



CEDEFOP

European Centre for the Development
of Vocational Training

The ROI of Guidance



Measuring the Impact of Human-in-the-Loop
Curation on STEM Talent Mobility



A mixed evidence study of guidance
mechanisms in curated opportunity pathways



Harnessing Web Data for Next-Generation Skills Intelligence | CEDEFOP & Eurostat | Thessaloniki, 28-29 May 2026



Harshit Jaiswal | Founder & CEO, Flow Community Inc. | harshit@withflow.co



CEDEFOP

European Centre for the Development
of Vocational Training

Web data maps where opportunity and skill signals are. Guidance data reveals how people move.



Web Data / OJA Intelligence

- skills demanded
- occupations mapped
- pathways modelled

Guidance Data

- interpretation of fit
- evidence formation
- next-step action



————— This talk examines the right-hand piece. —————



What observable mechanisms emerge when people receive guidance after encountering curated opportunity and skill signals?



(**Signals** = visible opportunity information such as posted roles, requirements, deadlines, and demand cues found in web data)



1.

How do people interpret whether an opportunity fits?



2.

How does experience become legible evidence?



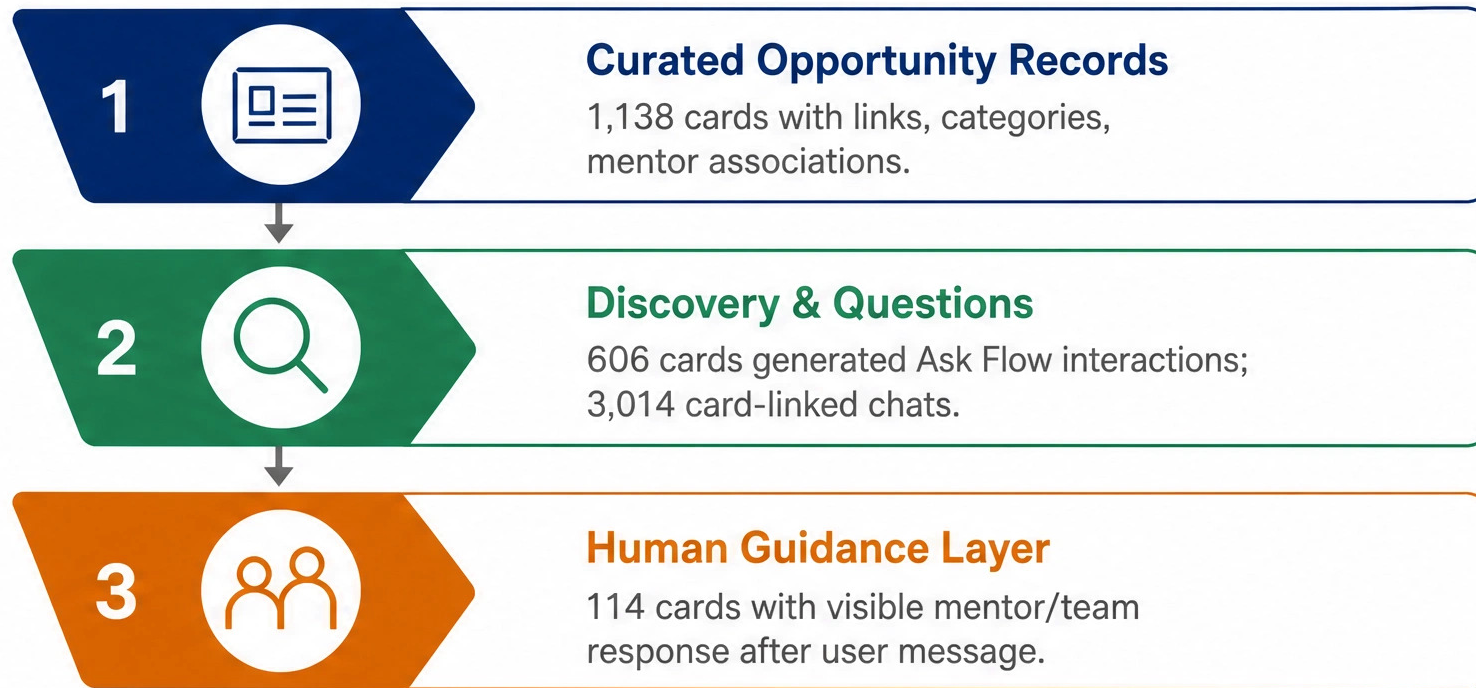
3.

