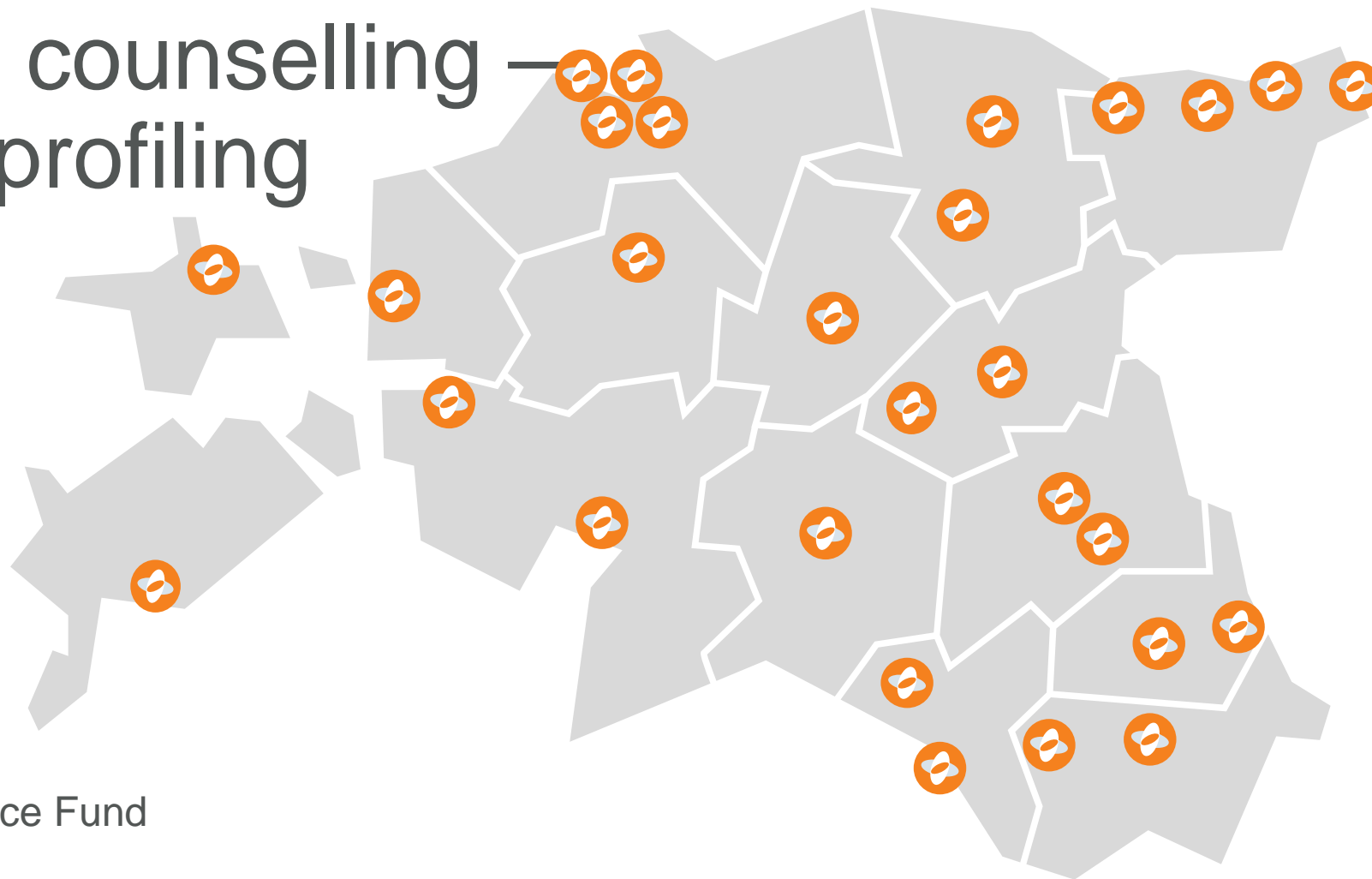


Work-focused counselling — a tool for soft profiling



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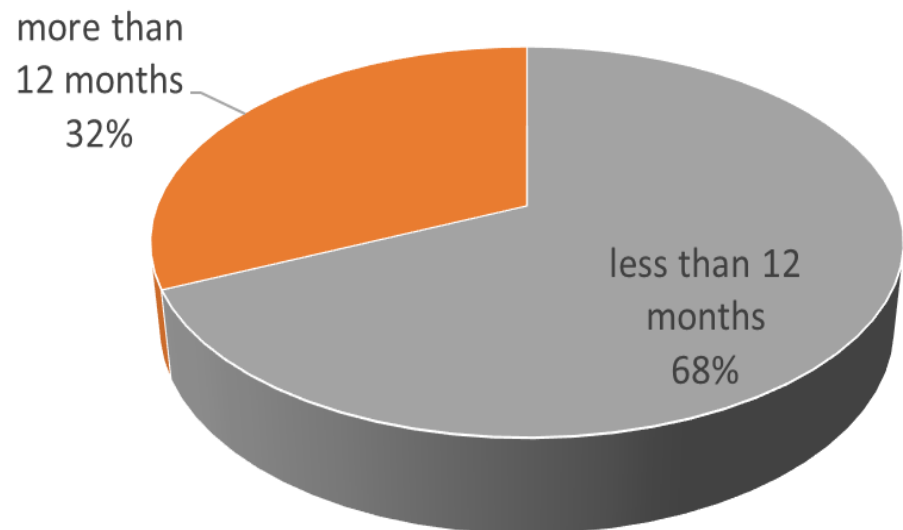
