

Dr Bill Law

Bill offers independent support for programme development in careers work. The offer is taken up in the UK and across the globe. In the UK he has developed the government's open-learning pack *Careers Work*. More recently he has provided blue-sky thinking to inform the UK Qualifications and Curriculum Authority's reform of the 11-19 National Curriculum. He is currently developing the basis for the EU Leonardo project 'Learning for Living'.

He holds visiting roles in a number of research-and-development organisations. He also works directly with education professionals, their managers, and with local volunteers engaging creative strategies for career management.

Bill holds a distinctive position in the field. His work is addressed to users, to their helpers, to programme managers, to research-and-development people and to policy makers. The material can be found, and, contact made, at Bill's website:

www.hihohiho.com



more information

Bill was for 12 years a teacher - seven of them as a careers-work specialist. His doctorate was awarded for ground-breaking research into role re-definitions associated with introducing useful careers-work programmes into education. In 1972 he joined the University of Reading, to train careers advisers and teachers in masters programmes.

When, in 1975, The UK National Institute for Careers Education and Counselling was established, Bill was invited to apply for its first Senior Fellowship. He designed, set up and disseminated the institute's development work. Its materials were substantially based on the influential Law-Watts 'self-opportunity-decision-transition' (DOTS) analysis of careers-work coverage. He later incorporated that development material into his design of all three editions of the UK government's widely-used open-learning pack *Careers Work*.

Since 1992 Bill has been an independent education consultant - working in the UK and abroad. His work over these years has included developing learning material and processes, conducting original research, formulating new thinking, and supporting development work at the point-of-use.

His current work is based on new ideas-for-action, relating careers work to contemporary economic, technological, cultural and environmental change. He is interested in opportunities offered by policy-driven privatisation of education. But he also recognises where public-service education is necessary, and where there is untapped potential in civil society. In all three settings he is developing bases for sustainable uses of narrative in learning, assessment and research.

All of this work is spread between his current positions as:

- > Founding Fellow, National Institute for Careers Education and Counselling;
- > Senior Visiting Research Fellow, Canterbury Christ Church University;
- > Senior Visiting Associate, International Centre for Guidance Studies, University of Derby;
- > designer, manager and owner of the website 'The Career-learning Café'.

selected projects

- 2006-10** consultant to the UK Higher Education Careers Service Unit - developing creative thinking for the future of careers work in higher education
- 2009-11** consultant to the European MATURE project to support educational innovation - based in the UK at the University of Warwick
- 2009-10** research and development, for Connexions Northamptonshire, for example into the uses of expertise and experience in learning about labour-markets
- 2007-09** programme-development with the UK Careers Research and Advisory Centre's *iCould* project, based on on-line narratives of career-management experience
- 2009-10** consultant to Netherlands KPC research-and-development group on emerging reforms in career-management, in theory and in professional practice
- 2010-11** consultant to University of Derby Vitae-funded project applying Bill Law's three-scene storyboarding to the career planning needs of postgraduate researchers
- 2011-12** development work in Finland, Italy, Netherlands, Romania and UK for the EU Leonardo project, examining the transferability of Bill Law's three scene storyboarding
- 2007-12** staff-development and programme development work in Australia, Denmark, Ireland, The Netherlands and Sweden

selected publications

- 1973** *Decide for Yourself* (classroom material). Cambridge
- 1977** (with Tony Watts) *Schools Careers and Community* London: Church Information Office Publications.
- 1991** *Careers Work* (open-learning pack) Department for Education and Science (updated 1995 and 1999)
- 1996** (with Tony Watts, John Killeen, Jennifer Kidd and Ruth Hawthorn) *Rethinking Careers Education and Guidance - Theory, Policy and Practice*. London: Routledge
- 1999** (with Barbara McGowan). *Opening Doors - A Framework Career-related Learning in Primary and Middle Schools*. Cambridge: Careers Research and Advisory Centre
- 2000** 'Learning for work: global causes, national standards' in Audrey Collins and Richard Young (eds): *The Future of Career*. Cambridge University Press
- 2001** *New Thinking for Connexions and Citizenship*. Derby: Centre for Guidance Studies
- 2002** (with Frans Meijers & Gerard Wijers) 'New Perspectives on career and identity in the contemporary world'. *British Journal of Guidance and Counselling* 30 (4)
- 2005** 'Liberté, futilité... autonomé - careers education as an emancipatory activity' in Barrie Irving and Bea Malik (eds): *Critical Reflections on Guidance*. London: Routledge
- 2005** *Helping Personal Advisers Working With Systems*
<http://www.hihohiho.com/memory/cafsocnts.html>
- 2006** 'Careers Work - Which Way is Forward?' in Hazel Reid (ed): *Repositioning Careers Education and Guidance*. Canterbury: Canterbury Christ Church University
- 2006** *Life-role Relevance in Curriculum* ('blue-sky' thinking commissioned by the UK government's QCA). <http://www.hihohiho.com/moving%20on/cafqca.pdf>
- 2008** 'Making narrative work' in Hazel Reid (ed): *Constructing a Way Forward*. Canterbury: Canterbury Christ Church University
- 2009** *Community Interaction and its Importance for Contemporary Careers Work*.
<http://www.hihohiho.com/memory/cafcit.pdf>
- 2009** (with David Stanbury) *Images Ideas and Realities - and the Uses of Career Metaphors*. <http://www.hihohiho.com/magazine/mkngtwork/cafimags.pdf>
- 2010** 'Re-thinking careers-work partnerships', in Hazel Reid (ed): *The Re-emergence of Careers - Challenges and Opportunities*. Canterbury: Christ Church University
- 2011** *Ten Propositions in Search of a Profession*.
<http://www.hihohiho.com/magazine/features/cafp professionalism.pdf>
- 2012** 'Three-scene storyboarding: how narrative enlarges careers-work' *Journal of the National Institute of Career Education and Counselling* no. 28
- 2012** *Three-scene Storyboarding - Learning for Living*. Leonardo Learning for Living Project
<http://www.hihohiho.com/storyboarding/sbL4L.pdf>
- 2012** 'Place, space and social justice in education - enclaves, systems and voice'. Manchester Metropolitan University
- 2012** 'On-line careers work - hit and myth' *Journal of the National Institute of Career Education and Counselling*, no 29