



Universal Design for Learning

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(Source; <https://www.cast.org/impact/universal-design-for-learning-udl>)

- We all learn in different ways. Some of us like reading, some of us like listening, or even watching a video. Some enjoy learning together while some prefer learning independently. UDL is like having all those options in one lesson.
- You can work through these slides independently, by reading, or clicking on the audio description on every page – (make sure you have headphones!) - or choose to listen to the teacher's presentation of these slide's or watch the video. The choice is yours.
- UDL; Learning – your way.

Making learning inclusive and transformative for all

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AI AND CAREERS

- **WHAT IS A CAREER COACH?**

- **THE ROLE OF AI**

- **WHAT DO YOU THINK?**

YOUR OPINION MATTERS

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WHAT IS A CAREER COACH?

“A Career Coach serves as a mentor and guide, providing bespoke support to many people, from students to graduates, and anyone changing careers or seeking new careers””

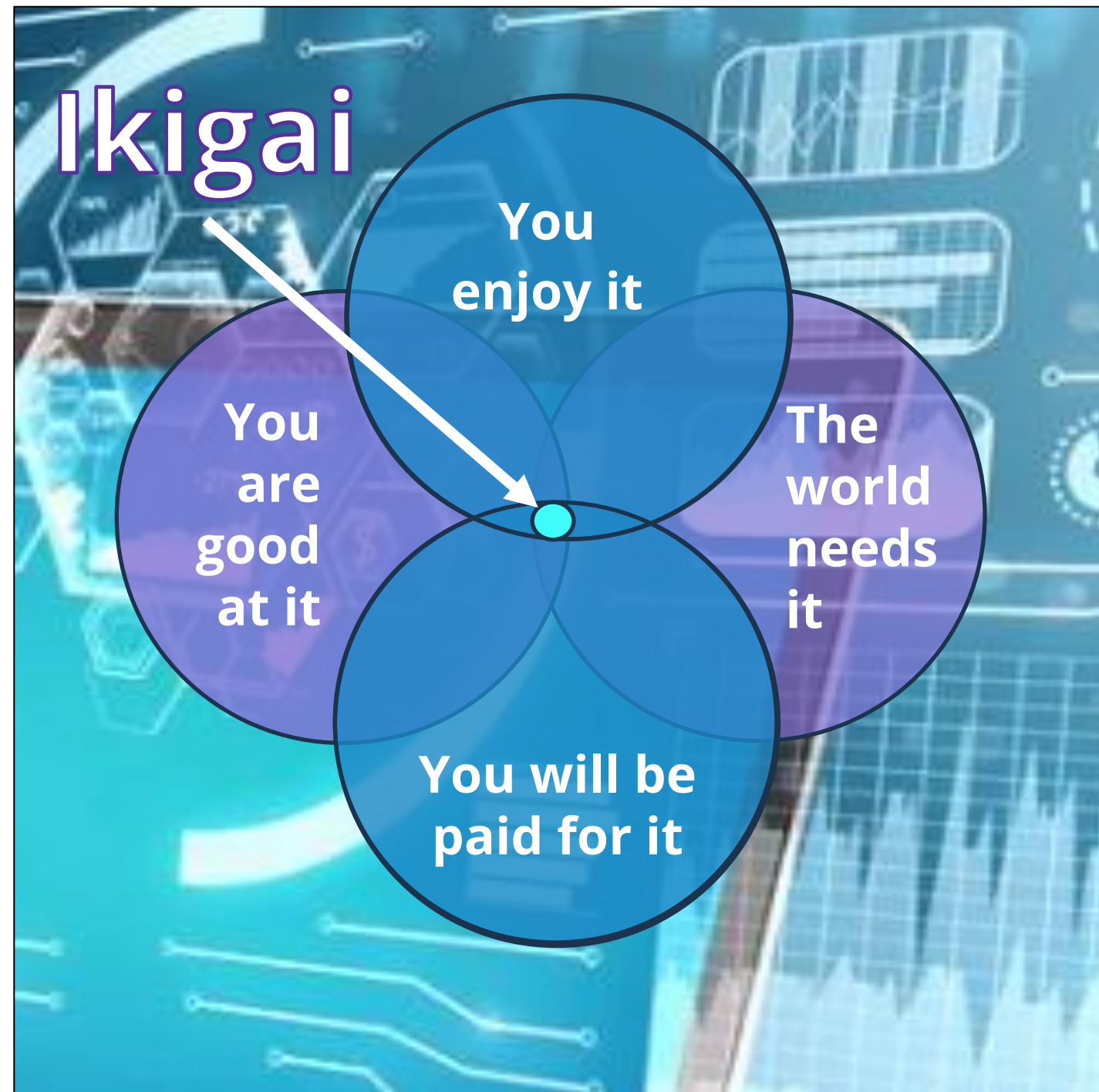
Ikigai and Career – A philosophical perspective

