Social Learning Theory

Social Learning (Krumboltz)

- The goal of career counseling is to facilitate the learning of skills, interests, beliefs, values, work habits, and personal qualities that enable each client to create a satisfying life within a constantly changing work environment (Krumboltz, 1996)
- Based on Bandura's social learning theory

Social Learning Theory

- Emphasis on genetic endowment
- Environment conditions and events
- Learning experiences
- Cognitive and behavioral
- Task approach skills
Counselor Behavioral Strategies

- Reinforcement
- Role Models
- Role Playing
- Simulation of tasks

Counselor Cognitive Strategies

- Goal Clarification (SMART goals)
  - Specific, measurable, action-oriented, realistic, time-specific
- Counter troublesome beliefs
- Look for inconsistencies between words and actions
- Cognitive rehearsal

Krumboltz’ criteria that influences goals of career counseling

- People need to expand their capabilities and interests, not based decisions on existing characteristics only.
- People need to prepare for changing work tasks, not assume that occupations will remain stable.
- People need to be empowered to take action, not merely to be given a diagnosis.