

MyEmploy: Transforming employability services through Occupational Psychology and AI innovation

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About the author

Joanna Butler is a Chartered Occupational Psychologist with eighteen years of experience in employability, skills, and education services across the UK and the Middle East. As Senior Knowledge Exchange Fellow at the University of Strathclyde, she leads the British Psychological Society (BPS) accredited MSc programme in Occupational Psychology. Joanna has successfully delivered organizational development programmes, research and training, and consults on projects such as inclusive recruitment and executive coaching. She is also the Founder and CEO of MyEmploy, a platform designed to enhance employability services through real-time data and predictive analytics. Her expertise bridges academic research with practical applications, including her contributions to employability assessments and workforce development. She holds a PhD from the University of Strathclyde and Stage 2 Chartership in Occupational Psychology from the BPS.

Abstract

The development of MyEmploy emerged from an understanding of the challenges within the employability sector, where services supporting disadvantaged individuals often struggle with inconsistent jobseeker assessments, limited recognition of the jobseeker-adviser relationship's role in employability outcomes, and underutilisation of data-driven decision-making. These issues identified critical gaps that needed addressing for sustainable employability outcomes. My PhD research, which examined the influence of relational dynamics on employment outcomes, provided key insights that informed the development of a new approach.

MyEmploy is an AI-driven web-based platform that bridges occupational psychology research with practical application. It assesses jobseeker employability, enhances adviser support, and predicts employment outcomes by tracking both job outcomes and softer progression indicators such as self-efficacy, health, and social inclusion. The platform also assesses the jobseeker-adviser relationship, taking a holistic approach to improve short-term outcomes and long-term employment sustainability for individuals facing complex barriers.

This article details the motivations behind MyEmploy's development, grounded in extensive practitioner experience and rigorous academic research. It explores the development process, value propositions, and the role of AI in revolutionising employability services. MyEmploy represents a significant advancement in the field, offering valuable theoretical and practical insights into improving support for long-term unemployed jobseekers.

Keywords: employability, artificial intelligence, assessment and diagnostics, jobseeker, employability adviser, welfare-to-work

The motivation for MyEmploy

MyEmploy is a web-based employability assessment tool designed to offer a comprehensive, evidence-based evaluation of jobseekers' employability, focusing on both individual capabilities and the critical dynamics of the jobseeker-adviser relationship. It is particularly beneficial for labour market intermediary organizations such as government agencies, welfare-to-work programme providers and other stakeholders that help jobseekers overcome barriers to employment and develop essential workforce skills. Operating on a subscription model, MyEmploy serves as a key resource for these organizations to better understand the factors influencing employability and make data-driven decisions.

Traditional employability services often fail to reflect the complexity of employability, particularly for disadvantaged jobseekers, relying on narrow, paper-based assessments that neglect critical psychological, behavioural, and contextual factors. The development of MyEmploy synthesises my scientific expertise and applied practice as a Chartered Occupational Psychologist, driven by a commitment to improving employability outcomes, particularly for individuals facing complex barriers to work.

Theoretical rationale for MyEmploy: Need for comprehensive approach to employability

MyEmploy stemmed from my PhD project, which focused on understanding the complex factors influencing employability, particularly for disadvantaged jobseekers e.g., young people, older workers, disabled individuals, ethnic minorities, and those from disadvantaged socio-economic backgrounds, who face significant barriers to employment such as long-term unemployment, low skill levels, disability, limited education, and lack of work experience. The research explored how traditional welfare-to-work programmes that aim to improve labour market outcomes for long-term unemployed individuals often overlook the multifaceted nature of employability, which encompasses not only skills and qualifications but also psychological, behavioural, and contextual factors (Green et al., 2013; McQuaid & Lindsay, 2005). In addressing this gap, my research examined how mutual obligations, social exchange dynamics, and the jobseeker–adviser relationship influence employment trajectories.

