

# The effectiveness of Bodo Schaefer's methods in career guidance for high school students

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**Abstract.** Our study intends to investigate novel approaches and strategies for assisting high school students in choosing their career routes. Our methodology blends theoretical foundations with empirical verification, integrating unconventional methods that, although controversial in scholarly circles, present fresh insights. In light of the significant changes in public discourse that have occurred in the 21st century, it is critical that the country's youth get good career guidance. The process of determining one's life and career path begins well in advance of enrolling in a university or college, frequently in the early years of education. Therefore, it becomes necessary for comprehensive schools to create settings that support sound vocational orientation and self-discovery. Considering the current trends, it is imperative that our educational institutions improve the caliber of job counseling. We have incorporated components of the approaches advocated by a well-known German consultant, coach, and speaker who is well-known throughout the world and whose works have had a lasting impact on the area.

## 1 Introduction

One of the most important choices influencing a young person's life plan is their deliberate choice of a future career. Globalization realities, increased competitiveness in the job market, and the emergence of "new professions" highlight the importance of having the right knowledge and abilities for career direction. As the Republic of Kazakhstan's "Law on Education" emphasizes, many nations view excellent career counseling services as essential governmental services provided at all educational levels. In line with this law, professional orientation entails giving students information and guidance that is in line with their individual skills, interests, and psychophysiological make-up. This allows them to make educated decisions about their field of study and career [1].

The Republic of Kazakhstan's 2023–2029 strategic concept for the growth of science and higher education lays out plans to improve regional career maps (the Regional Atlas of Specialties) and grow the "My Profession is My Future" initiative. The importance of selecting the "right" career path cannot be emphasized because it has a significant impact on everyone's overall quality of life [2].

There are issues facing parents and the school community as a result of the rise in new occupations and the lack of information accessible to students. Regarding career decisions in the face of unstable labor markets, the "Atlas of New Specialties and Competencies in the Republic of Kazakhstan" provides insightful information [3].

Concurrently, important social orientation concerns are addressed in the development of a continuum for adolescent mental health. It creates an educational setting that includes personal, societal, and institutional factors that protect teenagers' mental health. The resulting curriculum guarantees teenagers' ability to compete in the job market in the future and their ability to carry out their professional obligations in an efficient manner [4].

At the same time, the creation of a continuum of adolescent mental health solves the main problems of social orientation, a pedagogical environment is created with individual, social and structural determinants protecting the mental health of adolescents. The developed program ensures the successful competition of adolescents in the labor market in the future and the effective fulfillment of their professional tasks [5].

Kazakhstan has been formally implementing a 2-hour "career guidance day" for grades 9–12 since 2016. The goal of this initiative is to simplify and organize the promotion of higher education in schools. This program needs to be improved, nevertheless, since graduating classes (grades 9–12) desperately need thorough knowledge on the various careers that are available, in addition to helpful guidance catered to each student's unique skills, preferences, and abilities [6].

In the past, career counseling activities in Kazakhstan were frequently restricted to acquainting students with colleges, specializations, and academic offerings and lacked a clear institutional framework. Additionally, these projects hardly ever reveal the career preferences, personal strengths, or psychophysiological traits of teenagers. Remarkably, a sizable fraction of recipients of state subsidies reject their awards, and a sizable amount of graduates from universities do not find employment in their fields of study. The present study delves into the approaches suggested by Bodo Shepherd in his book "It's Time to Earn More," with the objective of filling in these theoretical and practical pedagogical gaps and eventually empowering young people to make decisions about their careers in today's world.

## **2 Materials and Methods**

Depending on the scientific viewpoint being examined, the term of professional orientation might take on multiple meanings. It entails researching personality structure and forming professional orientation from a psychological perspective. The development of a person's professional orientation and the alignment of "person and profession" are the psychological foundation of career counseling. Career advice difficulties receive particular attention from disciplines like occupational psychology, personal psychology, and differential psychology. Pedagogically, career advice entails intentional contacts with children both during planned and after-school hours in order to develop readiness for decision-making, work ethics, and socially meaningful reasons for selecting a profession. It is seen as a reasonable, effective method of distributing and using labor resources and professional staff from an economic standpoint. As such, career guidance comprises a scientifically based framework of socio-economic, psychological, educational, biomedical, and industrial-technical measures to offer personality-focused support in recognizing and enhancing young people's skills, interests, and inclinations in selecting a career.

Research on career counseling differs across the globe according to customs and scientific schools, which causes variations in vocabulary and conceptual frameworks. For example, "career counseling" is used in the United States, although "careers advice" or "careers guidance" is more prevalent in the United Kingdom. Related terms like career coaching, career consulting, personal training, advisory advice, consulting guidance, career growth, and professional development advice are also affected by the vocabulary variances. Every phrase has a distinct history and cultural importance, even though there are some overlaps.