How do next steps become concrete enough to attempt?



Flow: A curated opportunity platform as an observational field

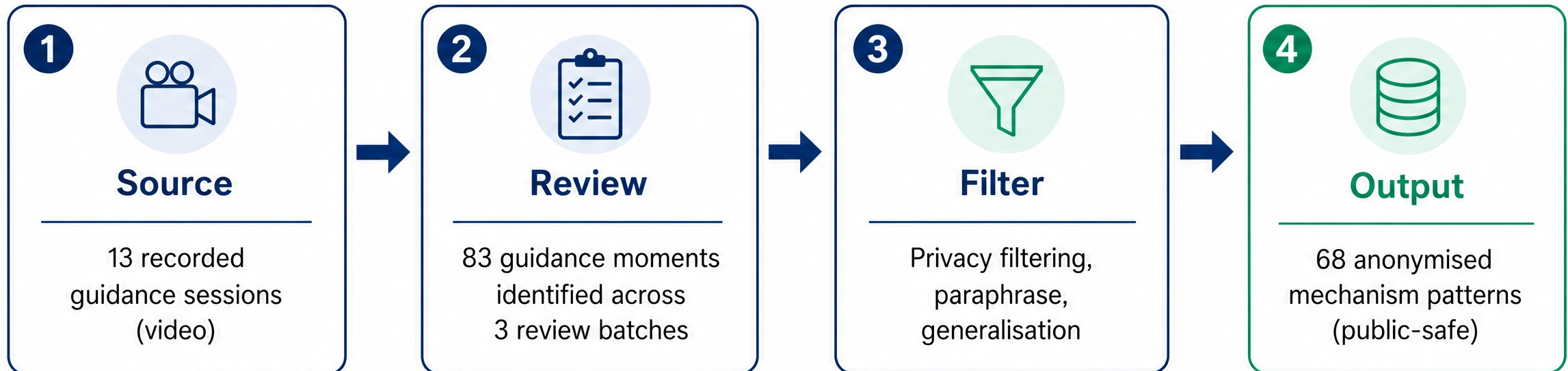
Platform architecture at the mechanism level



Static backup aggregates only. | No raw messages, card titles, URLs, names, or internal mechanics disclosed.



Qualitative review of recorded guidance interactions



i 9 moments excluded (product demos, pitches, non-guidance material)

Three mechanism categories emerged from the reviewed interactions

01 INTERPRETATION



The candidate understands fit, constraints, and selection logic



30 moments identified |
21 anonymised for public use

02 EVIDENCE FORMATION



Experience becomes material that can travel — resume, profile, portfolio



32 moments identified |
29 anonymised for public use

03 ACTIONABILITY




A next step becomes concrete enough to attempt



21 moments identified |
18 anonymised for public use

Guidance helps candidates interpret whether an opportunity fits their situation

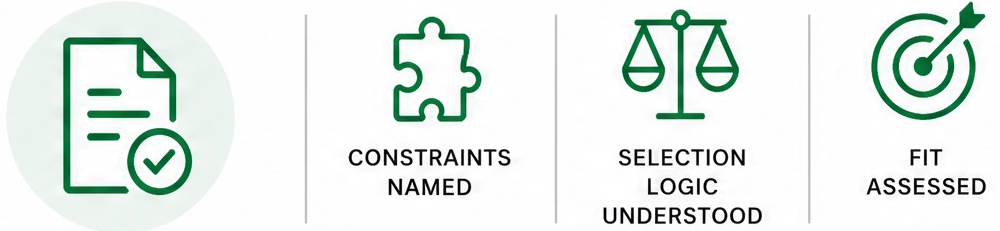
BEFORE guidance



Opportunity and skill signals visible but ambiguous

The candidate sees an opportunity but cannot assess fit, eligibility, or realistic chances.

AFTER guidance



Signals interpreted

Constraints are named, selection logic is understood, fit is assessed.

