

People who need people

.....are the luckiest people in the world!

A view of Career

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“Understanding how cultural values influence career processes for Maori”

- Aim was to provide Maori with the opportunity to share how they make sense of their work, life and career stories by placing cultural themes at the forefront.
- 22 stories about people’s working lives were shared
 - 13 women
 - 9 male

View of career in New Zealand

- 20 years plus experience
 - Few Maori utilise career services
 - A tendency to 'direct' Maori toward non-academic subjects or unskilled to semi-skilled positions
 - Few models and approaches embraced cultural themes and settings of my client's
 - Role of culture in career (NZ)
 - Acknowledgement of importance of culture
 - Generic categories such as collective cultures
 - Modification of Western models
 - Shift to indigenous cultures

Personal insights

- An opportunity to locate where and how culture and career merge for clients
- An opportunity to locate where and how being Maori and being a Maori career counsellor merge

Being Maori in New Zealand

- Use of traditional markers for cultural identity
 - Knowledge of whakapapa, te reo and tikanga Maori
- Maori scholars/academics were signalling more ‘contemporary’ markers
 - Professor Mason Durie - whānau as being more closely related to the lives and experiences of people in their everyday pursuits, unlike tribal politics
 - McIntosh (2005) – ‘Maori who are marginalised in both mainstream and Maori society’
 - Geographical settings as opposed to tribal settings

A typology of cultural career identities

- Three groups were identified based on cultural and career features and characteristics
 - A cultural compass
 - Groups were not discrete categories and Maori could develop within each as their context created opportunity for dynamic and evolving cultural perspectives
 - The Cloaked
 - The Seeker
 - The Keeper

View on 'career'

- The Cloaked
 - 'Career' is specialising in one area and being an expert
 - Represents an accumulation of skills
- The Seeker
 - The use of 'career' based on a subjective and emotional response to jobs they have – “if you love it”, it is a career
- The Keeper
 - Not at all interested in concept of career
 - Instead a purposeful journey living Te Ao Maori

View from the centre of a cultural compass

- Relationships helped, hindered or inspired cultural journeys and the workplace endorsed these relationships
- Career processes were a mirror of these relational experiences

The luckiest people.....

- Social relationships (the Cloaked)
 - sought large organisations and environment that supports locating cultural identity, strong sense of loyalty and belonging i.e. Public Service (NZ)
- Intimate, personal and long lasting relationships (the Seeker)
 - sought strong team-based organisations that present a diverse range of cultural groups, and a visionary leader i.e. Multi-national companies
- Culturally embedded relationships (the Keeper)
 - sought Maori-based organisations i.e. within iwi and hapu

People who need people...

- Significant people provided the exemplar for relational practices
 - Relational practices of significant people informed participants of who they were as Māori
- It is these relationships which enable Māori to grow and express the inner experiences of being Māori in their working lives
- Are the luckiest people in the world.....
 - The relational practice of cultural and career meaning for both the Māori career practitioner and Māori client may, for the first time, provide Māori with the motivation and interest in utilizing career services