

# WORKING WITH AI IN CAREERS GUIDANCE: A PRACTICAL TOOLKIT

## AI Supports

AI as a tool for generating, processing, and structuring information.

## Integration Point

Practitioner actively manages, evaluates, and contextualises AI outputs.

## Human Guidance

Human-centred meaning-making, emotional support and professional judgement

As a service to then not [use AI] just seems to me like a much quicker road to irrelevance and extinction than a world where it's being used.



Make it Transparent



Make it Pedagogical



Make it Ethical



Make it Human-Centered



Make it Inclusive

**AI is most effective as a tool for supporting tasks and processes, while careers guidance professionals remain central to the reflection, interpretation, and ethical judgement that make guidance meaningful.**

## ETHICAL FOUNDATIONS

Rights and Transparency

Bias and Fairness

Human in the loop

Data and Privacy

Inclusion and Access

We don't want to be dinosaurs, though. I think we really need to support students to use it and use it effectively. We know that they're using it.

The building of a CV, and a cover letter, these are procedural tasks. This is what AI is for... it allows the human to do the relational, higher-order guidance.

## PRACTITIONER PROFILES

Tier 3:  
Embed AI  
across services



Tier 3 Persona: The Strategist

Tier 2:  
Integrate AI into  
guidance delivery



Tier 2 Persona: The Practitioner

Tier 1:  
Foundational AI Awareness



Tier 1 Persona: The Explorer

LINK TO FULL  
TOOLKIT:

