

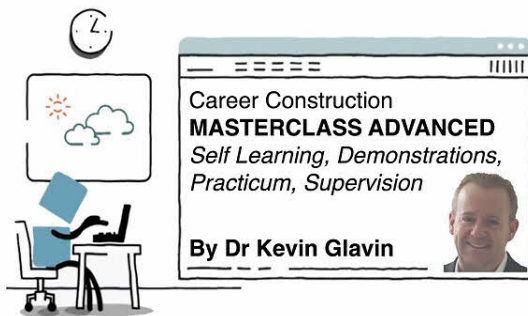
TRUE NORTH

In today's workplace climate, career advisory has gone beyond the simple act of placing clients into job roles. It has become an intricate art of helping clients navigate workplace complexities and interweaving that closely with an individual's beliefs, values and principles. As a career practitioner, you are tasked with the all-important role of helping one find meaning and fulfilment in their career. You are instrumental in their search for a purpose-driven life; for their **TRUE NORTH**.

WHAT'S INSIDE

Master the Art of Career Construction Interview, organised by Avodah Solutions People Pte Ltd

2 Sep - 21 Oct 2024 | Multiple Self Learn, Online Live Sessions



Ready to elevate your career coaching expertise? Join our exclusive programme to master the Career Construction Interview and engage in a dynamic blended learning experience.

This masterclass offers the opportunity to:

- Master the ethical and effective conduct of the Career Construction Interview in personalized, one-on-one settings.
- Deepen understanding of career and counseling theories, gaining foundational knowledge to guide clients towards fulfilling career paths.
- Acquire proficiency in utilizing essential resources such as the Career Adapt-abilities Scale, My Career Story Workbook, Life-Design Counselling Manual, Microskills, and Case Conceptualisation to provide unparalleled support to clients.
- Engage in a dynamic blended learning experience, including self-paced eLearning, real-life case study videos, live webinars, demonstrations, practicum sessions, and supervision to ensure practical mastery of the concepts.

Don't miss this opportunity and make a meaningful impact on your clients' professional journeys. Enroll NOW and embark on this transformative learning experience!

Click [HERE](#) to register!

Passionate about uplifting Singapore's Career Practitioners?

Apply for WSG's Sponsorship Programme today!

WSG invites partners interested in delivering masterclasses. As a sponsor, WSG provides support and resources for successful collaborations. If you're eager to collaborate and share your expertise, contact us here: <https://go.gov.sg/contact-wsg>.



IN THE PIPELINE

Career Advisory Programme (CAP)

Sep Intake: 9 Sep 2024

(Application closes: 2 Aug 2024)

Oct Intake: 7 Oct 2024

(Application closes: 30 Aug 2024)

Nov Intake: 5 Nov 2024

(Application closes: 27 Sep 2024)

Dec Intake: 2 Dec 2024

(Application closes: 25 Oct 2024)

Career Facilitation Programme (CFP)

Sep Intake: 16 Sep – 26 Nov 2024

(Application closes: 2 Aug 2024)

Nov Intake: 18 Nov – 28 Jan 2025

(Application closes: 4 Nov 2024)

Career Facilitation Programme Assessment Pathway (CFP AOP)

Sep Intake: 19 Sep 2024

(Application closes: 22 Jul 2024)

Career Supervision Programme (CSP)

Sep Intake: 23 – 25 Sep 2024

(Application closes: 9 Aug 2024)



FROM THE CASE CHEST

NAVIGATING CAREER GROWTH: A SALES PROFESSIONAL'S JOURNEY TO SELF-DISCOVERY AND EXPANSION



Barnabas (not his real name) has been working in the financial sector for several years, offering financial products to corporate clients. With hard work, unwavering dedication, and a genuine resolve to add value to his corporate clients, Barnabas has maintained his position as the single largest contributor of revenue to his business unit for several consecutive years.