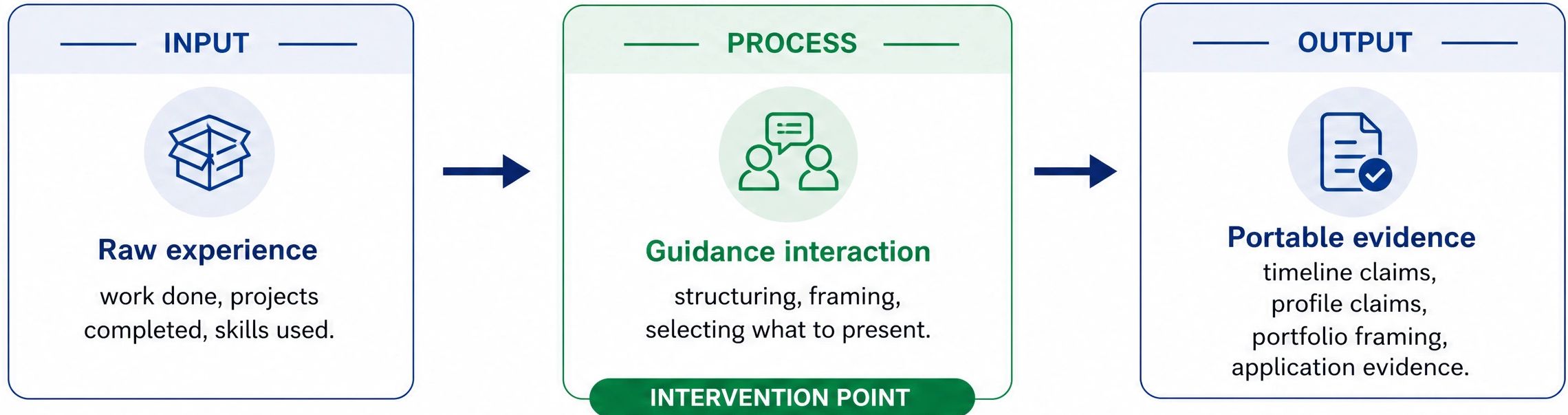


KEY INSIGHT

Interpretation is not automatic. Seeing an opportunity is not the same as understanding it.

Evidence anchor: Based on 21 anonymised interaction patterns from reviewed guidance sessions.

Guidance helps candidates turn experience into legible evidence

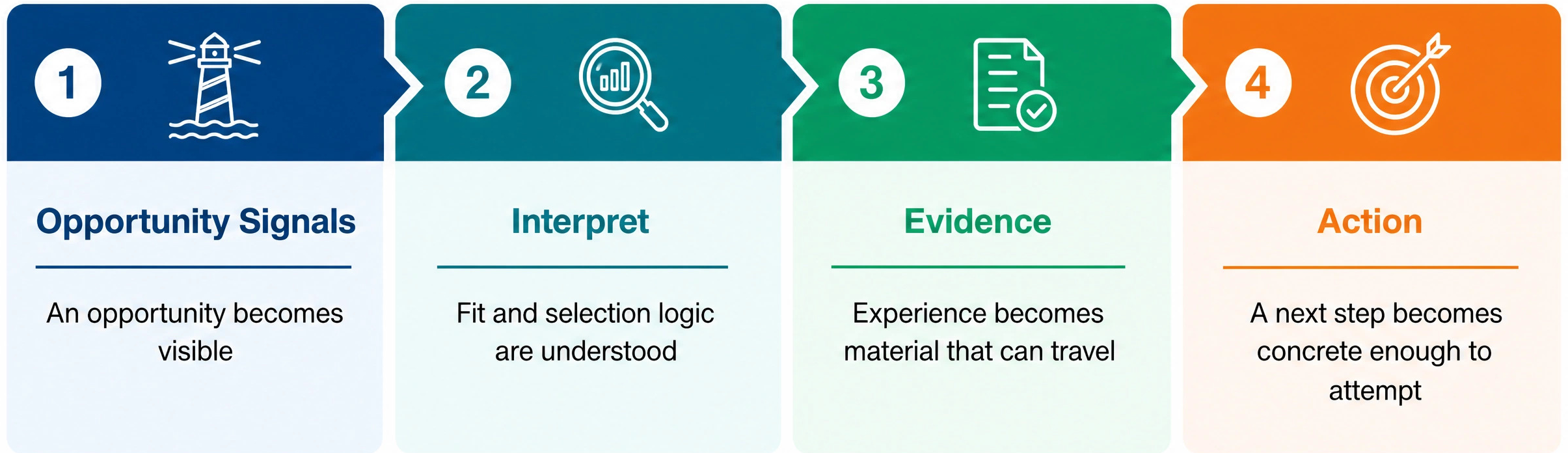


Based on **29** anonymised interaction patterns. Strongest public mechanism claim.