Vocational education, counseling, professional selection, training, professional adaption, and professional education are all included in the career guidance system. The research employs a variety of methods, including approaches to personal and professional self-determination, cultural-historical theories, psychological theories on meaning, and theories of personality development. It also includes perspectives from well-known educators and psychologists, both domestic and international [4]. A new definition of career guidance is emphasized by the Organization for Economic Cooperation and Development (OECD), which states that it should help people of all ages make lifelong decisions about their educational choices, vocational training, and professional sectors. Our study focuses on schoolchildren (ages 11–18) and optants at the "option" stage, when people choose their professions and engage in professional self-determination, in accordance with Klimov E. A.'s stages of professional growth. A psychological process with two interrelated components is involved in career coaching in psychology: the optant's decision regarding their professional choice and the influence on their psyche to shape their professional ambitions [5].

In psychology, career guidance is interpreted as a psychological process consisting of two interrelated aspects: the optant's decision on his professional choice and the impact on the optant's psyche in order to form his professional intentions.

The career guidance system has its own structure. The analysis provides us with a basis for identifying the following structural elements: vocational education, vocational counseling, professional selection, vocational training, professional adaptation, professional education.

To date, evaluating the effectiveness of career guidance for high school students is a very important issue in theoretical and practical terms. Increasing the effectiveness of career guidance contributes to the growth of employment, which is more profitable from an economic point of view. Economists also recognize that human errors in choosing a profession can cost the state dearly. Hence, the problem of youth employment arises by providing opportunities for the maximum development of human capital, the urgent need to reduce the severity of unemployment. Youth is a force that actively participates in social unrest. According to many researchers, the most important social institution of vocational guidance is the school, which is home to the largest number of young people choosing a profession. The world of professions is diverse, but the modern student does not have enough knowledge about the specifics of a particular professional activity. In this regard, there is a need for high-quality career guidance training for students in secondary schools, therefore, we take high school students as the object of research. In our opinion, high school students also need psychological support, counseling, and pedagogical guidance at the stage of choosing a future profession, aimed at taking into account the individual characteristics of the student. In this regard, it is relevant to have organized and effective career guidance, which equally meets the interests of personal development, as well as the interests of society and the state.

Methods of career guidance traditionally used in the practice of career guidance in our country: information (acquaintance with professions, excursions, exchange of experience, documentation and analysis of information); diagnostics (method of professional testing, testing, questionnaires, games); consultation (conversation, recommendation, biographical

method). However, they do not have high efficiency. Researchers of the psychological aspect of career guidance identify: internal and external psychological factors influencing the choice of profession, problems of psychological readiness for work, psychological characteristics of a person (hobbies, inclinations, abilities, needs, requests, etc.), value orientations and motivations that contribute to the formation of a professional orientation. The inner world of the personality and its change to a positive one. Of course, we take into account the socio-economic factors influencing the choice of profession, the social needs for specialists, and the demand of the labor market. But the determination, the position of the individual is important. This requires the search for effective ways to identify a high school student's aptitudes for a certain profession, encourage him to make the appropriate choice and help in determining the prospects for self-realization in the chosen profession. Today it is time not only to put theory into practice, but also to introduce into theory a practice that has shown its effectiveness. The purpose of our research is the theoretical justification and empirical verification of the use of alternative, new methods and techniques, although controversial in the professional orientation of high school students. The scientific novelty of the research lies in the fact that this method can become one of the effective and alternative new methods in career guidance work at school.

The study introduces an alternative method derived from the work of Bodo Schaefer, a renowned German writer, management consultant, coach, and speaker. His innovative approach, focusing on time and financial management, has gained recognition globally. The study aims to provide a theoretical basis and empirical validation for the use of such alternative methods in high school students' career guidance, acknowledging their controversial nature within the field.

In accordance with our research goal, we used elements of the methods and techniques proposed by Bodo Schaefer in his work "It's time to earn more!" [6]. Before conducting the study, we talked with the students about their future profession. Then we noticed that many of them are unable to assess their abilities, skills and connect them with the world of professions.

The research's scientific novelty lies in the potential effectiveness of this method as an alternative approach in school-based career guidance. The study includes a self-analysis survey involving students from two private schools in Almaty, "Mariam" and "Samay," to identify natural and acquired abilities, as well as interests. The goal is to enhance the understanding of students' potential, enabling them to connect their abilities with various professions.

