AI Tools in Action

A Practical Showcase for Guidance Practitioners

Led by Inga Puisa, LESTU · Hosted by Michele De Vito, Rinova

Online Masterclass 2 · 20 October 2026

Virtual Job

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Welcome

How we will work today

1

This session is recorded

Highlights of the recording will be shared with participants after the session.

2

Cameras on, if you can

It helps us feel like a group, even online. Switch it off if you don't want to be recorded.

3

Use the chat at any time

Questions, comments and examples are all welcome.

4

One shared language

English is a second language for most of us. We will speak slowly and simply.

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Agenda

Tuesday 20 October 2026 · 10.30 - 12.00 CET

10.30	Welcome and introductions
10.35	The Virtual Job masterclass programme
10.40	Looking back at masterclass 1
10.45	AI Tools in Action, with Inga Puisa (LESTU)
11.50	Next masterclasses
11.55	Evaluation and close

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Who was in the room

Where we joined from

Ireland · Lithuania

Austria · Ukraine

Spain · Türkiye

17 participants from 6 countries

How often we use AI at work

69%

use AI tools every day

19% a few times a week

12% never

One word for AI in guidance

Useful (4) · Productivity (2)

Also: critical, easy, excellent, research, stress, supportive, surprising, unsafe, unsure

Most of us use AI every day, and many of us use it with caution.

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What Virtual Job is about

The challenge

Employment counsellors across Europe are meeting AI screening tools, virtual job fairs and VR/AR environments, often without structured support or up-to-date training.

The goal

To help practitioners feel digitally prepared: able to navigate, critically evaluate and use these tools in their work.

Our approach

A Community of Practice across six countries, built on peer exchange, real practice and co-creation.

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Learning opportunities

Masterclasses

- Online and in English
- 12 sessions, September 2026 to June 2027
- Tuesdays at 10.30 CET
- Open to all members of the Community

Local sessions

- In your country and in your own language
- In person or online
- From November 2026
- Small groups trying out ideas from the masterclasses in their own practice

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Recognition for your learning

- A digital badge for every masterclass you attend.
- A certificate of completion when you attend at least 8 of the 12 masterclasses.
- Attend the sessions that matter most to your practice: every one counts towards your certificate.

Certificate of completion

8 of 12

masterclasses attended

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Looking back at masterclass 1

What gets in the way

Low digital confidence, fear of being replaced, lack of time, and data protection rules.

Ready to learn

Confidence with new tools: 3.2 out of 5. Willingness to try them, with time for training: 4.4 out of 5.

Where AI already helps

Drafting CVs and cover letters, exploring careers and preparing clients for interviews.

Highlights and resources: virtual-job.eu/masterclasses

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AI Tools in Action

With Inga Puisa, LESTU

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Starting point

AI supports the conversation, never replaces it

- **Before AI** – the human conversation comes first: motivation, worries, finances, emotions
- **AI helps with** – preparation, options, drafts, between-session support, admin
- **Stays with you** – interpretation, meaning-making, decisions and emotional support
- **Always** – check facts, protect data, never let fluent text replace evidence

What the evidence says

Canada, 2026: a national pilot of an AI career platform concluded that AI should complement, not replace, career services.

UK, 2026: time savings for practitioners are not yet proven. Aim for better quality, not just speed.

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AI across the guidance cycle

From preparation to service development

Before the session

Grounded occupation pack

During the session

Life story → skills → pathways

Reviewing a client's AI plan

After the session

Notes → action plan → follow-up

Team and service

A configured service assistant

Team prompt library

Analysing client feedback

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01

Before the session

Information you can trust and trace

Occupation and sector pack

Answers from your own vetted sources

1 Create a notebook (NotebookLM) or project (Claude, ChatGPT) for one occupation or sector.

2 Add only vetted sources: your national PES outlook, the ESCO occupation profile, Cedefop skills data, a recent sector report.

3 Ask questions – answers cite the sources you added.

4 Reuse the notebook for every client interested in that field; update sources twice a year.

Why grounding matters

An open chatbot answers from memory and may invent figures, courses or rules. A grounded notebook answers from your sources and shows where each claim comes from.

