

SOCIAL PROTECTION AND JOBS

# 2019 CORE COURSES

OCT. 28–NOV. 8 | WASHINGTON DC



# Yes, You Can: Socioemotional skills for higher employability in Turkey

New Sources of Labor Market Information for  
Better Matching, November 4, 2019

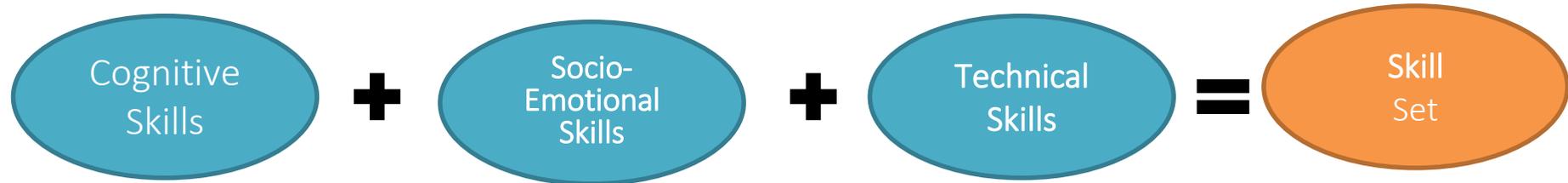
Ana Maria Munoz Boudet

Poverty and Equity Global Practice

[Jobs, Labor & Migration Course](#)

# MOTIVATION: EMPLOYABILITY AND SKILLS

## Worker's Skill Set Combination

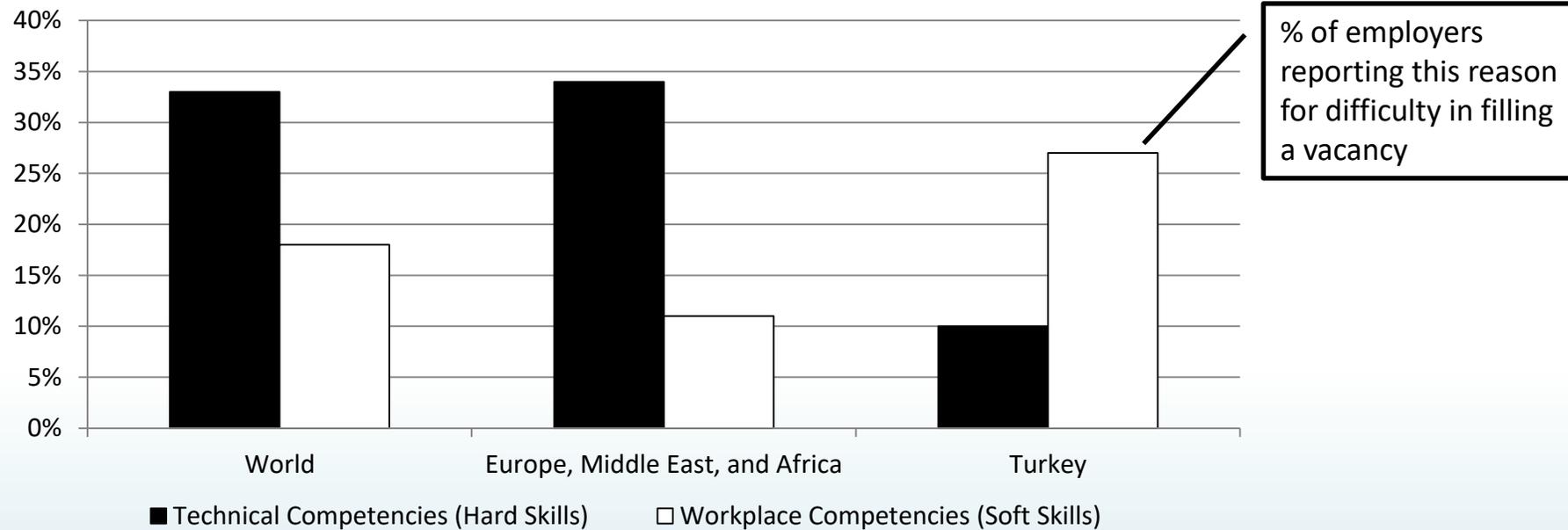


Cognitive
<ul style="list-style-type: none"><li>• Involving the use of logical, intuitive and creative thinking</li><li>• Problem solving ability (as opposed to having knowledge to solve a specific problem)</li><li>• Verbal ability, numeracy, problem solving, memory (working and long-term) and mental speed</li></ul>

