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German PES approach to profiling soft skills (KodiaK model)



Bundesagentur für Arbeit

# Overview of KodiaK services

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- Five services to assess the different areas of competence
  
- Content of KodiaK services:
  - Self-assessment questionnaire on behaviour in the working environment (KodiaK 1)
  - Testing intellectual aptitude (KodiaK 2)
  - Achievement motivation (KodiaK 3)
  - Assessment center for social and communication skills for selected occupations (KodiaK 4)
  - Technical standards for the analysis of personal skills (KodiaK 5)
  
- The clients participate on a voluntary basis

## Implementation and early results of pilot

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- Pilot of seven months in three agencies
- Implementation teams of psychologists and former placement officers from the headquarters of the Bundesagentur
- External evaluation at the end of pilot

### Results of the pilot

- Clients perceive KodiaK as a high-quality and professional service
- Contribution to self-assessment of clients
- Cooperation with staff becomes more intense
- Basis for clients' specific job application strategies

## Challenges and success factors

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- Significance of soft skills in the profiling and matching process had to be re-emphasised to the placement officers
  - Tandem in implementation teams conveyed professionalism of tests and operative practicability of processes
  - Observation of interviews by the implementation teams with immediate and adequate (positive) feedback to test handling
  - Workshops with placement officers in pilot agencies ensured feedback opportunity for staff
  - Assessment of soft skills = sensitive topic in client–placement officer relationship
- placement officers need consulting expertise

# Implications for implementation and communication strategies

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- Approval of KodiaK for nationwide use, implementation planned for 2012
- Integrated process of information / observation / counseling and practical application over a period of nine weeks in each agency
- Continuation of tandem-system
- Misrepresentations in the press are difficult to avoid:  
“Agencies send jobless people to psychologists”