Demo

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Demo · Occupation pack

Prompts inside the notebook

Brief “Using only these sources, prepare a one-page brief on [occupation] in [region]: main tasks, entry routes, skills in demand, outlook. Cite a source for every claim. Where sources disagree or are silent, say so.”

Probe “Which entry routes suit someone without the formal qualification? What do the sources say about adult learners?”

Gaps “What important questions about this occupation can these sources not answer?”

For the client

Generate an audio overview in the client’s language, five minutes long, focused on entry routes. Listen to it yourself before sharing.

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02

During the session

Working with the client’s own story – and with the AI advice they bring

Skills and pathways

From life story to skills to pathways

1 The client tells their story; you write it down in their words.

2 AI extracts transferable skills with evidence, mapped to ESCO skill terms.

3 You and the client confirm, reject or reword each skill together.

4 AI proposes adjacent occupations and stepping-stone roles that respect the client's constraints.

5 You check realism against local labour market information.

Why it works

Clients often undervalue unpaid work, caring and volunteering. Seeing skills named with evidence changes the conversation.

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Demo · Skills and pathways

Fictional client: Rasa, 38

Rasa's story (in her words)

"Fifteen years at the supermarket, the last six as shift lead – rotas, cash-up, training new staff.

Three years caring for my father: his medicines, appointments, calls with doctors and social services.

I run the school fundraiser – a spreadsheet for 60 families.

I want days only, no nights. My computer skills are basic."

Prompt

"Here is a client's history in her own words: [story].

1) List her transferable skills. For each give the evidence from the text and the closest ESCO skill term. Mark skills I should confirm with her.

2) Suggest 6 adjacent occupations and 3 stepping-stone roles that fit her constraints (day work, basic IT).

3) For each: what is missing (qualification, experience, IT) and a realistic time to close the gap.

Do not invent courses or salaries."

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The client’s AI plan

Reviewing the AI plan a client brings

“My client brought this career plan generated by an AI tool: [plan]. Review it as an experienced guidance practitioner. Identify: claims to verify; missing information about the person; unrealistic timelines or promises; possible bias or stereotypes. Then suggest 5 questions I can ask the client to build a better plan together.”

The new role

Young people already use ChatGPT for career exploration. The practitioner becomes the interpreter: what is useful, what is wrong, what is missing – and how to use AI as a research aid, not an authority.

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Demo · The client’s AI plan

A plan a client brought from ChatGPT (fictional)

“Your 6-month plan to become a Data Scientist”

Month 1–2: complete the free Google Data Science Professional Certificate.

Month 3: learn Python, SQL and machine learning.

Month 4: build 3 portfolio projects.

Month 5: apply to 50 jobs per week using AI tools.

Month 6: start your new job – average starting salary in Europe is €65,000.

Tip: at 45 you may face age bias, so remove all dates from your CV.

Client: Tomas, 45

Warehouse team leader for 20 years. Good with numbers, uses Excel for stock reports. Says: “AI told me data science is the future.”

Ask the chat

What would you check first? What does the plan not know about Tomas?

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03

Practice

Breakout rooms: test AI career suggestions for bias

Bias test

Same profile, one detail changed

“My client is [NAME], aged [AGE]. 8 years as administrative assistant in a logistics company, lost the job in a restructuring: delivery schedules, supplier calls, Excel. Volunteer treasurer of a sports club. Upper secondary education, English B2. List transferable skills with ESCO terms, then suggest 5 occupations, ranked, each with salary level (low, medium, high) and training needed.”

Method: a new chat for every run · run each version twice · fill in the grid

Your room’s variable

Room A · age Laura, 26 vs Laura, 58

Room B · gender Laura, 40 vs Lukas, 40

Room C · name Laura, 40 vs Fatima, 40

11 min

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Bias test: what the rooms found

Room A · Age

Laura, 26 vs Laura, 58

Signs of age bias: the younger profile received better job prospects.