My PhD study is the first to quantitatively examine the relational dynamics within welfare-to-work programmes through a social exchange lens, focusing specifically on the jobseeker-adviser relationship and its impact on employment outcomes (Butler, 2020). Social exchange theory underscores the power imbalances and policy constraints that influence adviser behaviour, while the psychological contract offers a valuable framework for operationalising the jobseeker-adviser interactions (Guest, 1998; Rousseau, 1998). Grounded in this perspective, the PhD study conceptualises the relationship as a reciprocal, strategic interaction in which both parties are motivated to engage by the expectation of mutual benefit, particularly through the jobseeker's successful employment outcome (Blau, 1964; Cropanzano & Mitchell,

2005; Delva et al., 2021; Forrier et al., 2018; Mitchell et al., 2012). Employing a longitudinal, multi-source design, the study uses the psychological contract framework to assess how this relationship shapes employability trajectories and adviser effectiveness, demonstrating that effective enabling support comes from frontline advisers.

The study revealed that while existing frameworks emphasise skills-based assessments, they overlook the critical role of the jobseeker-adviser relationship and psychological factors, which are key predictors of long-term employment outcomes. My doctoral research highlighted the need for a more comprehensive approach to employability that incorporates psychological, relational, and contextual dimensions. It specifically identified the importance of a high-quality psychological contract between jobseeker and adviser as a significant predictor of employment success. However, this aspect remains underexplored in traditional employability frameworks, which tend to focus primarily on individual skills and qualifications.

Practical rationale for MyEmploy: Need for evidence-based approach to employability

The creation of MyEmploy arose, in part, from my extensive career as a Chartered Occupational Psychologist and understanding of the limitations within traditional employability services. Over eighteen years, I observed that paper-based assessments often relied on subjective criteria, ignoring psychological factors and demand-side measures essential to evaluating jobseekers' true potential. These assessments frequently overlooked the jobseeker-adviser relationship, which my doctoral research revealed as a crucial determinant of employment success.

My eighteen years of experience across the UK and the Middle East have involved supporting a wide range of organizations and government bodies in the design and development of services and programmes aimed at improving employability outcomes. Drawing on my expertise in occupational psychology, I have been influential in ensuring that service design and user experience are at the heart of programme development, helping organizations deliver services that are both effective and tailored to the needs of diverse jobseeker populations. My work has consistently focused on promoting an evidence-based approach to business development, ensuring that services are built on solid data and research. This approach has allowed for the creation of programmes that are not only impactful but also responsive to the evolving needs of jobseekers, advisers, and commissioners. However, despite the successes in programme design and delivery, I observed a significant gap: the lack of sufficient and consistent data.

In both the UK and Middle Eastern contexts, I have seen how programmes often struggle to track the effectiveness of interventions or the impact of service delivery. Without sufficient data, organizations face challenges in refining and enhancing their offerings, and commissioners are left without the robust insights needed to make informed decisions about the future direction of employability services. Similarly, a critical issue facing commissioners

is the reliance on inconsistent and sometimes fragmented data from providers. Without a standardised approach to data collection and reporting, commissioners struggle to gain a clear and reliable picture of programme effectiveness across different regions or service providers. This lack of consistent data impedes their ability to evaluate the success and impact of various interventions and design future programmes that are truly evidence-based.

MyEmploy and its defining features

Informed by the need for more comprehensive and evidence-based approaches to employability, MyEmploy was created as a cloud-based platform designed to address the gaps in current employability services. Unlike traditional models, MyEmploy integrates key psychosocial factors such as self-efficacy, social support, and the jobseeker-adviser relationship into the assessment process. By providing consistent, data-driven assessments that consider the whole person – along with their psychological state and labour market context – MyEmploy aims to enhance the effectiveness of welfare-to-work programmes and improve jobseeker outcomes.

The platform also allows for continuous tracking of jobseeker progress, enabling advisers to offer more tailored and responsive support over time. This feature ensures that advisers can make informed decisions based on real-time information about each jobseeker's needs, capabilities, development areas and progress. Ultimately, this fosters stronger relationships, enhancing the quality of guidance provided and increasing the likelihood of securing sustainable employment. Additionally, such progress monitoring enables employment services to demonstrate impact beyond 'hard' job outcomes, acknowledging that for jobseekers facing significant disadvantage, intermediate achievements of softer outcomes often serve as meaningful and realistic indicators of improvement over time.

By incorporating individual factors (e.g., age, health, skills), personal circumstances (e.g., caring responsibilities), external labour demand, macro-level factors (e.g., government policy), and the jobseeker-adviser relationship, MyEmploy seeks to address existing system shortcomings and improve long-term employability outcomes. These principles underpin the platform's design, offering a scalable digital solution that brings consistency and psychological depth to employability assessments.

By facilitating regular tracking and offering real-time, actionable data, MyEmploy enhances the effectiveness of employability services, leading to improved long-term outcomes for jobseekers. Below is a breakdown of the key features that make MyEmploy a game-changer in the employability space.

Comprehensive approach to employability

MyEmploy adopts a holistic approach to assessing employability, going beyond traditional metrics to evaluate cognitive, behavioural, affective, and contextual factors, recognising that employability is shaped by more than just qualifications. The platform evaluates jobseekers across a range of domains, including cognitive skills, motivation, job-search behaviours, self-efficacy, adaptability, and the quality of the jobseeker-adviser relationship.

Jobseekers complete an online questionnaire assessing these critical employability domains. The domains assessed by MyEmploy include a wide range of factors such as demographics, presentation and deployment of assets, health impact, housing, general skills, job-search confidence, personal attributes, motivation, qualifications, experience, career identity and goals, caring responsibilities, access to transport, social capital and support, financial capital, labour market relevance, government initiatives, and the obligations of both the jobseeker and the adviser.

These factors are grounded in my empirical research and validated through reliability and validity testing, ensuring a robust and evidence-informed approach. During my PhD, I developed a bespoke questionnaire that led to the creation of the Employability Index. This tool demonstrated strong reliability and predictive accuracy, forecasting employment outcomes in 80.6 percent of cases (Butler, 2020).

This comprehensive assessment provides organizations with a detailed understanding of jobseeker profiles, enabling them to better meet clients' needs and increase their chances of securing employment. The platform's multifaceted approach ensures that jobseeker's potential is not overlooked.

Tracking the jobseeker-adviser relationship

Unique to MyEmploy is its focus on the crucial jobseeker-adviser relationship. This feature measures the dynamics between jobseeker and adviser, recognising that the quality of this relationship has a significant impact on jobseeker behaviour and employment outcomes. By assessing this dynamic, MyEmploy provides valuable insights into how advisers can better support their clients and improve engagement, ultimately enhancing the success of employability programmes. In fact, psychological contract variables contribute an additional 4.3 percent of explained variance, reinforcing the importance of the jobseeker-adviser relationship in supporting sustainable employment outcomes (Butler, 2020).

The relationship between the jobseeker and adviser is one of the key factors in MyEmploy's holistic approach to employability, but it is not the sole focus. Rather, it is integrated into a broader range of employability variables, such as confidence, skills, and personal circumstances. The relationship is tracked through specific questionnaires completed by both jobseekers and advisers, which assess their perceptions of each other's roles and effectiveness.

This feedback is then incorporated into individual dashboards, offering both jobseekers and advisers a clearer understanding of their mutual perceptions and areas for improvement.

By tracking the relationship alongside other employability factors, MyEmploy aims to foster a more collaborative and empathetic dynamic between the two parties. This insight helps both the jobseeker and adviser adjust their approaches to the relationship, improving the overall quality of support and enhancing employability outcomes. Ultimately, this relational data serves as a tool for reflection and improvement, helping advisers offer more tailored, responsive support while empowering jobseekers to engage more effectively in the process.

Adviser performance

MyEmploy also provides insights into the under-researched profession of employment advisers. By gathering and analysing data on advisers' demographics and characteristics, the platform helps the industry gain a better understanding of its workforce. This information is crucial for developing policies and practices that support advisers in their roles and enable them to provide the best possible service to jobseekers.

MyEmploy employs a “data-assisted profiling” approach to support adviser performance. This approach balances adviser discretion with contractual requirements, providing a comprehensive view of how effectively advisers are supporting jobseekers. By offering detailed profiling, MyEmploy allows advisers to identify areas of strength and areas for improvement, helping them tailor their services to individual jobseeker needs more effectively.