(Source; Positive Psychology (<https://positivepsychology.com/ikigai/>))



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Start by exploring
what you enjoy
and what you are
good at



Once you have an
idea, go on to explore
what the world needs
and what you could be
paid for (it might not
exist yet!)

An image of 4 overlapping circles in transparent purple and blue; each circle has an element of Ikigai (“you are good at it”, “you enjoy it”, “the world needs it” and “you will be paid for it”) which results a small light blue circle right in the center of all overlapping circles. This image shows that at this intersection lies Ikigai.

Extension ; take the ikigai assessment: <https://ikigaitest.com/>

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What a Career Coach Does

SUPPORT

A Career Coach provides support to people to identify their skills, strengths, interests and values - essentially what they enjoy, what they are good at, as well as what values they hold.

MANAGEMENT

A Career Coach will help people manage their career by exploring together careers that might align with a person's skills, strengths, interests and values at the point of seeking advice - essentially what the world needs and what they will be paid for.

APPLICATION

A Career Coach will assist with personal branding and other areas to help people present themselves in the most effective way possible in the current job market.

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THE ROLE OF AI

- AI is not new idea - what sets Chat GPT apart is its ability to converse like a human, making it more versatile than ever.
- AI can now be seamlessly integrated into any job role - even careers?
- AI will always require a level of human input; it cannot think for itself - the better the written communication of the human input, the better the results.

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Example of an AI Career Coach Prompt

REQUEST

YOU:-

I would like you to take on the role of a career coach who will support me in identifying some of the career pathways that I may want to research further based on my skills, strengths, interests, and values. Once I have shared my skills, strengths, interests, and values with you, please identify as many career pathways or areas of work you can align with the information I provided. Careers and Pathways can include sectors or industries such as Sustainability, Engineering, Healthcare, or Design, or types of work such as Content Creation, or Managing Staff. If I want more specific information, I will ask this in a follow-up prompt. Is this understood?

ACCEPT

AI:-

Absolutely, I understand your request. Please go ahead and share your skills, strengths, interests, and values with me, and I will identify various potential career pathways and areas of work that align with the information you provide.

SHARE

You:-

I am an excellent problem solver, and have excellent interpersonal skills. I currently play netball, enjoy photography, and I am part of an amateur dramatics group. I enjoy hanging out with my friends, playing strategic multiplayer online video games, and watching movies. I like being able to organise my own time and I like both being at school and working at home. I am interested in a career that will challenge me intellectually and will involve working as part of a team that is fun, vibrant and modern, and I am looking at UK, USA, Malaysia and Hong Kong. Please only include careers and pathways that are expected to grow in the coming years. Please be supportive and encouraging.

Example ; Next step is reflection - which seems the most interesting to you ? – use this for your follow up prompt



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ChatGPT

Thank you for sharing that information! Based on your skills, strengths, interests, and values, here are some career pathways and areas of work that you may find intriguing:

1. **Management Consulting:** With your problem-solving abilities and interpersonal skills, a career in management consulting could be a great fit. You'll work with diverse teams to solve complex problems for clients across various industries. This field is expected to grow as businesses seek strategies to navigate evolving markets.
2. **Human Resources (HR) Specialist:** Your interpersonal skills make you well-suited for roles in HR, where you can work with people and help manage their professional development. HR roles involve tasks such as recruitment, employee relations, and training. The demand for HR specialists is expected to grow as companies focus more on talent management and employee well-being.
3. **Digital Marketing Specialist:** Given your interest in photography and online gaming, a career in digital marketing could be exciting. You'll utilize your creativity to develop engaging content and campaigns while working collaboratively within a dynamic team. Digital marketing is a rapidly growing field, especially with the increasing importance of online presence for businesses.
4. **User Experience (UX) Designer:** If you enjoy solving problems and have an eye for design, UX design could be a rewarding career path. UX designers create intuitive and user-friendly digital experiences, collaborating closely with cross-functional teams. This field is expected to grow as companies prioritize enhancing user satisfaction and engagement.
5. **Event Coordinator/Planner:** Your involvement in amateur dramatics and enjoyment of social activities could translate well into a career in event coordination. You'll organize and manage various types of events, utilizing your organizational skills and creativity. With the increasing demand for memorable and well-executed events, this field offers growth opportunities.

