

Go for it! (¡Lánzate!) Make the best use of your hidden potential!

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SPAIN AUTONOMOUS COMMUNITY OF MURCIA

“Go for it!” was a special day organised by the PES of the Murcia region in which jobseekers were invited to learn how other jobseekers discovered their own hidden potential and transformed it into a strategy to re-enter the labour market.

Firstly, the event offered presentations from former jobseekers who one day decided to bet on their dreams and succeed in their respective projects. Secondly, participants were supported by specifically trained coaches and team motivators to develop a positive attitude towards their search process. Finally, participants started to shape professional dreams and to start fulfilling them during the day.

In total, 850 persons participated in the “Go for it!” day on 26 March 2019.

Name of the PES

Servicio Regional de Empleo y Formación (SEF).

Scope of measure

A local initiative which also attracted the attention of citizens and labour market experts at regional, national and European level through internet promotion.

When was the practice
implemented?

The event was prepared, organised and carried out in spring 2019.

What was the driver for
introducing the practice?
Was it internal or external?

The experience of employment counsellors that jobseekers sometimes need a different platform and format to unleash their creative potential and to increase motivation and inspiration for shaping and putting into practice ideas for their professional future.

Which organisation was involved
in its implementation?

The head office of the PES of the Murcia region in cooperation with former jobseekers, motivational experts, and the creators of the “Locas por vivir” initiative (<https://locasporvivir.com/>).

Which groups were targeted
by the practice?

Society in general and especially jobseekers, with a particular focus on young people, women, and the long-term unemployed.

What were the practice’s
main objectives?

To help jobseekers achieve their professional dreams by creating a positive attitude towards job search. This entails:

- ▶ mobilising personal resources in young people to facilitate their integration in the labour world as quickly and satisfactory as possible;
- ▶ improving self-esteem and personal skills;
- ▶ promoting self-knowledge and autonomy;
- ▶ defining professional concerns as the first step towards employment;
- ▶ increasing passion for life, enthusiasm, effort and inspiration of jobseekers

What activities were carried out?

The PES of the Murcia region organised a one-day event in the city theatre of Murcia to activate jobseekers’ creativity and potential and to immediately support them in developing a professional project to be followed in the next months.

Jobseekers and other interested persons were contacted, invited to participate and given information on the registration process. Access to the event was facilitated by offering contact details (address and telephone numbers) of supporting staff for those who needed more help or information.

Activities included:

- ▶ first-hand presentations of former jobseekers who succeeded in realising their professional dreams;
- ▶ coaching jobseekers to develop their own professional ideas and to define the necessary steps for putting them into practice.

These activities were carried out in an attractive environment to favour effective reflection and self-analysis.

What resources and other relevant organisational aspects were involved?	<p>The project was organised by the PES in cooperation with professional partners in moderation, coaching and empowerment techniques. It was attended by the president of the Murcia region. The event was broadcast on the SEF web portal and social networks.</p> <p>The event was also promoted through different media channels and social networks, used by both the SEF and its partners in the private sector.</p>
What were the source(s) of funding?	Costs were covered by the PES.
What were the outputs of the practice: people reached and products?	<p>Outputs were realised in two fields: self-employment and orientation.</p> <p><i>Self-employment</i></p> <ul style="list-style-type: none"> ▶ 13 participants with convincing strategies for self-employment received specific advice and information on support mechanisms facilitating their entrepreneurial idea. ▶ Potential entrepreneurs received information on a series of calls for further seminars, awards and workshops for entrepreneurs. <p><i>Orientation</i></p> <ul style="list-style-type: none"> ▶ A need for guidance was expressed by 33 participants in the event. For 10 of them, appropriate support activities were defined, while 5 declared that integration in employment was not foreseen. ▶ 18 persons were contacted and offered participation in orientation processes. 11 of these were assigned an appointment with a SEF counsellor.
What outcomes have been identified?	<p>Because of the event and the information in different media channels, the image of the SEF improved, as did confidence in public employment services.</p> <p>Subsequently, a variety of professional plans and career dreams were received by the SEF and its partners, who also received a multitude of letters of thanks from participants.</p> <p>Of the 550 registered professional dreams, 77 presented greater concreteness and were analysed in detail as they could be subject to individualised support by the PES and its partners.</p>
What are the lessons learnt and success factors?	<p>Lessons learnt:</p> <ul style="list-style-type: none"> ▶ It is necessary to explore different formats for activating and motivating jobseekers in comparison to those traditionally used by the PES. In this regard, the strengthened private-public collaboration was very important and effective. ▶ The introduction of powerful elements of positive reinforcement is especially helpful in a phase of active job search. The event especially contributed to maintaining motivation and enthusiasm. <p>Success factors:</p> <ul style="list-style-type: none"> ▶ The cooperation between the PES and external experts for activation and motivation of jobseekers. ▶ The integration of playful elements to reduce mistrust between citizens (jobseekers) and public administration (PES). ▶ The usage of a prestigious public space (in this case the city theatre) to reinforce social integration. ▶ The openness of the event, especially for reducing the stigmatisation connected with unemployment.



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