

GETTING THE YOUNG INTO JOBS. THE ROLE OF PARTNERSHIPS  
26-28 October 2009, Trento, Italy

# Discovering and developing **Soft Skills** with young people

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Barcelon**a**ctiva

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# **Barcelona Activa**, the Local Development Agency of the Barcelona City Council:

+ **Business creation**

+ **Business growth**

+ **Human capital**

+ **Employment**

+ *Digital culture*

**Porta22**, the Professional Development Centre, which offers resources and services specialized in:

## + Academic and professional **guidance**

School success

Labour market discovery

Values of work divulgation

## + Professional **progress**

Professional career reorientation

Job seeking

Soft skills development

# A model of guidance and professional progress focused on **2 Axes**:

## **The Person** (integral vision)

... The active subject

- + **Knowledge** and competencies
- + **Interests**
- + **Skills**
- + **Professional Potential**

## **The Market** (up-dated vision)

... A changing environment

- + **New cultures**
- + **Emerging Sectors**
- + **New job profiles**



**Processes**

# A mix of services based on **3 Ingredients:**

## + Self-use **contents**

Multimedia tools for self-knowledge process and labour market exploration

## + Programme of **activities**

Workshops, seminars and courses for professional change, job seeking and skills development

## + Personalized **assessment**

To make the model more efficient, promoting the autonomy of the users

### 3 | Porta22 and young people: “PVP Project”

## “PVP” project (Professional Life Project):

### + General Aims:

To empower young people in their process to take decisions about their academic and professional future

To prepare their access into labour market

### + Specific Aims:

To discover interests related to a future job (\*)

To identify an academic itinerary

To learn how to do a job interview

To divulgate entrepreneurship

To understand and practice with soft skills

To understand and identify “Values of work”...

(\*) Special emphasis on emerging sectors, scientific and IT vocations, etc.

### 3 | Porta22 and young people: “PVP Project”

## “PVP” project:

### + Target:

“ESO” students (obligatory education)

Secondary education students

Vocational training students

Special needed young people (risk of drop-out)

### + Formats; A modular programme based on:

Multimedia tools

Participative workshops

Study case methodology

Dynamism...



### 3 | Porta22 and young people: “PVP Project”

## “PVP” project:

### + Key concepts:

**Try to make attractive the world of work, breaking stereotypes...**

**Offer rigorous and selected information about jobs**

**Help young people to take decisions about their professional future**

**Promote the active implication of education community and families**

## “PVP” project:

### + Some **figures** (2008-2009, edition nº 6):

Students: 5.000 (20% of the total)

Centres: 70 (40% of the total)

Sessions: 670

Hours: 1.340

Attended figures for 2009-2010: + 60%

**Next step:** bring “PVP” project into the classroom

## **Partnership:** an added value for “PVP” project

### **+ Barcelona Activa:**

Local Development Agency: labour market expertise

### **+ Consorci d'Educació de Barcelona:**

Local Authority for education: education field expertise

### **+ Fundació BCN Formació Professional:**

Local foundation for Vocational Training: education and professional expertise

### 3 | “PVP” project: the Partnership

# Partnership: the base of the agreement

	Multimedia Platform	Methodology	Tecnicians	Clients
Barcelona Activa	X	X	X	X
Consorci d'Educació		X	XX	X
Fundació BCN F.P.		X	XX	X

# 4 | “PVP Project”: the Soft Skills itinerary

## “PVP” project: the Soft Skills itinerary

1. To **understand** the importance of soft skills to define a job profile



# 4 | “PVP Project”: the Soft Skills itinerary

## 2. To **visualize** the importance of soft skills to realize a job interview

The screenshot shows a web application interface for 'Entrevista de feina' (Job Interview) under the heading 'Competències socials i personals'. The interface includes a navigation bar with 'Formació' and 'Entrenament', a main content area with a video player, and a sidebar with text and a smaller video thumbnail. A red arrow points to a hand icon in a red circle on the video player.

**Assesor personal**  
**Competències:**  
 Autocontrol

Està tan desbordat per les pròpies emocions que no està pendent dels moviments de l'entrevistador, i així és com se li escapa que li ha ofert la mà per saludar-lo i no li respon. Mitjançant la comunicació no verbal, el seu comportament denota manca d'autocontrol, nerviosisme i manca de seguretat (moviment incontrolat del peu, mirada esquiva). La manca de contacte visual es

**Entrevista de feina**  
 Competències socials i personals

BarcelonActiva Ajuntament de Barcelona

Formació Entrenament

BarcelonActiva Ajuntament de Barcelona

Assesor personal

Competències: Autocontrol

Està tan desbordat per les pròpies emocions que no està pendent dels moviments de l'entrevistador, i així és com se li escapa que li ha ofert la mà per saludar-lo i no li respon. Mitjançant la comunicació no verbal, el seu comportament denota manca d'autocontrol, nerviosisme i manca de seguretat (moviment incontrolat del peu, mirada esquiva). La manca de contacte visual es

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FASES D'ENTREVISTA

INICI

DESENVOLUPAMENT

FINAL

ANTON POUS

JULIA MARTÍN

VALERIA MARTÍNEZ

TEST

22.10.2009

## 4 | “PVP Project”: the Soft Skills itinerary

### 3. To **visualize** the importance of soft skills in your daily activity



## 4 | “PVP Project”: the Soft Skills itinerary

### 4. To **practice and develop** what you have learnt: Workshops about Negotiation, Teamwork, Leadership, Creativity and Flexibility





4 | “PVP Project”: the Soft Skills itinerary

5. To **discover** the values behind soft skills...



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