



ASSESSMENT TOOL, THE TECHNOLOGY ASSISTING THE CAREER PLANNING PROCESS

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ABSTRACT

Every year, thousands of young people enter the job market but are not always successful with their choices. Researches developed in the area of People Management point out that there is a significant index of dissatisfaction among university students with their chosen career. Often this choice occurs based on the financial need or recommendation of referrals, such as parents, teachers and friends. In order to make the career choice more assertive, the Assessment tools were applied in the career direction, aiming to combine personality characteristics and skills with the characteristics and requirements of the professions, aiming to reduce the error in the choice of the professional formation. The Assessment has also been widely used for the redirection of career in the works of Coaching or Outplacement, aiming to give a new direction to the professional career.

KEYWORDS : profession, career, methodology, technology, evaluation, profile, tool, assessment

INTRODUCTION

This article aims to explain the close relationship between the success of career choice and the tools of Assessment existing in the market, with the goal of generating self-knowledge of personal values, to evaluate the professional profile and to direct the career of the young people combining behavioral tendencies with the characteristics necessary for the performance of each profession.

Many career coaching processes and educational institutions have adopted this tool to help their clients in the process of choosing the profession, making it more assertive due to the insertion of behavioral mapping tools, analysis of the threats and opportunities identified in the profile and, for ensure that the choice is made for personal and professional satisfaction.

Currently there is a great concern of universities in mapping the behavioral skills of their students through Assessment tools and developing them during the academic period, in order to approach them and prepare them to enter the corporate universe through the implementation of practical programs such as junior companies and startups that act as a gateway to the job market.

Based on a set of experiences in the process of vocational and professional orientation for young people in processes of professional choice, it was possible to establish a knowledge base on the theme in question, bringing new questions about the educational practices prevailing in educational institutions in the process of career choice and career planning.

According to Bock, Furtado and Teixeira (2002), with regard to professional choice, especially when associated with the choice of a higher education course, it is also observed the predominance of differences in social classes based on family, social and school formation. These aspects end up directing the individual to the activity that will potentially take on the life project. In this way, the correct choice based on behavioral skills and skills represents the only chance to achieve success. As it can also generate a sense of discomfort and frustration, if that choice is wrong.

Assessment has been used a lot in Coaching sessions with the purpose of transition from professional to advise clients in the discovery of their skills and outcrop of new career paths.

UNDERSTANDING WHAT ASSESSMENT IS

The word "Assessment" belongs to the English language and means evaluation. It consists of a tool for analyzing behavioral profiles focused on personal or professional development. The Assessment tools generate a kind of report, which aims to understand and point out trends in the behavior, performance and potential of human

talent. For the area of people management has been extremely explored in the process of recruitment and selection, professional development and career planning. Used in the coaching processes, it generates the self-knowledge analysis about its aptitudes and tendencies for insertion and redirection in the market through the evaluation of the behavioral profile.

In the midst of the process of global change with the inclusion of technology in virtually all areas, it was analyzed that technology can be a partner in the processes of choosing the profession impacting on the quality of the professional to be inserted in the labor market. This process becomes better targeted if it is supported by a tool that can identify the threats and opportunities in the young student profile. In the market, there are specific software for the people management process, such as: Profile, C-vat, EVA, Findline, among others.

Some researchers in the behavioral area have made some contributions on this subject in master's and doctoral thesis, evidencing the importance of the Assessment tool in career planning as well as with the applicability of Performance Evaluation for professionals in general. The doctoral thesis by Professor Clovis Soler Gines Junior was based on the direct relationship between the personal values analysis and the sales performance of real estate brokers, according to work presented to the University Nove de Julho, Uninove, São Paulo, 2015 under the orientation by Professor Phd, Reed Eliot Nelson.

ORIGIN OF ASSESSMENT

In 1928, William Marston, a lawyer with a doctorate in Psychology, conducted research that gathered knowledge of Physics, Chemistry, Biology, Physiology, Psychology, among other sciences, and wrote a work called *The Emotions of Normal People*. This material served as a basis for the development of the DISC methodology, which is the initials of Dominance, Influence, Stability and Conformity, the four styles identified by Marston.

Since then, with technological development, dozens, perhaps hundreds of software have been created around the world that, based on the DISC methodology aim to identify the behavioral profiles. In addition, there are trainings that replicate profiling id techniques through body reading. There are also professional trainings for correct interpretation of the reports generated by the software. These tools are also used in coaching processes to prepare feedback interviews, at which point the coach uses the tools and techniques to increase coachee self-knowledge and identify potentials, as well as several fundamental factors in the development process.

USING TECHNOLOGY AS A PARTNER IN THE CAREER PLANNING PROCESS

The problem focused in this study encompasses the opportunity to innovate the practices of choosing the profession, leaving the conservative model to enjoy what technology has, taking advantage of a tool with technological resources that promotes the necessary support to young people and / or human talents, a more assertive and conscious choice of their profession, consequently in their career planning, even a redirection through the process of change in the organizational world.

Studies of the relationship between career and aptitude are not recent. The notion of career development arises when Frank Parsons (1909) lays the conceptual foundations of Vocational Psychology. It also formulated a model of the person / profession relationship based on the assumption that there should be an adjustment between the characteristics of the work and that of the person. Therefore, it was essential for each person to be aware of their abilities and in function of them to find a job that suited their personality. Thus, what we have brought to the present day is the certainty that success in professional choice is directly related to the subject's precise knowledge of himself, the complete knowledge of the specificities of the work and the ability to make a good combination of these two points.

The tools of Assessment have been improving over the decades, John Holland (1997) has highlighted the importance of obtaining a wide range of personality dispositions so that later they are related to work roles and career types. In this sense, Holland argues that vocational interest is an expression of one's personality and can be contextualized in six different typologies: Realistic (R), Intellectual (I), Artistic (A), Social (S), Entrepreneur (E) and Conventional (C), this tool was named RIASEC.

There is also a confusion on the part of the young people between the chosen profession and the characteristics of the course and the market. Discontent with the conditions of teaching and market insertion is generalized for discontent with the profession in general (Bardagi & cols., 2003). This insecurity makes clear to the public the need to seek instrumental tools, such as job search strategies, curriculum workshops, etc., and in recent decades, a tool that supports and guides career planning. In this section, some universities have implemented a career department aimed at behavioral development and increase the employability potential of their students through the use of assessment tools, coaching sessions, and practical activities that reproduce business routines.

The Assessment tool also helps to generate the evidence base needed to determine the possible solutions in personal planning. This allows the youth and / or coachee to draw a line of action, on their resources, strengths and improvement, behaviors that can be explored, developed to identify their professional niche and leverage their performance.

CONCLUSION

According to the topics discussed above on Assessment we conclude that the tool provides a light to the individual in the face of career choice and professional redirection. Based on self-knowledge in the skills and desires it is possible to choose a career compatible with the competences of each individual, reducing frustrations and dissatisfaction with the wrong choices.

It enables young people, at the beginning of their career, to have an objective and in-depth assessment of their intelligence, skills, abilities, behaviors, style and performance, identifying their potentialities and improvement points, thus directing them to the elaboration of career planning.

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