

# Bridging the digital divide: Counsellors in the Context of Digitalisation

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## Critical Perspectives on Career and Career Guidance (COCAG)

## The Gap

While digitalization is transforming professions and creating new competency requirements, **not all groups of adults are equally prepared or supported** to adapt.

°There is a **lack of targeted, inclusive strategies and interventions** to ensure that **all workers—especially those at risk of being left behind—can acquire the necessary digital skills** to remain competitive in the labour market.



The CGC Roundabout for Digital Transformation Method

## Aims

To explore how a **context-sensitive, equity-oriented career counseling methodology** can support workers at risk of **digital exclusion**.

To contribute to **critical perspectives in career guidance** by addressing the **structural and systemic dimensions** of digitalization.

To examine **how collaborative, personalized guidance approaches can foster** not only digital skills but also **agency and inclusion** in the digital transition.

## Methods

- Analyze *tools and frameworks* proposed in the literature
- Adopt a *Methodology* based on three key pillars: Personalized counseling, Active participant engagement, Involvement of multiple stakeholders
- Combine qualitative and quantitative analyses of data collected with career counselors during ***the DIGITRANS Project***

## *Contribution of the Work*

- Provides **evidence-based recommendations** for professionals to improve career counseling in digital contexts.
- Calls for a **systemic view**, recognizing that effective career counseling requires **policy support** and **active collaboration** among employers, training providers, and counselors.
- Encourages **rethinking digital transitions** not just as technical or economic shifts, but as **social processes** that must be guided by fairness and inclusion.
- Highlights the **need for inclusive, equity-focused interventions**.

## *Take home message*

Targeted, personalized career counseling—supported by collaborative multistakeholders networks—is essential to ensure no worker is left behind in the digital transition.

