



The Online Course

The online course deepens individual topics in detail. Participants learn independently by choosing from given learning goals and contents and therefore determining their own learning time and learning outcomes.

In total, there are 20 learning units that follow on the six modules of the classroom training in terms of content:

- Croatia Tourism Labour market
- Recruitment50+
- Case study 1: Health as a key factor
- Career development theories
- Control perception
- Preconditions for learning with 50+
- Instrumental learning 50+
- Case Study 2: Age-Friendly Onboarding
- Psychological contract
- Six Emotional Leadership Styles
- Case study 3: Optimal 50+ promotion
- Strategies for Information Management
- Knowledge assessment of jobseekers 50+
- Case Study 5: Optimal Knowledge Management 50+
- Selective perception
- Decision making
- Difficulties in counselling
- Case study 7: Age-appropriate recruitment
- Case study 9: Early retirement process
- Video Tutorial Peer Learning

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INNOVATIVE COUNSELLING TO PROMOTE THE
INTEGRATION OF PEOPLE 50+ IN THE LABOUR MARKET
AND IN SOCIETAL LIFE

A training for counselling and human resource practitioners

Raising awareness for the ongoing demographic change, the ageing society and more age-diverse workforces as well as consequential challenges



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Background

The integration of the 50+ generation into the European labour market is a matter of increasing relevance.

It is therefore important to support the target group of workers and jobseekers over 50 years of age through specialised information and counselling services. Currently, there are only few counselling and support services available for these target groups.

In addition, age and transition management is not yet a sufficient part of human resource management.

Activities and Goals

Following on from that, as part of this project, a needs analysis was conducted with the target groups as well as counselling and personnel practitioners.

Based on that were assembled the training concept and the training content, as shown on the right.

The training is divided into a three-day face-to-face training and a self-regulated online course. After a successful expert assessment and piloting, the training was conducted several times with extremely positive feedback.

Overall, this contributes to the goal of sensitizing participants to current challenges that can be derived from changing demographics.

Face-to-face-training Contents of modules 1-4

MODULE 1: Demography Management

- Demographic change and ageing workforces
- Succession planning
- Impact on employer brand
- Age structure analysis

MODULE 2: Employer Duties 50+

- Physical Fitness
- Mental health
- Immediate impact on performance
- Working atmosphere
- Transition (models) to retirement

MODULE 3: Vocational Psychology 50+

- Expectations and belief in one's own person and ability (expectation of self-efficacy)
- Change in cognition over time
- Ability to self-regulate and adapt
- Lifelong learning: theory vs. practice

MODULE 4: Organisational Behaviour 50+

- Corporate culture
- Motivation of employees
- Leadership in ageing workforces
- Systems for performance measurement and (re-)compensation

Face-to-face-training Contents of modules 5-7

MODULE 5: Knowledge and Information Management

- Definition and meaning of knowledge
- Localization of knowledge
- Knowledge updating
- Knowledge protection
- Alumni Communities

MODULE 6: Introduction to Counselling 50+

- Understanding of consulting
- Consulting within the company
- Advice for experienced adults
- Advice beyond working life
- Reflection and evaluation of counselling
- Connection to the InCounselling project:
- Retired activity, e.g. social commitment, voluntary work

MODULE 7: Peer Counselling

- Concrete plan for putting the learning contents into practice
- Collegial advice
- Network learning (through exchange)
- Sustainable learning
- Support in difficult practical cases