Socio-Emotional
<ul style="list-style-type: none"><li>• “Soft” skills, social skills, life-skills, personality traits</li><li>• Openness to experience, conscientiousness, extraversion, agreeability, emotional stability</li><li>• Self-regulation, perseverance, decision making, interpersonal skills</li></ul>

Technical
<ul style="list-style-type: none"><li>• Involving manual dexterity and / or the use of methods, materials, tools and instruments</li><li>• Technical skills developed through vocational schooling or acquired on the job</li><li>• Skills related to a specific occupation (e.g. engineer, economist, IT specialist, etc)</li></ul>

# MOTIVATION: SOCIO-EMOTIONAL SKILLS' SHORTAGE AMONG JOB SEEKERS IN TURKEY



Source: Manpower Group, Global Talent Shortage Survey 2012.

- Low employment rates despite significant investment in technical skills (e.g. İŞKUR vocational training evaluation)
- İSKUR's recent expansion and diversification of services
  - Introduction of JVCs to provide job search assistance and counseling
  - Job Search Skills Training introduced to improve "soft skills"

## PROGRAM OBJECTIVE: ALIGNED WITH ISKUR OBJECTIVES

Facilitate unemployment-to-work transitions among job seekers in Turkey through

- increasing employability by enhancing job seekers' skill sets with better socio-emotional skills (motivation and goal-setting & planning)
- increasing job search intensity by providing strategies that can maintain motivation and facilitate follow-through during job search
- influencing aspirations and expectations about the future, including neutralization of potential stereotype threat
- enhancing the effectiveness of Job Vocational Counselors' (JVC) interactions with job seekers

# THE PROGRAM IN A NUTSHELL

**Goal:** To provide jobseekers –with focus on youth and women- with tools and strategies to plan and persevere in their job search. Focused on newly registered jobseekers (previous month)

**With whom?** ISKUR. ISKUR Centers and JVCs

**Dates:** Intervention took place in April-October 2018 (design took almost 2 years!)

**Sample:** 28 ISKUR centers (18 treatment), in 5 provinces (Ankara, Istanbul, Izmir, Bursa, Kocaeli).

**Evaluation:** Yes, clustered randomized control trial (centers divided in treatment and control)

**Group trainings:** On goal setting and planning. 2 hour trainings led by trained JVCs.

# INFORMATION BROCHURE: ADJUSTING EXPECTATIONS

READY TO LOOK FOR A JOB?



Take action to find the job you would like to have!



YOU COULD ALSO HAVE A JOB



Did you know that in Turkey, more than 1 million job seekers found a job last year?

Just last year, the number of workers rose from 27.2 million to 28.6 million, that is, almost 1,400,000 new jobs we created in Turkey.

The average job seeker took 4 months to get a job and many found a job within 2 months of starting to search.

SOURCE: Turkish Statistics Agency (TurkStat) website, current data (October 2017). Household Labor Survey, 2016.

IT IS EASIER TO FIND A JOB WITH ISKUR!



# INFORMATION BROCHURE: ADJUSTING EXPECTATIONS

## YOUR JOB SEARCH EFFORT WILL PAY OFF. ISKUR IS HERE TO HELP YOU

### Keep Looking!

True, it can take time to find a job, sometimes several months. But studies show that with every month of **ACTIVE** job search the chances of finding a job improve. **SUSTAINED** effort and **SMART** searches are the key to success.

### Where to look?

Remember! Everyday counts and **THERE ARE MANY WAYS TO LOOK FOR WORK**. You can search and apply for jobs here:



### How to look?

You can increase your chances to find a job by looking for it through multiple channels.

ISKUR can show you how to **SEARCH SUCCESSFULLY** with its Job Search Skills Training and materials.

Just Ask your JVC!

