

# Career guidance could alleviate youth unemployment - GIBS

When asked about their career prospects, most South African senior high-school learners respond that making the right career choice and achieving in their chosen field is their priority. This is according to a recent survey carried out by the Gordon Institute of Business Science (GIBS).



According to the 2013 First Quarter Labour Survey, by Statistics South Africa, 25.29% of South African youth are not employed. At the same time, a recent Employment Index monthly survey conducted by JSE-listed human capital management group, Adcorp, states that South Africa has an acute shortage of highly skilled labour across a wide range of occupations. Solutions are needed to address this paradox. The global marketplace is evolving, and with BRICS and emerging markets coming to the fore, South Africa is at the epicentre of a business evolution. If our youth are to capitalise on future opportunities, there is need for proper career guidance. This could be the key to ending the crippling scourge of youth unemployment in the country.

## Positive priorities

The respondents of the GIBS survey listed their number one values as knowledge, respect, honesty, helping society and leadership. It is often said that one's current values, attitudes and behaviour are a window into the future. It is positive, therefore, that values of such great integrity are what will guide these youth in years to come. When asked what their main desire for South Africa is, a combined 60% chose peace and safety over wealth and power, which registered at 15%.

Phyllis Byars, senior manager of the GIBS Centre for Leadership and Dialogue said, "Many parents depend on schools for career guidance. Based on the survey we conducted, it is clear that students see schools as struggling to meet these needs. Without putting too much pressure on the children, parents need to play a vital role in helping children choose their careers. This will definitely give teens a head start when it comes to their future and enable them to contribute positively to the growth of the country."

Overall, the results indicate a great outlook into the future, where staying healthy, managing finance and choosing the right

careers are top priorities. The onus is now on parents, government and business to provide the right platforms for youth to realise their career and future aspirations and bridge the gap from what is learnt in the classroom to the real world.

Nearly 2300 top-performing Grade 11 and Grade 12 learners from diverse backgrounds took part in the survey at the annual GIBS CareerExpo in Johannesburg as part of the GIBS Spirit of Youth high school leaders' programme, operated by the GIBS Centre for Leadership and Dialogue.

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