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Example Follow up AI Career Coach Prompt

REFLECT AND SELECT

AI:-
Digital Marketing Specialist:
Given your interest in photography and online gaming, a career in digital marketing could be exciting. You'll utilize your creativity to develop engaging content and campaigns while working collaboratively within a dynamic team. Digital marketing is a rapidly growing field, especially with the increasing importance of online presence for businesses.

FOLLOW UP PROMPT

You:-
Please tell me more about the role of a Digital Marketing Specialist and which industries you think I would be suited to?

REFLECT ON RESULTS

AI:-
Of course! A Digital Marketing Specialist is responsible for developing and executing digital marketing strategies to promote products, services, or brands online.

Roles - (Paraphrased)

- Social Media Management:
- Content Creation:
- Search Engine Optimization (SEO):
- Analytics and Reporting

Industries - (Paraphrased)

- Technology:
- E-commerce:
- Media and Entertainment:
- Healthcare:

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Example - Another reflection point - which role / industry seems interesting to you ? – create another follow up prompt



ChatGPT

Of course! A Digital Marketing Specialist is responsible for developing and executing digital marketing strategies to promote products, services, or brands online. They utilize various digital channels such as social media, websites, email, and search engines to reach and engage target audiences. Here's a closer look at the role:

1. **Content Creation:** Digital Marketing Specialists create compelling and relevant content tailored to different digital platforms. This could include writing blog posts, designing graphics, producing videos, or crafting social media posts.
2. **Social Media Management:** They manage social media accounts, including content scheduling, community engagement, and performance analysis. This involves staying up-to-date with social media trends and algorithms to maximize reach and engagement.
3. **Search Engine Optimization (SEO):** Digital Marketing Specialists optimize website content and structure to improve organic search engine rankings. This includes keyword research, on-page optimization, and link-building strategies.
4. **Email Marketing:** They develop email marketing campaigns to nurture leads and retain customers. This involves creating email content, designing templates, and analyzing campaign performance metrics.
5. **Paid Advertising:** Digital Marketing Specialists may manage pay-per-click (PPC) advertising campaigns on platforms like Google Ads or social media advertising on platforms such as Facebook Ads. They set campaign objectives, target audiences, and optimize ad performance to achieve desired outcomes.
6. **Analytics and Reporting:** They analyze campaign data and metrics to evaluate performance and make data-driven decisions. This includes tracking website traffic, conversion rates, and engagement metrics to measure the effectiveness of digital marketing efforts.

In terms of industries, Digital Marketing Specialists are in demand across various sectors, including:

1. **Technology:** Tech companies often rely heavily on digital marketing to promote their products and services. Roles in this industry could involve marketing software, hardware, or digital solutions.
2. **E-commerce:** With the growth of online shopping, e-commerce companies require digital marketing expertise to drive traffic, increase conversions, and build brand awareness.
3. **Retail:** Traditional retail businesses are increasingly expanding their online presence and utilizing digital marketing techniques to reach customers in the digital space.
4. **Media and Entertainment:** Digital Marketing Specialists play a crucial role in promoting movies, TV shows, music, and other forms of entertainment through digital channels.
5. **Hospitality and Tourism:** Hotels, resorts, travel agencies, and other businesses in the hospitality sector use digital marketing to attract travelers and enhance their online visibility.
6. **Healthcare:** Healthcare organizations utilize digital marketing to reach patients, promote services, and provide health-related information online.

These are just a few examples, but digital marketing skills are valuable across a wide range of industries as businesses increasingly rely on digital channels to connect with their target audiences. With your interests in photography and online gaming, you may particularly enjoy roles in industries that involve creativity and innovation in digital marketing campaigns.

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Example Follow up AI Career Coach Prompt

REFLECT AND SELECT

AI:-
Social Media Management: They manage social media accounts, including content scheduling, community engagement, and performance analysis. This involves staying up-to-date with social media trends and algorithms to maximize reach and engagement.