### 3 Results and Discussion

Following the completion of the survey, students were asked to rate the work's efficacy on a scale of 1 to 10, with 1 to 4 denoting low effectiveness, 5 to 7 denoting average effectiveness, and 8 to 10 denoting great efficiency.

**Table 1.** The results of the respondents' assessment

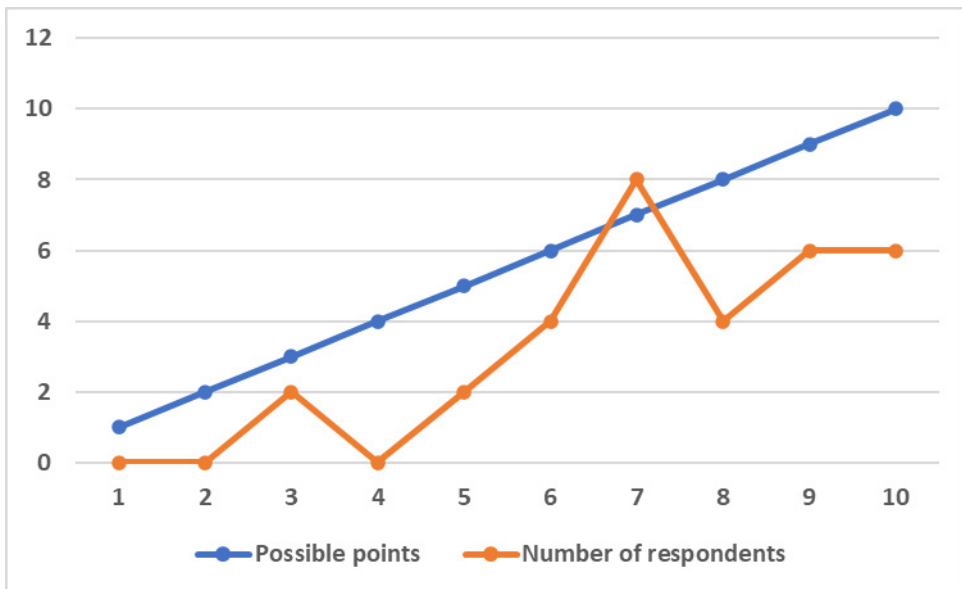
Possible points	1	2	3	4	5	6	7	8	9	10
Number of respondents	0	0	2	0	2	4	8	4	6	6

The findings showed that: two respondents gave the work a score of three points, two more gave the self-analysis a score of five, eight students gave the work a score of seven,

four more gave it an eight, and the remaining twelve respondents (6+6) gave the work a score of nine or ten.

The table below displays the potential evaluation scores in descending order of increasing possibility in the top row and the number of respondents who received a particular score in the bottom row.

The data presented in the table below are presented in the form of a graph, vertically the number of respondents, horizontally the scores.



**Figure 1.** The results of the survey of respondents.

Throughout the study, we recognized the imperative for pedagogical and psychological support for high school students grappling with personal and professional challenges linked to career choices. Elevating the level of professional self-determination among students underscores the significance of cultivating self-analysis skills. The capacity to consider one's interests, inclinations, abilities, and behavioral characteristics forms an indispensable prerequisite for informed career decision-making.

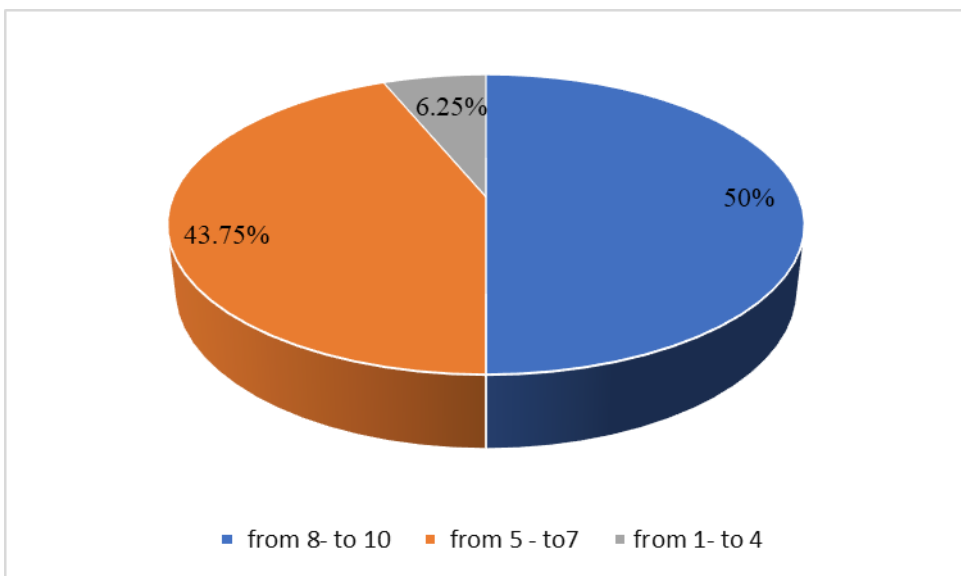
The data gathered from the questionnaire yields noteworthy results, as outlined in the table below, showcasing the effectiveness of this self-analysis approach for high school students.