Having reached this milestone, Barnabas desired to “do more,” but wasn’t sure what that would entail. He signed up for Polaris by WSG, hoping to deepen his self-understanding through professional career guidance, enabling him to better plan and optimise his career satisfaction.

Issues identified via Polaris, a Career Guidance Programme

Burnout - Through the use of [Knowdell's Motivated Skills Card Sort \(MSCS\) tools](#), his Career Coach, Chris, uncovered that certain elements of his work tasks were causing Barnabas to burnout. Further discussions revealed that he was burnt out from lead generation activities such as routine cold calling and networking.

While it might seem peculiar that a celebrated and accomplished sales professional would suffer from burnout caused by lead generation work, a closer examination of both his MSCS results and his [Workplace Big 5 Personality Assessment](#) findings offered insights that he is a results-oriented person. It was concluded that the existing lead generation activities yielded extremely low results, which drained him of his energy. He was able to meet his revenue target mainly through larger accounts that he had built over time.

Personal Values - Barnabas holds a strong conviction that sales is not about pushing prospective clients to buy what a company unilaterally wants to sell; is more about offering effective solutions that meet clients’ needs. The nature of his job does not require him to pursue hard selling yet he attempted to enhance his employer’s business value proposition to their target clients with a proposal to expand the business’ product offering. However, the management turned down his proposal, leaving Barnabas feeling discouraged. He was hopeful that there was scope for him to exercise his ideals and beliefs to offer better value add to his clients.

Interventions

To determine why Barnabas felt so keenly about wanting to do more for his clients, Chris uncovered that Barnabas’ early life experiences seeded in him a strong desire to help others. Barnabas has since carried this belief and value closely to his heart throughout his life journey, including his career.

Through the program, Barnabas also uncovered his key career strengths. He is strong with his intuition, excels in his ability to

evaluate by studying details comprehensively, and is energized by work that involves customer service and strategising.

Putting all these findings together, it became clear why Barnabas was so keen to do more for his clients.

Chris suggested that since sales is a universal skill, Barnabas could consider a non-conflicting side hustle while he continues with his current employer. But what side hustle would be suitable? To help Barnabas achieve his objective, Chris redirected his focus back to his recently discovered strengths. Chris explained that engaging in side hustles that potentially utilize his strengths will keep him in the “flow” while energizing and gratifying him.

Outcome

Barnabas took away significant self-discoveries about his career values, interest aspirations and strengths. He affirmed that he had the attributes to scale to greater heights in his sales career. He also gained the perspective that his company might have their own strategic reasons for focusing on current product offerings, and that he should not be discouraged by this decision.

The program eventually led him to create a career development action plan. One of the items on his plan pointed to identifying a side hustle that could potentially stretch his career strengths, give him the additional gratification, expand his knowledge, and offer him the challenge he was seeking.

In his final career guidance session, Barnabas returned to share that he has identified real estate sales as a non-conflicting side hustle that he could pursue on weekends. He believed that the dynamics of the industry would capitalize on his key strengths (building strong customer connections) and provide the platform to increase his client base in line with his values, skills, and drive.

Barnabas has embarked on training to attain his license to practice as a realtor, while continuing his journey with his financial institution employer. He is confident that he would continue to be a valuable employee to his employer while he boosts his passion in sales, further deepens his craft, and achieves gratification in a sustainable way through his side hustle.

Polaris by WSG is a structured program that utilizes various tools to help clients uncover their strengths, work preferences, beliefs, values, and interests.

Click [HERE](#) to find out more about Polaris by WSG

Contributed by:
Chris Lau

Principal Career Coach
Workforce Singapore
WSG CDF Certified Career Practitioner





MAIN ARTICLE

A LITTLE ABOUT THE SOCIAL SERVICE SECTOR



Vimel has more than a decade of experience in the social service sector and has been a dedicated volunteer Career Advisor (vCA) since 2023. As a vCA, he leverages his extensive experience to help individuals make informed career decisions.

Through this article, Vimel shares insights on the social service sector and the important role which vCAs play in guiding individuals towards informed career decisions.