Healthcare: Healthcare organizations utilize digital marketing to reach patients, promote services, and provide health-related information online.

FOLLOW UP PROMPT

You:-
Please tell me more about the role of a Social Media Manager within Healthcare, particularly in Hong Kong and USA.

REFLECT ON RESULT

AI:-
The role of a Social Media Manager within the healthcare industry, whether in Hong Kong or the USA, is vital in today's digital age. Here's a closer look at what this role entails and how it might differ between the two regions:

Role - (Paraphrased)

- Content Creation and Curation
- Compliance and Regulation
- Crisis Management:

Differences between HK and USA - (Paraphrased)

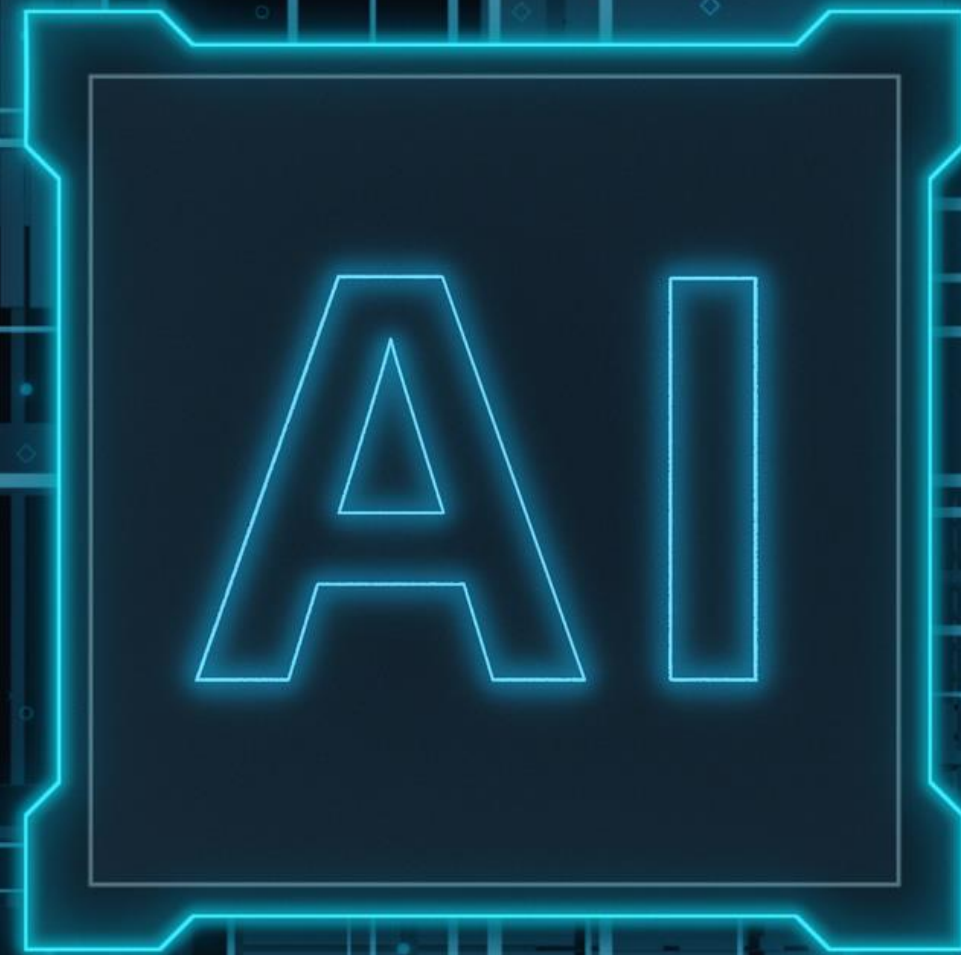
- Regulatory Environment:
- Language
- Healthcare System Structure:

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Over to you - Time to create and use your own AI prompts

You can keep reflecting and asking questions that you want to know the answer to - an extension task is to ask AI what soft transferrable skills it believes you will need to be effective in the role you are finding out more about.

