INVESTIGATING THE APPLICATION OF THE ASSET-BASED APPROACH IN CAREER FACILITATION

by

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LIST OF KEYWORDS

- Asset-based approach
- Asset-based strategies
- Asset-based principles
- Career facilitation
- Asset-based career facilitation
- Career development
- Asset-mapping
- Career facilitator
ABSTRACT

The purpose of this study was to investigate the asset-based approach as alternative in career facilitation. In traditional career counselling, the career counsellor is seen as an expert and one-stop service provider that matches clients to careers. Alternatively, an asset-based career facilitator aims at facilitating sustainable career development skills by means of applying asset-based principles such as collaboration and shared responsibility.

In this study, client-partners were viewed from several complementary theoretical frameworks, namely the asset-based approach, bio-ecological model of human development, Positive Psychology and the process of career facilitation. In addition, phenomenology was selected as meta-theory to guide the instrumental case study. Five career seeking client-partners between the ages of 16 and 18 were chosen according to criteria, and took part in an approximately six week asset-based career facilitation process. Client-partners were aware that the process was under study and willingly reflected on the process after completion.

Thematic analysis resulted in the following themes: firstly, it appeared that individual client-partner profiles impacted on the application of asset-based principles. Factors pertaining to individual client profiles are personality traits, age, unique family dynamics, career interests and previous career assessment experiences. Secondly, applying asset-based principles seemed to impact on the career facilitation process with regard to the challenging role of the asset-based career facilitator as well as advantages and disadvantages of applying such principles. Thirdly, it looked as if the entrenched nature of the old paradigm or medical model impacted on the process as some client-partners still preferred the expert matching done in traditional career counselling and resisted being a partner in the career facilitation process.

Findings suggest indicators and contra-indicators concerning the application of asset-based principles and strategies in career facilitation, as well as implicate recommendations with regard to training and further research.
# CONTENTS

## CHAPTER ONE

OVERVIEW AND RATIONALE

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>INTRODUCTION AND RATIONALE</td>
<td>1</td>
</tr>
<tr>
<td>1.2</td>
<td>STATEMENT OF INTENT AND AIMS OF THE STUDY</td>
<td>4</td>
</tr>
<tr>
<td>1.3</td>
<td>CONCEPTUALISATION</td>
<td>5</td>
</tr>
<tr>
<td>1.3.1</td>
<td>ASSET-BASED APPROACH</td>
<td>5</td>
</tr>
<tr>
<td>1.3.1.1</td>
<td>ASSET-BASED PRINCIPLES</td>
<td>5</td>
</tr>
<tr>
<td>1.3.1.2</td>
<td>ASSET-BASED STRATEGIES</td>
<td>6</td>
</tr>
<tr>
<td>1.3.2</td>
<td>ASSET-BASED CAREER FACILITATION</td>
<td>6</td>
</tr>
<tr>
<td>1.3.3</td>
<td>APPLICATION</td>
<td>6</td>
</tr>
<tr>
<td>1.3.4</td>
<td>INVESTIGATION</td>
<td>6</td>
</tr>
<tr>
<td>1.3.5</td>
<td>CAREER DEVELOPMENT</td>
<td>6</td>
</tr>
<tr>
<td>1.4</td>
<td>PARADIGMATIC PERSPECTIVE</td>
<td>7</td>
</tr>
<tr>
<td>1.5</td>
<td>RESEARCH DESIGN AND METHODOLOGY</td>
<td>7</td>
</tr>
<tr>
<td>1.6</td>
<td>OUTLINE OF CHAPTERS</td>
<td>9</td>
</tr>
<tr>
<td>1.7</td>
<td>CONCLUSION</td>
<td>10</td>
</tr>
</tbody>
</table>
# CHAPTER TWO