Profiling tools and their use in active labour market policies



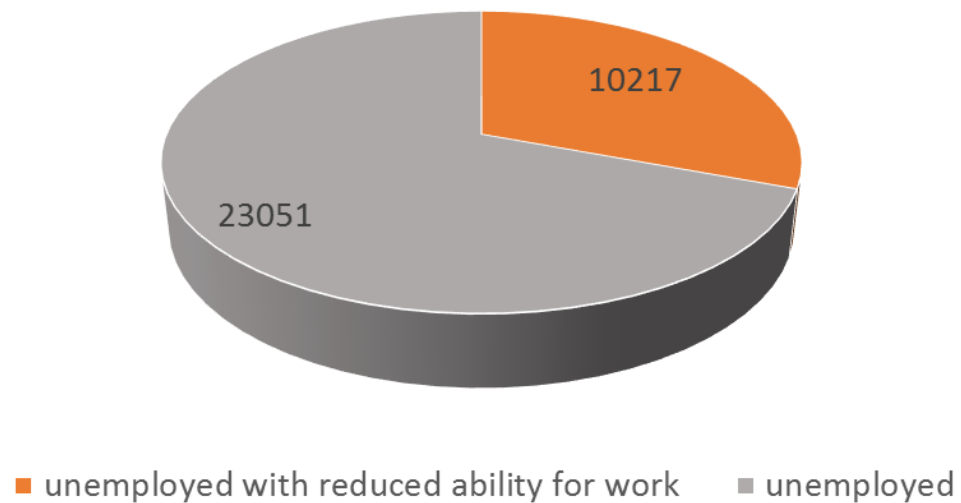
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Background

Share of long-term unemployed (March 2018)