Industry Overview

The social service sector in Singapore comprises a network of organizations dedicated to providing social support, welfare, and assistance to individuals and communities in need. This network includes Social Service Agencies (SSAs), government bodies, community partners, and volunteer groups. The sector faces two main challenges:

1. adapting to the changing needs of society; and
2. addressing a significant manpower gap.

These challenges necessitate a continuous strengthening of capabilities to manage diverse and complex issues effectively.

Changing needs of the society

Society's needs are changing, with more demand for mental health services and support for children and youth facing abuse. Child abuse cases remained high in 2022 after doubling during the COVID-19 pandemic, making mental health a national priority. Social service professionals must improve their skills to handle increasingly complex cases. However, the departure of senior workers affects the training of junior staff, impacting agencies' ability to manage these cases. In response, agencies are focusing on upskilling their workforce and adopting collaborative approaches, while schools and training institutes update their programs to meet these evolving needs.

Manpower Gap

The social service sector faces a significant manpower shortage, with an annual resignation rate of social workers reported to be 17% in 2019. Manpower shortage creates a cyclical issue, as increased workloads lead to burnout and further resignations. Reasons for staff leaving include career growth opportunities, family and caregiving responsibilities, and job fit issues. The Ministry of Social and Family Development (MSF) and the National Council of Social Services (NCSS) are supporting SSAs through salary guides, volunteer and digitalization initiatives, and capability-building programs. However, implementing these initiatives can be challenging, especially for smaller agencies.

Opportunities for Growth

Digitalization and automation present significant growth opportunities for SSAs. Recognized as a key capability by NCSS, digitalization improves manpower efficiency, increases accuracy, strengthens data protection, and enables data analysis. As SSAs embrace digitalization, it is crucial to support staff, particularly older workers, and ensure that clients who are not digitally savvy can still access services.

Automation can save time by handling time-consuming tasks, but the human touch remains essential in social services. The sector also welcomes AI advancements, such as speech-to-text, facial recognition, and video analytics, which enhance service delivery. However, the sector must balance technological advancements with maintaining the irreplaceable human elements of social work.

To navigate this digital transformation, specific competencies are essential for those entering the social service sector.

- **Digital literacy** is crucial, requiring proficiency in using digital tools and platforms, data management systems, and basic cybersecurity measures.

- **Technical skills** in automation software and AI applications like speech-to-text, facial recognition, and video analytics are increasingly important.
- **Analytical skills** are needed to analyse data and extract meaningful insights, enhancing service efficiency and effectiveness.
- **Adaptability** and openness towards upskilling is vital as the sector evolves with technological advancements.
- **Interpersonal skills** remain essential for building trust and effectively supporting clients, maintaining the human touch in social services.
- **Project management skills** are necessary to manage digital transformation projects, ensuring successful implementation and minimal disruption to existing services.

The social service sector relies on collaboration and resourcefulness. Hence, individuals thinking of joining the sector must be able to work well with various stakeholders, including government bodies, businesses, and community partners, to effectively combine resources and expertise.

Lastly, individuals will need to possess strong emotional resilience and emotional intelligence to manage the stress brought upon by clients' many demands while maintaining a high service standard.

Looking Ahead

It's important for social service agencies to work together, along with businesses and individuals who contribute time and resources. The sector should be seen not just as organizations providing support, but as a community where everyone actively contributes to a better society and a better Singapore.

Reflection on the WSG volunteer Career Advisor (vCA) Role

The volunteer Career Advisor Initiative is an excellent platform that allows individuals considering a career switch to gain insights by speaking with experienced professionals. Lived experiences and honest sharing are invaluable when making significant decisions.

It is heartening to receive requests from advisees interested in the social service sector. Whether they join the sector or not, their willingness to learn is key. Contributions to the social service sector can take many forms, from doing direct work, to volunteering, supporting, or understanding its challenges. As more people understand the social service sector, we can better make a positive impact in Singapore.