## ISKUR IS HERE TO HELP YOU!

In 2017, while there were more than 2.5 million vacant positions registered with ISKUR the number of vacant positions in Ankara alone was approximately 150,000, covering a wide variety of skills levels and occupations ranging from sales representatives to technicians; and from technicians to experts.

## 5 TIPS FOR AN EFFECTIVE JOB SEARCH

- ✓ **BE DETERMINED** Define your goals and plan your job search step by step. If a job opportunity arises, take it.
- ✓ **BE FLEXIBLE** Don't hesitate to apply for a job just because it's not a perfect fit.
- ✓ **BE PROACTIVE** Focus on things you can do to improve your chances: maybe send out more applications or learn new skills.
- ✓ **BE RESILIENT** It may happen that you are not offered the job that you wanted. This is a normal part of the job search, don't take it personally. Keep trying with the next opportunity.
- ✓ **BE PATIENT** Job search takes time. Don't get discouraged, keep at it.

**ISKUR helped place 69,057 job seekers into jobs in Ankara in 2017.**

**You, too, can have a suitable job with an effective job search process.**

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For more information: [www.iskur.gov.tr](http://www.iskur.gov.tr)



## TRAINING SESSION FOR JOBSEEKERS

5-10 mins

SELF-  
REFLECTION  
EXERCISE

30 mins

INTERACTIVE  
SESSION:  
DISCUSSION ON  
BARRIERS AND  
SOLUTIONS FOR  
A JOB SEARCH

45 mins

INDIVIDUAL  
GOAL SETTING  
AND PLANNING

## MODULE 2

### Guessing game



Ayşe, 26

**“Why was I unemployed? What was the OBSTACLE for me to find a job?”**

**NOTE:**

Obstacles are anything that blocks one’s way, or hinders one’s progress

## MODULE 2

### Guessing game



Ayşe, 26

**“How did I overcome my obstacles and got a job?”**

# MAIN DESIGN PRINCIPLES

**Simplicity:** Session will likely have a mix of education levels among participants.

**Salience:** Given brevity of session (2 hours) the intervention approach needs to 'fix' the messages and learning so it is salient to the jobseeker. Approaches are (a) present lessons associated with specific situations that continually evoke and re-evolve the desired behaviors. (b) associate lessons and new skills with the identity of the jobseeker.

**Commitment:** Create a sense of duty to the implementation.

**Limit the information overload:** Combined interventions (may) not show greater benefits, and brief interventions are more effective when subtle.

**Active learning process:** Group discussions, brainstorming sessions, role playing exercises and other activities work better than traditional speaking/ listening models

**Resilience to setbacks:** Skills learning and changes in behaviors do not guarantee a change in outcomes. The intervention needs to prepare individuals to cope with setbacks and barriers through problem-solving strategies and skill acquisition.

## RESULTS

- ✓ For the *SES Training (ITT)* take-up of ISKUR's Job Search Skills course was found to be significantly affected. In particular, jobseekers in treatment centers are 3 pp. more likely to participate.
- ✓ For those who were successful in having secured a job at the time of the endline survey, *SES Training* appears to have an observed impact among jobseekers who are younger than 31 years old. These are more likely to be employed in formal jobs.
- ✓ Participation (ToT) in the treatment significantly decreases participants' short-term employment probability, but significantly increases their active search probability.
- ✓ The treatment induces a significant positive effect on the growth mindset indicating that the treatment does achieve its aim of broadening the mindset of the participants and make them more open for their labor market search efforts and arising opportunities
- ✓ Job search channels are considerably intensified and broadened – and the number of job applications stays constant for males, but increases significantly for females and for youths
- ✓ *JSS Primer* had a significant and positive effect on the take-up of almost all ISKUR ALMP services. Table 4 shows the results. Jobseekers in treatment centers are 19 percentage points more likely to participate in the Job Search Skills course, 2 percentage points more likely participate in Vocational Training courses, and 6 percentage points more likely to attend meetings with JVCs (i.e. job counselling sessions). Moreover, jobseekers are 4 percentage points more likely to attend an On-the-Job Training and 3 percentage points more likely to attend an entrepreneurship skills training

## QUESTIONS TO PARTICIPANTS

One of the main challenges we experience was take-up, what would you have done to increase participation? (yes, we tried incentives)