

# Profiling for sustainable employment outcomes: a view from Ingeus

PES to PES Dialogue Dissemination Conference

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## International Experience

Focus: working in partnership with PES and other labour market stakeholders to facilitate the transition of hard to help groups into sustainable employment



# Our approach to profiling

For us profiling represents an on going diagnostic process which enables us to understand the specific needs of a client so that we can co-produce a personalised journey back to sustainable employment in the timeliest fashion

- **Sustainable employment** is important to meet EU2020 targets; address low skills; facilitate career transitions; and achieve inclusive growth;
- Necessitates **holistic understanding** of a client in order to identify how we can support them, not just in the short term so they can access a job, but in a way that effectively helps them to **build resilience to cope with future shocks and enable future transitions**;
- **Every client we see is capable of finding sustainable employment.** We use profiling to understand how we can get them there as effectively as possible in the timeliest fashion;
- Internationally we use a variant of **dynamic profiling** whereby a combination of ICT systems (developed with advisor input), advisor judgement and client perception are used to: (i) understand an individual's barriers to moving into work; (ii) construct an action plan; and (iii) focus resource.

# Our approach to skills profiling

Skills are an integral element of the profiling discussion, particularly in the context of inclusive growth and New Skills for New Jobs. Our profiling system moves beyond the idea of a simple job match towards a service which equips clients with employability skills to enable future career transitions.

- Focus on **employability skills**: the foundations upon which sustainable employment and successful labour market and career transitions occur;
- Employability skills are difficult to determine using profiling mechanisms because they are reliant on self reporting at one point in time;
- Use of **initial and on going profiling assessment** along with situational analysis with specialists, in group situations and from employer pre-screens;
- A **common language ICT platform** allows the client's personal advisor to triangulate information from different sources over time to validate the initial soft skills assessment or to raise previously hidden issues thereby providing a more in-depth and dynamic holistic profile;
- **In work profiling** aims to identify and address employability skills issues which may prevent a client **sustaining and progressing in employment**.

# Future of Profiling

As the services delivered by PES and its partners continue to move towards an emphasis on growing employment; managing transitions; and attending to the skills needs of hard to help groups there will be an increased need to use profiling tools to move unemployed people into sustainable employment in a tighter fiscal environment

- Focus increasingly on **getting more from less** but as activation policies increase the stock of hard to help groups in the labour supply we will also need to profile differently to ensure that our systems are fit for purpose;
- Using **insights from multiple professionals; situational analysis; and joined up ICT systems** we are making the most of the tacit knowledge which exists about a client amongst our staff and delivery partners;
- This enables us to develop **more detailed and holistic insights** into each client in order to create more accurate action plans and efficiently allocate resource;
- What next? Interesting debates about the **nature of information flows** between private and public sector; between government ministries; and across PES and its partner networks.