Contributed by:
Vimel Rajoo

CEO
Trybe Limited
WSG volunteer Career Advisor (vCA)



WSG VOLUNTEER CAREER ADVISOR INITIATIVE @ A GLANCE

Launched in December 2020, the WSG volunteer Career Advisor Initiative (vCAi) was developed with the aim of building a strong network of industry professionals who can provide peer support and industry insights for individuals to help them make informed career decisions.

The vCAi has also provided a vital channel for WSG to engage the community and gather invaluable insights from the ground to help shape our policies and programs.

Impactful Reach



Over the past few years, the vCAi has reached more than **6,200 individuals**, offering them industry insights and career advice.

Our dedicated team of **523 volunteer Career Advisors** (vCAs) has been instrumental in this success, representing **13 different sectors**.



Who Are Our vCAs?

Our volunteer Career Advisors are a diverse and experienced group, including:

- Senior leaders with 1 in 2 being senior executives.
- Members of trade associations, chambers, unions, and professional bodies, with 1 in 4 serving in senior roles.
- HR leaders and professionals, making up 1 in 8 of our vCA community.
- Union leaders, representatives from social service agencies, grassroots leaders, and individuals who have benefited from our programs or undergone significant career transitions.



One-on-One Advisory Session: Our vCAs have provided personalized advice to 1,090 unique individuals, helping them navigate their career paths with confidence.



Speaking at events: Our vCAs have spoken at **97 events**, attended by over **5,100 participants**, where our vCAs shared their expertise and industry knowledge.

Check out the WSG volunteer Career Advisor Initiative (vCAi) today!



The Volunteer Career Advisor Initiative (vCAi) is your opportunity to connect your client with a vCA, helping them to gain industry-specific insights and personalized guidance tailored to their goals. Please visit our website to learn more about our volunteer Career Advisors. <https://go.gov.sg/vcai-app>

MOVIE RECOMMENDATIONS

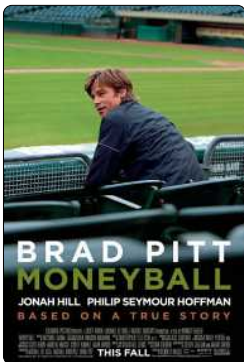
3 Career Inspiring Movies



Erin Brockovich

Based on a true story, this legal drama features Erin Brockovich, a single mother who becomes a legal assistant and helps win a major case against a corporation responsible for contaminating a town's water supply. The movie highlights her tenacity, intelligence, and determination to achieve justice, illustrating a non-traditional path to career success and personal empowerment.

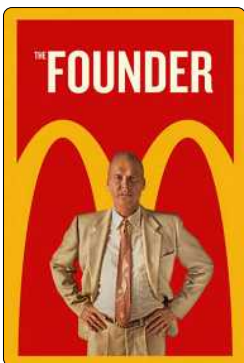
Career lesson: Success can be achieved through relentless determination and creative problem-solving, even from unconventional paths.



Moneyball

This biographical sports drama follows Billy Beane, the general manager of the Oakland Athletics baseball team, who revolutionizes the sport by using statistical analysis to build a competitive team on a limited budget. The film highlights innovation, challenging the status quo, and the impact of data-driven decision-making on career advancement.

Career lesson: Embracing innovation and using data to drive decisions can revolutionize your approach and lead to career success.



The Founder

This biographical drama tells the story of Ray Kroc, a struggling salesman who meets the McDonald brothers and transforms their innovative fast-food eatery into a global franchise. The film highlights themes of entrepreneurship, ambition, and the complex moral choices involved in career advancement.

Career lesson: Identifying opportunities and persisting through challenges are key to transforming ambitious visions into reality.

LOVING OUR NEWSLETTER?



You can find all issues of *TRUE NORTH* and other career development resources on our **Online Learning Resource (OLR)** for Career Practitioners.

Check it out here:
go.gov.sg/olr



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