How to enhance the capacity of career coaches to improve the efficiency working with NEETs

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Central Career branch

❖ The Central Career branch of Azerbaijan Public Employment Agency under Ministry of Labour and Social Protection of Population
❖ Established in March 2022
❖ The first official career-oriented state entity in Azerbaijan
❖ Raising awareness about career guidance in Azerbaijan
Main directions

❖ Enhancing the **quality** and **accessibility** of career planning services
❖ Raising awareness about **career guidance**
❖ Providing career counseling services to various groups, including school children, students, parents, jobseekers, and the unemployed
❖ Conducting training programs for **career counselors**
# Problems faced while working with NEETs

<table>
<thead>
<tr>
<th>Issue</th>
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<tbody>
<tr>
<td>Mismatching</td>
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<td>Limited resources</td>
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<tr>
<td>Confidence issues</td>
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<td>Lack of motivation</td>
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<td>Social isolation</td>
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WHAT WE DO?

Current projects

Preventive measures
Our projects

Alo Career
- Audience: 3633
- Satisfaction rate: 98.2%
- Advantages created: Online consultations

Job club
- Audience: 219
  25.9% with no previous work experience
- Results: 45% either employed or started internship
- Advantages created: Follow-up and networking
Culture eats strategy for the breakfast

- International Certificates and Partnership: NCDA, APCDA
  - Cultural factors
  - Localization

- Cross-skilling
  - Trainer (offline and online delivery)
  - Mentorship and individual approaches
  - Working with vulnerable groups
Preventive measures
Increasing our reach

❖ **Council of universities’ career centers**
  Providing information about career planning to the career centers operating at different universities

❖ **Parent development platform**
  Creation of parent communities in the regions for faster delivery of information to the target group

❖ **Training of career counselors**
  Conducting trainings to increase the knowledge and skills of career counselors working in the regions

❖ **Local & International Cooperation**
  Trainings at the Women’s resource center in Tartar district within the framework of cooperation with UNDP
  Cooperation with governmental bodies
Thank you for your attention!