

# Career Center Guide: Supporting Clients Impacted by AI-Driven Job Loss

## 1. Acknowledge the Impact

Recognize the loss is more than financial—it affects identity, self-worth, and stability.

Validate emotions: grief, fear, anger, and shame are normal responses to unexpected job loss.

Avoid minimizing or rushing them into "moving on." Meet them where they are.

## 2. Support Identity Reconstruction

Encourage reflection:

"What did your work represent for you?"

"What personal qualities did you express in that role?"

Reinforce that while roles can change, core strengths and values remain.

Help them decouple identity from job title.

## 3. Rebuild Confidence Through Structure

Suggest setting small daily goals to regain a sense of control.

Use tools like planners, progress logs, or digital trackers to monitor momentum.

Encourage participation in workshops, webinars, or support groups.

## 4. Challenge Defeatist Thinking

Listen for limiting beliefs: "I'm too old," "It's too late," "No one needs what I do anymore."

Reframe with evidence and examples of others who've successfully pivoted.

Highlight transferable skills, especially those AI can't replicate (e.g., emotional intelligence, leadership, ethics).

## 5. Explore New Career Directions

Help clients discover:

- Adjacent industries or roles where their experience applies.
- Sectors with rising demand for human-centered work (e.g., coaching, strategy, creative roles).
- Short-term upskilling programs or certifications.

Suggest career assessments or exploratory interviews.

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## 6. Promote Realistic Action Steps

Connect clients to:

- Reskilling or upskilling opportunities.
- Freelance or consulting pathways.
- Career mentors, alumni networks, or support groups.

Encourage experimentation: small side projects or short-term gigs can rebuild purpose and momentum.

## 7. Watch for Mental Health Red Flags

If a client appears overwhelmed, hopeless, or detached, refer to mental health professionals.

Have referral pathways ready (on-campus counselors, local clinics, crisis lines).

## 8. Balance Hope with Honesty

Avoid toxic positivity. Be real about the challenges-but also about the possibilities.

Reinforce the idea: "You are not obsolete. You are evolving."

## Core Message

AI may change industries, but it doesn't replace human adaptability, creativity, or value.

Career centers are in a unique position to guide clients toward a future where they're still needed-just in new ways.