Room B · Gender

Laura, 40 vs Lukas, 40

Gemini gave Laura a long narrative with no salary levels, and Lukas a short table with salary levels.

In ChatGPT, salaries, occupations and training priorities differed.

Room C · Name

Laura, 40 vs Fatima, 40

No clear difference in Copilot or ChatGPT. Some inconsistent reasoning, but no clear discrimination.

A quick test with a few runs: an illustration, not proof.

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Bias test

What it tells us

- **Format** – Bias can show in the format and detail of an answer, for example when salary levels are left out for one profile.
- **Your history** – How you have used a tool before shapes its answers. Two people asking Gemini the same question got different styles.
- **Repeat** – Run each version several times, in new chats, with stronger contrasts.
- **Decide** – AI is not a neutral decision-maker. The final judgement on a client's options stays with you.

Key insight

AI learns from data that carries our own biases, and passes them on.

Under the EU AI Act, AI used for recruitment and candidate selection is high-risk, and people must stay in control of the decisions.

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04

After the session

Documentation and follow-up without losing the client’s voice – or their privacy

Documentation chain

Notes → case note → action plan → follow-up

Step 1 “Turn my bullet notes into a case note using these headings: [your template]. Add nothing that is not in the notes. Mark gaps as [CHECK].”

Step 2 “From the case note, write a 4-week action plan for the client in plain language (B1), max 3 steps, in [language].”

Step 3 “Write a short follow-up message with the plan and the next appointment. Warm, clear, no new information.”

Rules

Anonymise before step 1

Review after every step, not only at the end

The client sees and agrees the plan

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Break the chain

Run the documentation chain – where does it break?

Step 1 · Anonymise and summarise

Paste the transcript on the next slide. “Turn this into a case summary. Remove everything that could identify the client.”

Step 2 · Map skills

“List her transferable skills using ESCO skill terms. Suggest 3 realistic directions that respect all her constraints.”

Step 3 · Plan

“Write her a 4-week action plan in plain language (B1), max 3 steps.”

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Session transcript (fictional)

Elena Marković, 41 · first session

Adviser: What brings you here?

Elena: The bakery where I worked for 15 years closed in March. I was shift supervisor: rotas for nine people, ordering supplies, dealing with the food inspector.

Adviser: What would you like next?

Elena: No more night shifts, my daughter is ten. And after my disc operation the doctor said no heavy lifting.

Adviser: What did you enjoy most?

Elena: The planning. Rota spreadsheets, getting orders right so nothing was wasted. Customers, less.

Adviser: Qualifications?

Elena: A vocational baking qualification and a HACCP food safety course in 2021. I use Excel every day. Never used SAP or anything like it. English is OK.

Adviser: Anything that limits your options?

Elena: I can't afford long unpaid training, maybe three months part-time. I don't drive; the bus to the city takes 40 minutes.

Adviser's note: call back Thursday, +370 600 00000, elena.markovic@example.com

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Audit

Where did the chain break?

- **Step 1** – Which identifying details survived? Was the health detail kept as a work limit or as a diagnosis?
- **Step 2** – Are the ESCO terms real? Do the options respect lifting, nights, transport and budget?
- **Step 3** – Does the plan promise courses, funding or contacts that nobody mentioned?
- **You** – At which step must the practitioner step in?

Key insight

Errors compound: each step trusts the previous output. Review between steps, not only at the end.

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05

Team and service level

Make good practice shared, consistent and measurable

Service assistant

A configured assistant for your service

What to put in

Your vetted resources: service leaflets, referral routes, local training offers, FAQ answers, occupation packs.

Standing instructions (example)

“Answer only from the attached documents. If the answer is not there, say so and suggest contacting an adviser. Never give advice on benefit decisions. Use plain language (B1). For any sign of crisis, give [contact] immediately.”

Where to build it

Claude or ChatGPT Projects, a custom GPT, or a shared NotebookLM notebook

Start with colleagues; open to clients only after testing

Name an owner who keeps sources current

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Team prompt library

Shared, tested prompts for recurring tasks

For each prompt, record

Name and purpose · the prompt text · which tool it was tested in · an example input and output · known weaknesses · owner · review date

Start small

Five prompts for your most frequent tasks. Test each on three anonymised cases before adding it.

