

Four- Phase Model for profiling of jobseekers in Germany

Introduction:

Public employment services entail provision of assistance to jobseekers in the form of counselling and vocational guidance, job matching services etc. Developing a profiling process at the intake stage of employment services can help follow standard procedure and design tailored services for jobseekers. This can address the differences among different category of jobseekers, according to their interests, preferences, educational and skill level, experiences and labour market situation.

Germany implemented the systematic profiling of jobseekers in 1998. In 2009, a new comprehensive profiling tool was developed. The new tool is called the **4- Phase Model**.

Intervention:

The profiling tool is based on a software program that helps the placement officer to assign each jobseeker to one of six different profiles by analysing their expected duration of unemployment and the identified actions needed.

In this first phase, the jobseeker's strengths and potential are focussed upon, in respect of qualifications, ability and motivation. The jobseeker can specify conditions (for example, care responsibilities, mobility difficulties) at this point

- In the second phase, the labour market situation is analysed with all these factors in view leading to the specific occupation in which the client seeks work
- On the basis of the analysis, in the third phase the placement officer can select from a range of strategies (for example, "improve the skills of the jobseeker") and develops an individual implementation road map. This includes a choice of ALMPs.
- The fourth phase is implementation and follow-up
- Through regular contact with the individual customer, the effectiveness of the chosen strategy and ALMPs is constantly checked. Findings flow continuously into the profiling and integration plan.

Impact/ Learning:

Administration of a profiling exercise at the intake stage of employment services can be helpful to design tailored services. Adding a similar profiling system under National Career Services (NCS) project can be considered.

Source: ILO, 2015. Public Employment Services in Europe