**Table 2.** The effectiveness of self-analysis for students.

Points awarded	Number of respondents	Efficiency in %
от 8- до 10	16	50
от 5- до 7	14	43,75
от 1- до 4	2	6,25

After reviewing the results of the work that was done, we can say that this self-analysis method is somewhat helpful, but it still needs more research. We also think it's critical to investigate additional useful strategies for counseling high school kids about their job choices. Secondary school activities primarily consist of advertising campaigns by representatives of different educational facilities informing graduates about the breadth of specializations that particular establishments provide. While conducting the study, we found

that high school students had a considerable need for career counseling, but we also identified shortcomings in the nation's school-based vocational counseling program. The deluge of information frequently leaves high school students feeling confused, crisis-ridden, and uncertain in addition to failing to help them choose a career. Under such circumstances, determining appropriate career counseling techniques and creating the framework for making wise choices become essential. We think that the traditional approaches and types of career counseling that are now being used are out of step with the changing circumstances of social progress, and that they should be reviewed and updated.



**Figure 2.** The effectiveness of introspection in %.

The graphic shows that self-evaluation, based on the useful advice provided by Bodo Schaefer in his book "It's time to earn more," is a strategy that people looking for work that fits their interests and skills should think about. The effectiveness of using this self-analysis approach expands the range of strategies that can be used in the field of career counseling. This is a preliminary conclusion that will be investigated further and expanded upon in subsequent studies.

Phenomenology was also included into our research's theoretical and methodological framework [7]. From a philosophical perspective, phenomenology is concerned with how occurrences disclose themselves to the observer. It explores how people interpret the substance and significance of their experiences, focusing on a detailed portrayal of their emotions. According to F. Varela and V. Maturana, neurophenomenology is a modern application of phenomenology [8].

The goal of phenomenology's use to career counseling is to comprehend people's subjective experiences on a deeper level. In scientific study, it becomes imperative to acknowledge the importance of subjectivity and experience. Individuals are composed of states of consciousness, according to E. Husserl, and admitting one's own subjectivity is necessary to comprehending oneself objectively. He maintained that science shouldn't ignore the study of subjective experience. It is our belief that adding phenomenological studies to human experiences can further enhance neuroscience.

In the theory and practice of professional guidance and personal self-determination, existential-phenomenological orientation representatives like K. Rogers, A. Maslow, V.

Frankl, D. Rosenthal, R. May, etc., are essential [9],[10]. Phenomenology evaluates how processes taking place in an individual's subjective inner world affect their behavior as it is expressed outside of them. Recognizing students' personal perspectives becomes essential in helping them develop their professional orientation.

## 4 Conclusion

In conclusion, We believe that the field of career advising in modern Kazakhstan lacks innovative theoretical approaches, useful techniques, and technological advancements. The process of professional self-determination among young people has been impacted by a number of developments brought about by the nation's transition to a market economy. The process of choosing a career for young people has become more difficult due to a number of factors, including a decline in production, unemployment, difficulties in youth employment due to the global impact of COVID-19, the prevalence of jobs outside of one's profession, uncertainty about the prospects of various industries, the emergence of new "market" professions, and changes in the prestige of traditional professions. All things considered, the quality of job counseling offered in schools and gyms is depressing. Inadequate knowledge is held by parents, teachers, and high school students, and career counseling services are not routinely used. Students in high school are frequently ignorant about new career paths and the personal attributes needed for those paths. While still widely used, traditional approaches like expert advertising, field trips, professional gatherings, and educational lectures are deemed ineffectual in the current environment. To overcome these obstacles, new approaches to working processes are desperately needed. Our goal is to pinpoint and provide scientific evidence for the educational and psychological factors that guarantee career counseling's efficacy. We used Bodo Schaefer's useful advice, which we translated into Kazakh and first tested, to encourage high school pupils' enthusiasm in their future careers. Effective methodologies, models, and theoretical viewpoints in career guidance are necessary to identify a high school student's tendencies toward a certain profession, assist them in making informed decisions, and help them assess the likelihood of self-realization in their chosen field. Utilizing global experience is essential since it lays the groundwork for incorporating cutting-edge methods into the career counseling work's content.

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