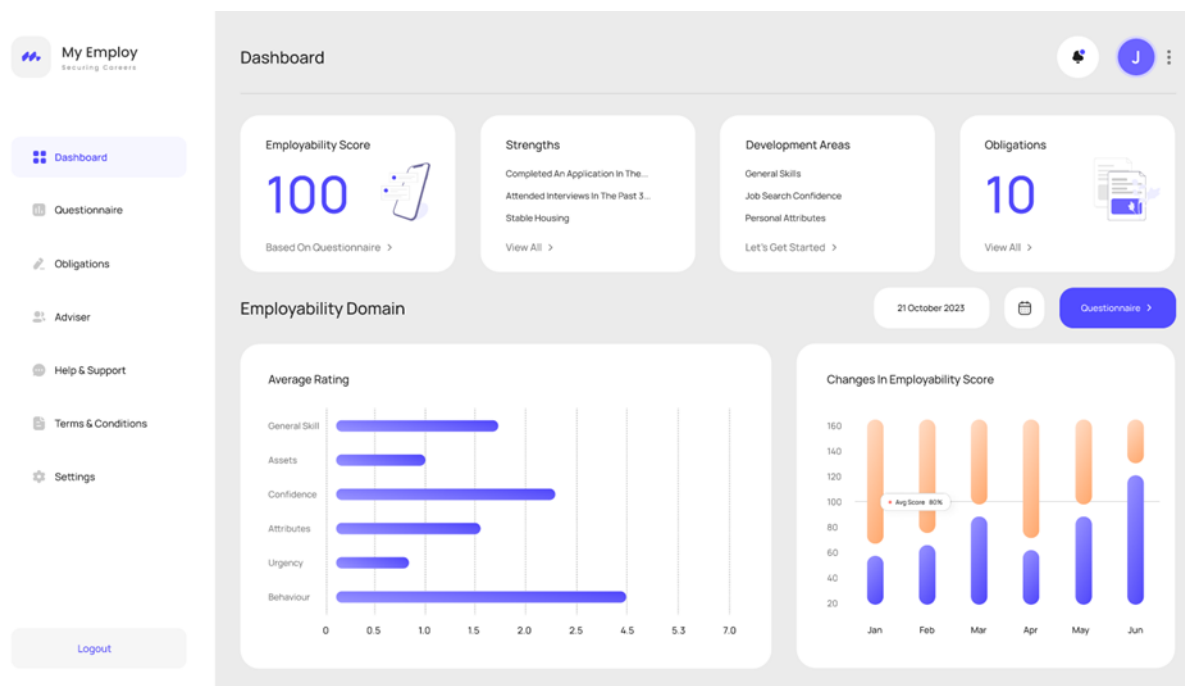
Real-time employability assessment

At the heart of MyEmploy is its ability to generate real-time data through user-friendly dashboards. These dashboards provide stakeholders with immediate, evidence-based insights that inform decision-making. By offering a dynamic view of jobseeker and adviser activities, MyEmploy empowers users to make timely, data-driven decisions that enhance service delivery and improve outcomes.

Scored in real-time, user-specific dashboards are populated (see Figure 1). Simultaneously with jobseeker employability questionnaire, advisers complete a similar questionnaire to capture their perceptions of the jobseeker's employability, providing a dual perspective on the individual's readiness for work. This combined data is then analysed to generate a comprehensive employability profile, which highlights strengths and areas for improvement.

MyEmploy's dashboards provide clear visual representations of jobseeker profiles, accessible by jobseekers, advisers, managers, and welfare-to-work providers based on their access permissions. This facilitates a multi-level analysis of employability factors and ensures that data remains contextualised while supporting informed decision-making.

Figure 1. User dashboard of MyEmploy



The platform's ability to track progress over time is another key feature. Both jobseekers and advisers can revisit the questionnaire at regular intervals, allowing organizations to monitor progress, assess the evolving jobseeker-adviser relationship, and evaluate service effectiveness over time.

The platform features a structured account system with user groups, ensuring that data and features are accessible to all relevant stakeholders. Each user group – whether jobseeker, adviser, manager, or welfare-to-work provider lead – has a tailored dashboard, providing them with the information and tools they need to perform their roles efficiently. This ensures that every user has the appropriate level of access to insights, making the platform both user-friendly and adaptable to different needs.

Predictive employability analytics using artificial intelligence

The value of MyEmploy lies in its integration of real-time data capture and predictive analytics. By using machine learning algorithms, the platform continuously refines its predictive models as more data is gathered, improving its ability to forecast employment outcomes and track progress over time. MyEmploy also leverages artificial intelligence (AI) to identify job readiness patterns and predict employment outcomes. Using advanced machine learning algorithms, MyEmploy employs predictive analytics to assess jobseekers' likelihood of securing employment. By analysing historical data patterns, the platform generates forecasts that help

advisers prioritise their efforts and tailor their interventions to jobseekers most likely to benefit from support. This proactive approach maximises the effectiveness of employability services.

