a rapidly changing labour market ('we are a beacon of light')
- Promoting importance of people having access to quality career guidance and/or job coaching throughout their professional lives, as indispensable part of their professional and personal development
- Promoting the quality of both individual career specialists and educational institutes in the field of career guidance and jobcoaching (quality mark)
- Providing the role of 'bridge' between theory and practice, by supporting and facilitating ways bringing both worlds together (academic board / kennisprofessionals, own professional journal, founding fathers of 1st academic chair on career guidance in NL)

The future of career coaching in the context of a rapidly changing labour market

Some thoughts to get you inspired...

- Career specialists can be seen as essential lubricating oil for a rapidly changing labour market
- Regular career coaching will become a natural part of each career
- Quality is king, and therefore quality marks are essential for success
- AI is here to stay, and so are career specialists (but only if they adapt)

Enjoy the conference....



contact

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