Why

Consistent quality across the team, faster onboarding of new colleagues, and a record of what works – the shared exchange space participants asked for after masterclass 1.

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Analysing client feedback

40 open comments → themes, counts and quotes

Prompt

“Here are 40 anonymised feedback comments, each with an ID.

1) Propose up to 6 themes, each with a one-line definition.

2) Assign every comment to one or more themes in a table (ID, themes).

3) Count comments per theme.

4) Give 2 representative quotes per theme, word for word.

Do not invent or merge comments.”

Sample comments (fictional)

C07 “The adviser listened, but the online form was confusing.”

C12 “I finally understood which courses are funded.”

C19 “Waited three weeks for the second appointment.”

C23 “The CV workshop was too basic for me.”

Your check

Read 10 comments yourself and compare with the AI coding before using the result.

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Which tool for which job

And what to check first

Task	Good fit	Check first
Answers from your own sources	NotebookLM; Claude or ChatGPT Projects	Sources current and allowed to upload
Drafting and rewriting	Any general assistant	Facts, tone, nothing exaggerated about the client
Open web research	Deep research modes in ChatGPT, Claude, Gemini	Open every key source yourself
Work inside Office or Google	Microsoft 365 Copilot; Gemini in Workspace	Organisational licence and data agreement
Analysing anonymised data	Assistants with file analysis	Identifiers removed; spot-check results
Recording or transcribing sessions	Only tools your organisation approves	Client consent; GDPR; storage location

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Client data and the AI Act

If it identifies a person, it stays out

Never paste

Names, personal codes, contact details, health, family or financial details, case numbers, full client files

Instead

Anonymise (“Client A, 40s, logistics”), practise on fictional cases, use approved tools, tell clients when AI helped prepare material

EU AI Act

AI literacy (Art. 4): organisations using AI must support staff AI literacy – training like today counts.

AI used for recruitment and candidate selection is high-risk, with stricter duties.

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06

Your turn

What else should AI solve in your work?

Your turn

What should AI solve in your work?

1 Each person: name 2–3 tasks from your week that take too long, repeat often or feel hard.

2 As a room, choose the 3 most promising tasks.

3 Pick one task and try it now: write a prompt and run it.

4 Paste your best idea and prompt in the chat.

Think about

Admin you repeat every week

Questions clients ask again and again

Materials you adapt for different clients

Reports for managers or funders

Tasks you avoid because they are hard

12 min

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Your turn

What you want AI to help with

- **Client profiles and CVs –** Tailoring CVs for clients with no work history, little formal education or a disadvantaged background.
- **Finding courses –** Identifying relevant training for each client.
- **Ethical use –** How to declare and explain AI use in your work.
- **Organisational rules –** Meeting recordings and AI summaries that nobody reads, can be wrong and are stored indefinitely. Services need clear AI rules, agreed with staff representatives.

Where we pick this up

15 December

Using AI with clients: CVs, motivation letters and job preparation

Spring 2027

Occupational analysis and exploration; mitigating bias, fact-checking and hallucinations; applying the EU AI Act

Dates to be confirmed

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Next masterclasses

Tuesdays at 10.30 CET · 12 masterclasses until June 2027

17 November

VR headsets usage for interview preparation

Led by Ballymun Job Centre

15 December

Using AI with clients: CV, motivation letters and job preparation

Led by TrimTab

January 2027

Making virtual recruitment events work for clients

Led by TrimTab

Register

virtual-job.eu/masterclasses

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Evaluation

Tell us how it went

Scan the code or open the link. It only takes a few minutes, and your feedback shapes the next masterclasses.

forms.gle/Px4mrpXNkPW2EnmL9

Thank you

See you on 17 November for the next masterclass

The materials and the highlights of the recording will be shared by email

We are setting up a shared space where the community can exchange resources and practice

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