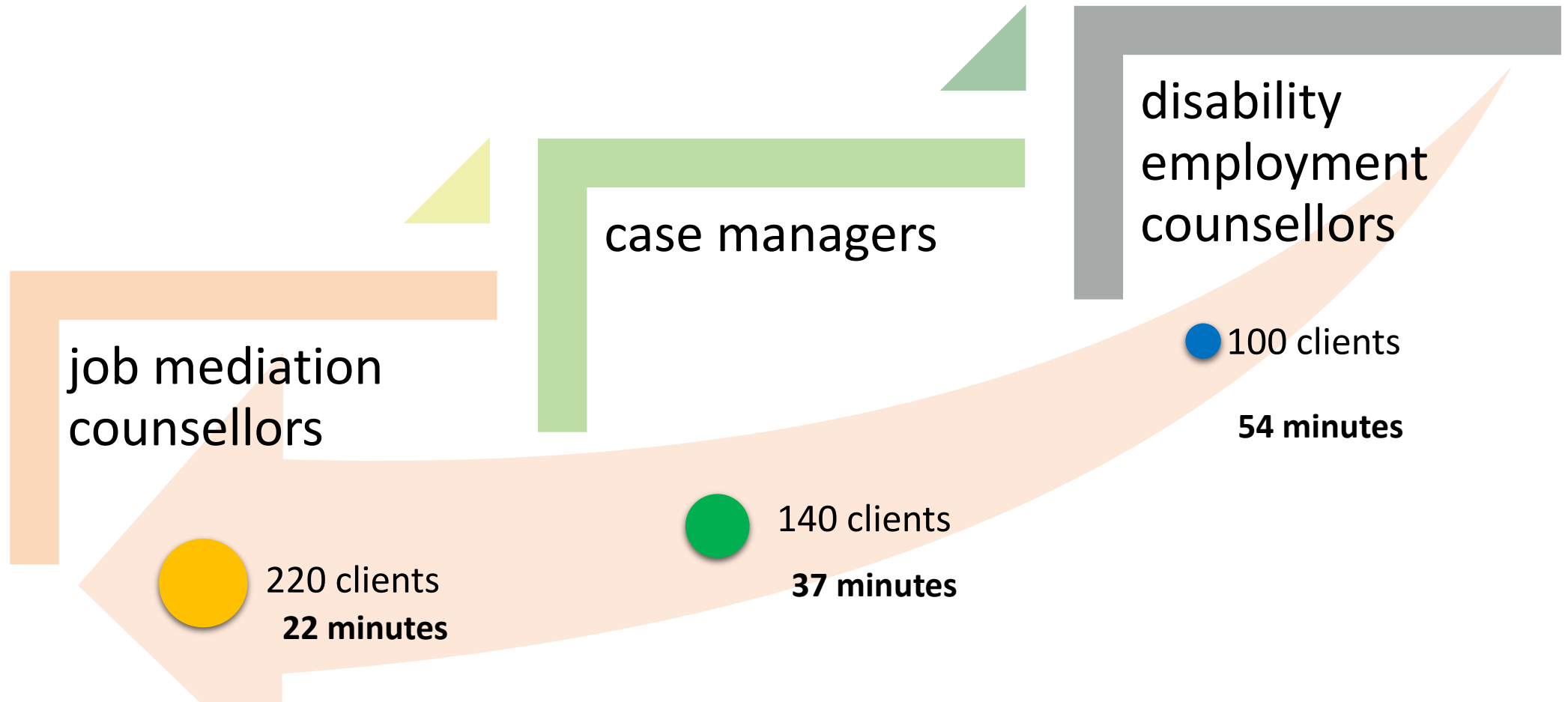
Number of unemployed with reduced ability for work (March 2018)



Registered unemployment rate 5,1 %



Three-tier employment counselling



The guidelines of work-focused counselling:

- the clients of **job mediation counsellors** usually need support with job-search or upgrading of skills
- the clients who have low self-confidence and other/additional obstacles (social problems, taking care of a family member etc) in returning to work, who are long-term unemployed, who need specific help and involvement of network are counselled by **case managers**
- **the disability employment counsellors** support clients with reduced ability to work and having severe difficulties in entering the labour market due to their health condition



The situation in practice

- Need to differentiate the extent of help according to clients situation, based on counsellors assessment/discretion
- Limited amount of fixed rules as regards rights to services, the help provided depends on individual needs – the services package is not dependant on the counsellor type
- The real situation is regularly monitored and more or less corresponding to the agreed guidelines

Our approach can be categorised somewhere between soft profiling and case worker based profiling



Preconditions necessary for soft profiling

- Thorough and continuous training of consultants and case managers (general work-focused counselling, networking skills training and about different services)
- Assessment of competences
- Regular feedback from chief consultants (by structured job shadowing model) and central office (assessment of individual action plans)
- Chief consultant helps to balance the case loads
- IT systems prohibit offering the services the client is not entitled to



Moving on to combining soft profiling and statistical profiling

The leading idea: to help counsellors spend more time on actual counselling of clients that need it most

Precondition: data warehouse makes the data easily accessible

- Our clients have changed – more polarised groups and a tool helping to identify them in an early stage is needed
- Identifying self-supportive job-seekers will save counselling time for the clients in more difficult situation
- Our service package is wide, difficult for the counsellor to decide which one works for whom



Questions to be answered

- Limitations deriving from small number of cases
- Effectiveness of profiling? Will it pay off?



THANK YOU!

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- COOPERATION
- INNOVATION



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