POTENTIAL PARTNERS: THE ASSET-BASED APPROACH AND CAREER FACILITATION PROCESS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>INTRODUCTION</td>
<td>11</td>
</tr>
<tr>
<td>2.2</td>
<td>THE ASSET-BASED APPROACH</td>
<td>11</td>
</tr>
<tr>
<td>2.2.1</td>
<td>FUNDAMENTAL UNDERPINNINGS OF THE ASSET-BASED APPROACH</td>
<td>11</td>
</tr>
<tr>
<td>2.2.2</td>
<td>ALIGNING ASSET-BASED PRINCIPLES TO CAREER FACILITATION</td>
<td>13</td>
</tr>
<tr>
<td>2.2.3</td>
<td>SITUATING THE ASSET-BASED APPROACH WITHIN POSITIVE PSYCHOLOGY</td>
<td>20</td>
</tr>
<tr>
<td>2.3</td>
<td>CAREER FACILITATION</td>
<td>22</td>
</tr>
<tr>
<td>2.3.1</td>
<td>EXPLORATION WITHIN CAREER FACILITATION</td>
<td>27</td>
</tr>
<tr>
<td>2.4</td>
<td>LOCATING THE ASSET-BASED APPROACH WITHIN EXISTING CAREER THEORY</td>
<td>29</td>
</tr>
<tr>
<td>2.5</td>
<td>CONCLUSION</td>
<td>32</td>
</tr>
</tbody>
</table>
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 INTRODUCTION 34
3.2 AIM OF THE STUDY 34
3.3 PARADIGMATIC PERSPECTIVES 36
3.3.1 META-THEORETICAL ASSUMPTIONS (EPISTEMOLOGY) 36
3.3.2 THEORETICAL ASSUMPTIONS 39
3.3.3 METHODOLOGICAL ASSUMPTIONS 40
3.4 METHODOLOGY 41
3.4.1 A CASE STUDY DESIGN 43
3.4.1.1 AN INSTRUMENTAL CASE STUDY 43
3.4.2 SELECTION OF CASES 45
3.4.3 METHODS OF DATA COLLECTION 46
3.4.4 DATA ANALYSIS AND INTERPRETATION 49
3.5 THE RESEARCHER AS INSTRUMENT 52
3.6 MEASURES TO ENSURE RIGOUR IN THE STUDY (QUALITY CRITERIA) 53
3.6.1 TRUSTWORTHINESS STRATEGIES 53
3.6.1.1 CREDIBILITY 53
3.6.1.2 DEPENDABILITY 55
3.6.1.3 TRANSFERABILITY 56
3.6.1.4 CONFIRMABILITY 56
3.6.1.5 AUTHENTICITY 57
3.7 ETHICAL CONSIDERATIONS 57
3.7.1 INFORMED CONSENT 57
3.7.2 DECEPTION OF PARTICIPANTS 58
3.7.3 VIOLATION OF PRIVACY 58
3.7.4 ACTION AND COMPETENCE OF THE RESEARCHER 58
3.8 CONCLUSION 58
CHAPTER FOUR

DISCUSSION OF RESULTS AND LITERATURE CONTROL

4.1 INTRODUCTION 60
4.2 SELECTION REALISATION 60
4.2.1 ASSET-BASED CAREER FACILITATION PLANNING 61
4.2.2 DATA COLLECTION 62
4.2.3 DATA ANALYSIS AND INTERPRETATION 62
4.3 DISCUSSION OF RESULTS 63
4.3.1 MAJOR THEME 1: THE IMPACT OF INDIVIDUAL CLIENT-PARTNER PROFILES ON THE USE OF ASSET-BASED PRINCIPLES 64
4.3.1.1 SUB-THEME A: THE INFLUENCE OF CERTAIN PERSONALITY TRAITS OF THE CLIENT-PARTNER ON THE USE OF ASSET-BASED STRATEGIES 64
4.3.1.2 SUB-THEME B: THE AGE OF THE CLIENT-PARTNER 69
4.3.1.3 SUB-THEME C: UNIQUE FAMILY DYNAMICS 71
4.3.1.4 SUB-THEME D: CAREER INTERESTS OF THE CLIENT-PARTNER 72
4.3.1.5 SUB-THEME E: PREVIOUS CAREER ASSESSMENT EXPERIENCE OF THE CLIENT-PARTNER 74
4.3.2 MAJOR THEME 2: THE IMPACT OF APPLYING ASSET-BASED PRINCIPLES AND STRATEGIES IN CAREER FACILITATION SESSIONS 76
4.3.2.1 SUB-THEME F: THE CHALLENGING ROLE OF THE ASSET-BASED CAREER FACILITATOR IN CAREER FACILITATION SESSIONS 76
4.3.2.2 SUB-THEME G: THE GOOD, THE BAD AND THE UGLY OF APPLYING ASSET-BASED STRATEGIES IN CAREER FACILITATION 78
4.3.3 MAJOR THEME 3: THE IMPACT OF THE OLD PARADIGM ON THE USE OF ASSET-BASED PRINCIPLES 80
4.3.3.1 SUB-THEME H: CLIENT-PARTNERS’ EXPECTATIONS THAT THE CAREER FACILITATOR IS THE EXPERT 80
4.3.3.2 SUB-THEME I: RESISTANCE OF THE CLIENT-PARTNER TO BE PART OF A PARTNERSHIP 81
4.4 CONCLUSION 82
CHAPTER FIVE
REFLECTIONS, CHALLENGES AND RECOMMENDATIONS