Most importantly reflect on if you have those skills, or want to develop those skills



Soft transferable skills for a Social Media Manager in Healthcare

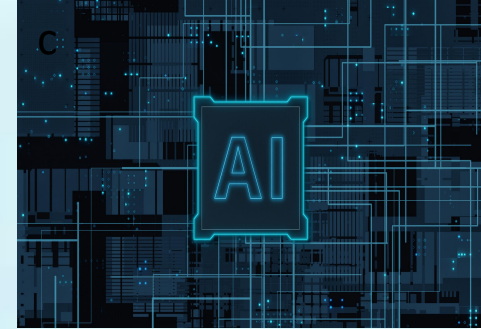
AI (Paraphrased):-

- Creativity
- Adaptability
- Problem-Solving
- Communication
- Attention to Detail
- Resilience

By honing these soft, transferable skills alongside your technical competencies, you'll be well-equipped to excel in the dynamic and demanding field of social media management in the healthcare industry or any other sector.



Elements of an AI prompt



Try using one or more from the list below – remember to put **you** at the center

Your skills ; I am an excellent problem solver, and have excellent interpersonal skills.

Your interests ; I currently play netball, enjoy photography, and I am part of an amateur dramatics group. I enjoy hanging out with my friends, playing strategic multiplayer online video games, and watching movies.

How you like to work; I like being able to organise my own time and I like both being at school and working at home.

What's important to you ; I am interested in a career that will challenge me intellectually and will involve working as part of a team that is fun, vibrant and modern.

Countries you are interested in; I am looking at UK, USA, Malaysia and Hong Kong.

Future Proof; Please only include careers and pathways that are expected to grow in the coming years.

Your choice of tone; Please be supportive and encouraging.

 [Click here for audio description](#)

Text or Speech

Create **your** AI prompt **your** way

AI

Typing ; Type directly into Chat GPT

Text to Speech ; Using text to speech software, dictate your thoughts and copy the resulting text into Chat GPT

How you like to work; Choose to work in a group or to reflect on your own

Recap

Take a moment to go back through the slides and either read the text or listen to the audio description – ask any questions you might have!

There is also a glossary on the final slide for additional information

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WHAT DO YOU THINK?

YOUR OPINION MATTERS



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Text / Speech / Video



Create **your** response **your** way

Typing ; Type directly into the google form

Text to Speech ; Using text to speech software, dictate your thoughts and copy the resulting text into the google form

Video ; Using a device, record your thoughts and submit as a video

How you like to work; Choose to work in a group or to reflect on your own

POSTER EXAMPLE

A LACK OF EMOTIONAL KNOWLEDGE
MAKES ME THINK THAT AN IN PERSON
COACH WOULD BE BETTER

AI is good
to use as a
guide and
is good for
a first step

AI cannot offer
advice based on
how well they know
you and can only
offer you advice
based on how you
instruct it.



I think it is good as it is able to give
objective informed suggestions
based on prompts, and it's able to
evaluate your ability giving you the
best schools and job ideas

Student Insights into an AI Careers Coach

A person
would
understand
cultural
stereotypes
and ideals
quicker than
the time
taken to
train an AI

It is a surprise to
me to think that
AI could be a
career coach; I
would want to
learn a lot more
about designing
prompts to use
AI effectively.

I don't think it's safe
as organisations
might own the data
you enter



BOTH PEOPLE AND AI WOULD BE BETTER BECAUSE THE
INTELLIGENCE OF AI IS MUCH MORE ADVANCED - COMBINING
THIS WITH THE EMOTIONAL INTELLIGENCE OF HUMANS WOULD
MAKE THIS THE BEST SOLUTION FOR TODAY'S TECH WORLD

VIDEO EXAMPLE

Student Insights into an AI Career Coach



BOTH PEOPLE AND AI WOULD BE BETTER
BECAUSE THE INTELLIGENCE OF AI IS MUCH
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Thank You!

**WHAT IS A CAREER COACH?
THE ROLE OF AI
WHAT DO YOU THINK?**

Key skills: Self-Awareness, Reflection, Written Communication, Technical, Critical Thinking and Evaluation

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Glossary

Career Coach - serves as a mentor and guide, providing bespoke support to many people, from students to graduates, and anyone changing careers or seeking new careers

AI – Artificial Intelligence. In this context Chat GPT.

Reflection - the activity of thinking about your own feelings about what Chat GPT is telling you, and the reasons why you might feel that way.

Soft Transferrable skills – Skills that you gain that can be used in many different job roles. For example, creativity, adaptability and problem-solving.

Technical Transferable Skills – Skills that require a technical competence, that can also be used in many different job roles. For example, Data Analysis, UX Design.