By applying machine learning to employability assessment data, MyEmploy generates predictive indicators that assess a jobseeker's likelihood of securing employment. This dynamic, evidence-based approach ensures that MyEmploy remains responsive to the evolving needs of the labour market and the challenges faced by employability services. These insights help advisers identify individuals who may require more intensive, personalized support early in the process, allowing for more targeted, efficient, and effective interventions.

Key stakeholders benefiting from MyEmploy

MyEmploy represents a significant innovation in employability services, offering an evidence-based framework for supporting jobseekers. Through its integration of detailed assessment capabilities, real-time data analytics, and predictive insights, MyEmploy enables a more nuanced understanding of employability factors across various levels of service delivery. Whether for individual jobseekers, advisers, managerial teams, welfare-to-work providers, or commissioners, MyEmploy creates a data-informed pathway for supporting disadvantaged individuals on their journey to sustainable employment. Key stakeholders that benefit directly from MyEmploy include:

- **Jobseekers:** MyEmploy provides a structured method to gain insights into their employability profile, offering clarity on strengths and areas for development. The platform's real-time scoring and visualisation tools allow jobseekers to track their progress over time, building self-awareness and confidence. This longitudinal perspective helps jobseekers understand their employability development trajectory, encouraging greater engagement and prompting proactive steps towards securing employment.
- **Advisers:** MyEmploy enhances the ability to support jobseekers effectively. The platform offers personalized, evidence-informed insights into a jobseeker's strengths, challenges, and progress, enabling advisers to engage in more meaningful coaching conversations. With predictive analytics, advisers can identify jobseekers who may require more intensive support, ensuring timely, personalised interventions and more effective resource allocation. This data-driven approach optimises the advisory process, ensuring the right support is provided to the right individuals at the right time.
- **Welfare-to-work providers:** MyEmploy contributes to improved service quality and operational efficiency. The platform's ability to aggregate data enables managers and welfare-to-work providers to gain a deeper understanding of their jobseeker cohorts, facilitating more targeted interventions and precise monitoring of progress. It also supports the ongoing assessment of service effectiveness, giving organizations the data needed to refine their service delivery models. Managers can leverage these

insights to inform performance management and ensure that interventions meet jobseeker needs, ultimately improving programme efficiency.

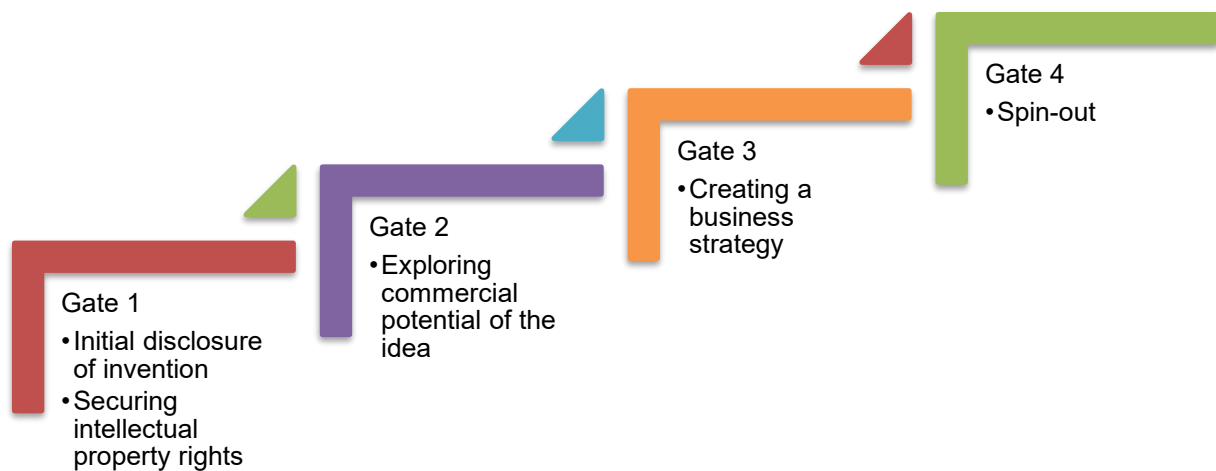
- **Commissioners** (including government bodies such as the Scottish Government and the Department for Work and Pensions): MyEmploy offers standardised data and rich, context-driven insights that support evidence-informed policymaking. By incorporating data from diverse jobseeker profiles and employability metrics, commissioners are better equipped to design, fund, and evaluate employability programmes that meet the varied needs of jobseekers. This evidence-based approach ensures that programme design aligns with actual outcomes, fostering greater social inclusion demonstrates the value of ‘softer’ progression outcomes, and ensuring that services meet broader social policy goals.