5.1 INTRODUCTION 83
5.2 OVERVIEW OF CHAPTERS 83
5.3 REFLECTING ON THE RESEARCH QUESTIONS 84
5.3.1 WHAT IS CAREER FACILITATION? 85
5.3.2 WHAT ARE THE PRINCIPLES UNDERLYING THE ASSET-BASED APPROACH? 85
5.3.3 HOW CAN THE STRATEGIES OF THE ASSET-BASED APPROACH BE IMPLEMENTED DURING CAREER FACILITATION? 86
5.3.4 HOW DO CLIENT-PARTNERS APPLY ASSET-BASED PRINCIPLES DURING CAREER FACILITATION? 87
5.3.5 HOW DOES THE CAREER FACILITATOR APPLY ASSET-BASED PRINCIPLES DURING CAREER FACILITATION? 87
5.3.6 WHAT ARE THE POSSIBLE BENEFITS OF APPLYING ASSET-BASED PRINCIPLES TO CAREER FACILITATION? 88
5.4 CONTRIBUTIONS OF THE STUDY 88
5.4.1 INDICATORS AND CONTRA-INDICATORS FOR APPLYING THE ASSET-BASED APPROACH IN CAREER FACILITATION 88
5.4.2 COMPARING AN ASSET-BASED CAREER FACILITATION PROCESS TO AN ALTERNATIVE APPROACH TO TRADITIONAL CAREER COUNSELLING 90
5.5 ENSURING THE TRUSTWORTHINESS OF THE STUDY 91
5.5.1 CREDIBILITY 91
5.5.2 DEPENDABILITY 92
5.5.3 TRANSFERABILITY 92
5.5.4 CONFIRMABILITY 92
5.5.5 AUTHENTICITY 92
5.6 THE ROLE OF THE RESEARCHER 93
5.7 CHALLENGES OF THE STUDY 93
5.8 RECOMMENDATIONS 93
5.8.1 RECOMMENDATIONS WITH REGARD TO FURTHER RESEARCH IN THE FIELD 93
5.8.2 RECOMMENDATIONS WITH REGARD TO ASSET-BASED CAREER FACILITATION TRAINING

5.9 CONCLUSION

REFERENCES
LIST OF FIGURES

FIGURE 1.1  The research design and methodological choices of the study 8
FIGURE 2.1  Proposed components of the asset-based approach 14
FIGURE 2.2  Comparison between needs-based approach and asset-based approach 15
FIGURE 2.3  Relationship between psychosocial resilience, asset-based approach career facilitation and the bio-ecological model 17
FIGURE 2.4  Constructs used in the asset-based approach 19
FIGURE 2.5  Concepts used to define the process of helping clients with their career paths 23
FIGURE 2.6  A guide to exploration within career facilitation 28
FIGURE 2.7  A comparison of the medical model with the asset-based approach in terms of career development tasks 30
FIGURE 3.1  The aim of this study 35
FIGURE 3.2  A flow diagram of the research process 42
FIGURE 3.3  Criteria for case selection 45
FIGURE 3.4  Methods of data collection 46
FIGURE 3.5  Structured activities based on Morse and Field’s (1994) approach to data analysis, corresponding with the steps of Tesch (1990) 50
FIGURE 3.6  Advantages and challenges of using qualitative data analysis, and measures to address such challenges 52
FIGURE 4.1  Selected cases 60
FIGURE 4.2  Selected cases for theme saturation 60
FIGURE 4.3  Summary of major themes and corresponding sub-themes that emerged from the study 63
FIGURE 4.4  Comparison of personality profiles of client-partners 66

FIGURE 5.1  The underlying principles of the asset-based approach and their application in career facilitation 85
FIGURE 5.2  Indicators and contra-indicators for an asset-based career
facilitation process

FIGURE 5.3 Similarities between the post-modern perspective of Savickas and an asset-based career facilitation process
LIST OF APPENDICES

APPENDIX A  INFORMATION LETTER AND LETTER OF CONSENT
APPENDIX B  SCHEDULED APPOINTMENTS WITH CLIENT-PARTNERS
APPENDIX C  OUTLINE OF INDIVIDUAL SESSIONS
APPENDIX D  BIOGRAPHICAL INFORMATION
APPENDIX E  EXAMPLES OF OBSERVATIONS AND REFLECTIONS IN MY RESEARCH DIARY
APPENDIX F  EXAMPLES OF FIELD NOTES AND PARTICIPANT REFLECTIONS
APPENDIX G  EXAMPLES OF LISTS OF INDICATORS AND CONTRA-INDICATORS OF CLIENT-PARTNERS
APPENDIX H  LIST OF OTHER TOPICS
APPENDIX I  COMPOUND THEMES ILLUSTRATING INDICATORS AND CONTRA-INDICATORS
APPENDIX J  MINDMAP OF MAJOR THEMES AND CORRESPONDING SUB-THEMES
APPENDIX K  EXAMPLES OF ASSET MAPS OF CLIENT PARTNERS
APPENDIX L  EXAMPLES OF MEDIA USED DURING CAREER FACILITATION