Development of MyEmploy: Translation from doctoral research to practical innovation

Translating findings from doctoral research into a fully realised, operational software tool presented significant challenges. The journey from idea to product required strategic collaboration, entrepreneurial resilience, and meticulous planning. A key milestone in this process was when I engaged with the Strathclyde Inspire programme, a university initiative designed to support the commercialisation of innovative ideas. Through this programme, I gained access to valuable resources, including guidance on intellectual property (IP) rights, business model development, market research, value proposition creation, and funding opportunities.

The University of Strathclyde’s Innovation and Industry Engagement team uses a structured Stage-Gated Process to support the transition of academic research into commercially viable outcomes, such as spin-out companies or licensing agreements. This process serves as a comprehensive framework for guiding innovation from concept to market, ensuring that ideas are thoroughly evaluated and that opportunities are carefully nurtured. The Stage-Gated Process (see Figure 2) provided not only a structured framework but a platform for growth. Each stage reinforced the critical interplay between strategic thinking, market insight, and practical experience. As a result, the innovation, which started as a research idea, was developed into a fully commercialised entity, ready to meet the needs of the market and ultimately drive real-world impact.

Figure 2. Journey from ideation to MyEmploy



At Gate 1, the process began with the initial disclosure of the invention, focusing on understanding its potential within the market. My background in working with jobseekers, advisers, and various stakeholders was valuable at this stage, as I had operated within that environment for a considerable period in a range of roles. This experience offered insight into both the technical potential of the innovation and its practical application, helping to align the concept with market needs and to distinguish clearly between clients and end users. Engaging with key players, such as customers, partners, and stakeholders, was essential in navigating this stage. Feedback from experts in occupational psychology and employability services further refined the tool to ensure it met both theoretical and practical needs. Throughout the development process, IP considerations were carefully managed to ensure that the innovations within MyEmploy were protected. Key components such as the assessment methodologies, prediction models, and data analytics were identified as IP owned by the University of Strathclyde, preserving the research base that underpinned the platform.

At Gate 2, the focus shifted to exploring the commercial potential of the idea. This stage involved a deeper dive into market sectors, identifying key audiences, and refining the IP rights position. My previous experience with welfare-to-work organizations and government bodies helped in shaping a more robust business case. By drawing on my understanding of market demand, customer pain points, and competitive pressures, I was able to refine the innovation's value proposition. This stage resulted in up to £10,000 in funding from the University of Strathclyde to further develop the business model.

At Gate 3, the focus moved to creating a more comprehensive business strategy, involving market analysis, costing, business planning, and financial forecasting. This was a crucial stage in bridging the gap between academic research and market reality. I contributed to shaping the strategic direction, refining the commercial approach, and addressing pricing, market segmentation, and value propositions. The stage marked a shift from an academic idea to

something with clear business potential, with a further £30,000 in funding awarded. In addition, MyEmploy also received significant recognition. In November 2023, my pitch for the platform won the top prize of £10,000 at the Inspire100 pitch competition.

Finally, at Gate 4, MyEmploy spun out. MyEmploy is the first spin-out company from the University of Strathclyde Business School, marking a significant milestone in the institution's commitment to driving innovation and commercialising research. This achievement underscores the successful transition of academic research into a practical, scalable solution with the potential to transform the employability sector. As the first spin-out, it sets a precedent for future initiatives, demonstrating how research-led innovation can make a tangible impact on both the academic community and society, particularly in areas such as employability, social inclusion, and workforce development. However, MyEmploy's journey from concept to spin-out highlights not only the value of the research but also the power of collaboration between academia and industry in addressing real-world challenges.

The power of collaboration in action

Realising that technical expertise would be essential to bring my vision to life, I partnered with Loopsio, a software development agency that specialised in cost-effective development through student teams. I highly valued Loopsio's mission to support the development of student and graduate employability through real-life projects, as it aligned perfectly with my own commitment to enhancing employability outcomes. This collaboration was pivotal in ensuring that the platform could maintain its research integrity while achieving the technical sophistication needed for commercial deployment. The development process was iterative, with regular meetings and feedback loops ensuring that the evolving software reflected the original vision of a user-centred, research-backed platform.

One of the most important aspects of the development process was the feedback received from users and stakeholders within the employability sector. I actively engaged with employability advisers, welfare-to-work providers, and commissioners to ensure that MyEmploy met their needs and addressed real-world challenges. This engagement helped refine the platform's features, ensuring that it would be both practical and relevant to the sector.

Ultimately, MyEmploy was designed to provide a scalable, evidence-based solution to the longstanding challenges of employability services. By focusing on a holistic assessment of jobseeker employability, including the jobseeker-adviser relationship, it provides a unique, data-driven approach to assessing employability and improving employment outcomes. The platform's phased development, grounded in empirical research and user-driven feedback, ensures that it can make a tangible impact on the employability services landscape.

Reflection as a scientist-practitioner: From ideation to impact

When I first started developing MyEmploy, I did not have the end goal of creating a company in mind. The idea of turning it into a commercial venture felt overwhelming. Instead, I took things one step at a time, allowing the project to evolve organically. The process was iterative, with a focus on refining the platform based on ongoing feedback and emerging needs. It was through this gradual development that I saw the potential of turning the research into something practical, scalable and impactful.

The Strathclyde Inspire programme played a crucial role in supporting this transition, offering mentorship and funding that helped shape the MyEmploy concept and provided the resources needed to move forward. Partnering with Loopsio, a software development agency, proved to be a pivotal moment in the process. Although I initially approached the project with no concrete idea of how it would evolve. We held weekly meetings, and with each session, the project moved forward, iterating and refining the platform based on user needs and technical feasibility. Loopsio's expertise helped bring the research-based framework to life, but it was our consistent, step-by-step approach that kept the project grounded and manageable.

The journey underscored the importance of collaboration and recognising when to lean on others. It became clear that, as much as I could bring academic insight and practitioner experience to the table, the expertise of others – especially in areas like software development – was crucial in ensuring that MyEmploy would work in practice. This was one of the most important lessons I've learned: no one can be an expert in everything, and the strength of a project lies in the diverse skills and perspectives brought by the people involved.

While the partnership with Loopsio played a key role in the development of MyEmploy, the true value of the project lies in its ability to bridge the gap between research and practical application. MyEmploy is a dynamic, evolving platform that integrates the best of research, technology, and user input. The journey to where it is today has been shaped by collaboration, feedback, and a shared vision of improving employability outcomes. I've learned that, as a scientist-practitioner, transitioning from theoretical research to a practical solution requires perseverance, adaptability, and a willingness to learn and iterate along the way.

The development of MyEmploy has demonstrated its potential to positively impact jobseekers, advisers, and organizations. Feedback suggests that the platform can enhance employability by providing a more comprehensive, evidence-based approach to assessment. Moreover, it provides advisers with the support needed to deliver a truly personalised service within the context of a high-quality relationship. Moving forward, MyEmploy can continue to evolve in response to emerging needs, ensuring it remains a relevant and effective tool for improving employability outcomes.

Reflecting on the journey, I see the development of MyEmploy as an example of how applied psychological research can contribute to meaningful social change. From its initial concept to its current form, the project highlights the importance of persistence, collaboration, and a

commitment to evidence-based solutions in driving potential impact. At the same time, the journey of MyEmploy is far from complete.

Future directions and strategic vision

The journey from conceptualisation to implementation of MyEmploy has been driven by my commitment to improving the lives of jobseekers. With the tool now in the market, the next phase of MyEmploy's evolution will continue to shape the future of employability services, aiming to foster greater social inclusion and create more effective pathways to employment. The platform continues to evolve in response to user feedback, sector developments, and emerging technological opportunities

Future enhancements currently in development include the integration of external data sources, such as the Scottish Index of Multiple Deprivation (SIMD), to provide richer contextual insights. SIMD is important because it helps identify areas of socio-economic deprivation, allowing for targeted support where it's most needed. In the context of employability assessments, it ensures that jobseekers from disadvantaged areas receive tailored interventions that address their specific barriers to employment. By integrating SIMD data, employability programmes can better allocate resources, design effective policies, and track progress in improving outcomes for those facing multiple challenges.

One key area of future development is the integration of external data sources to enrich the employability assessments provided by MyEmploy. Incorporating external datasets will provide additional contextual insights into the environmental factors influencing a jobseeker's employability prospects. For example, external datasets on the labour market, such as those from the Office for National Statistics, are essential for understanding the employment context in which jobseekers operate. Data on unemployment rates, vacancy trends, and skills demand provide insights into regional employment conditions and sector-specific opportunities, allowing advisers to tailor support to local needs. These datasets are invaluable in ensuring jobseekers receive the most relevant and effective guidance, ultimately enhancing both short-term progress and long-term employment outcomes. By layering individual assessment data with socio-economic and geographical indicators, MyEmploy will be able to offer even more nuanced and targeted support recommendations, thereby enhancing its capacity to address the structural barriers faced by disadvantaged jobseekers. The goal is to position MyEmploy as an innovator in employment services, using technology and data analytics to optimise the job matching process and empower individuals.

Another major development priority is the creation of the fully interactive AI coaching feature for advisers. Coaching prompts will be seamlessly connected to an organization's resource catalogue, ensuring jobseekers are directed to the most relevant support pathways. This functionality aims to provide real-time, tailored guidance to advisers as they engage with jobseekers, drawing on the jobseeker's assessment data to suggest evidence-based coaching questions, action planning strategies, and intervention pathways. By enhancing the support

available to advisers, this feature will further professionalise the role, reduce variability in adviser effectiveness, and improve outcomes for jobseekers. Crucially, it offers a consistent and standardised knowledge base that advisers can draw upon to navigate gaps in their own specialist knowledge of particular jobseeker needs. This ensures more efficient and tailored support, regardless of an individual adviser's background or expertise, promoting greater consistency and equity in service delivery. Continued refinement of the platform's predictive analytics capabilities also remains a strategic focus. As more longitudinal data is collected by MyEmploy, machine learning algorithms will be trained to improve the accuracy and specificity of employment likelihood predictions.

Each of these developments reflects an ongoing commitment to ensuring that MyEmploy remains at the forefront of innovation within the employability services sector. From a commercial perspective, scaling MyEmploy's deployment across a broader range of organizations, including Jobcentres, welfare-to-work providers, higher education career services, and local authorities, is a key objective. Establishing strategic partnerships with government agencies, third-sector organizations, and private sector welfare-to-work providers will be essential to achieving this scale. Moreover, exploring opportunities for international deployment, particularly in regions facing similar employability challenges, represents an exciting avenue for future growth. I've observed a growing sense of urgency from international organizations, and we remain optimistic that this momentum will continue to build over time, especially as we focus on designing for the UK market. The long-term vision for MyEmploy is ambitious and strategically focused on deepening its impact across multiple dimensions of employability service delivery, adviser development, and commissioning strategy.

Throughout all future developments, a steadfast commitment to research integrity, user-centred design, accessibility, and ethical practice will remain paramount. Ensuring that MyEmploy continues to evolve in a way that empowers disadvantaged individuals, enhances adviser effectiveness, and promotes greater social inclusion will remain the guiding principles shaping its strategic vision.

Conclusion

The development of MyEmploy represents an innovative and ambitious step in applying occupational psychology research to address challenges within employability services. By focusing on long-standing gaps and offering a comprehensive, data-driven approach to assessment, MyEmploy has the potential to positively impact the sector.

At its heart, MyEmploy reflects the value of the scientist-practitioner model, bridging academic research with practical, scalable solutions. What began as PhD research has evolved into a tool that aims to support jobseekers and contribute to improving employability services, with the hope of offering tangible benefits for both individuals and organizations.

The journey from concept to deployment has highlighted how combining research, collaboration, and practical application can lead to meaningful change. Early outcomes suggest that MyEmploy is helping to improve jobseeker experiences, providing advisers with better insights, and assisting organizations in refining their services.

Looking forward, MyEmploy's goal is to enhance employability services, ensuring more equitable access to meaningful employment opportunities. As it continues to develop, MyEmploy represents the potential for applied psychological science to make a positive, lasting impact on social inclusion and employment outcomes.

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