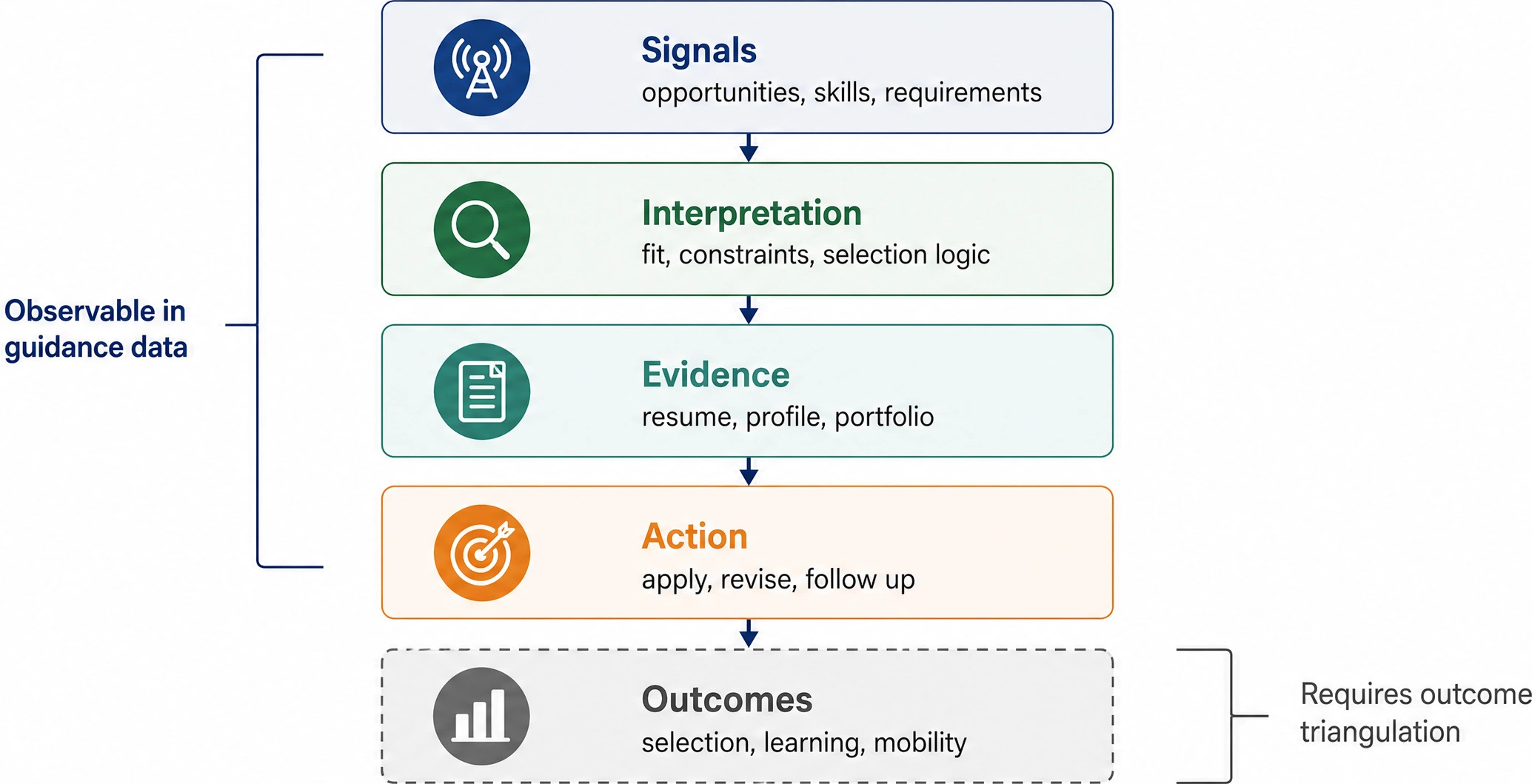
Evidence becoming legible is not the same as final selection — but it is a necessary precondition.

Guidance makes next steps concrete enough to attempt



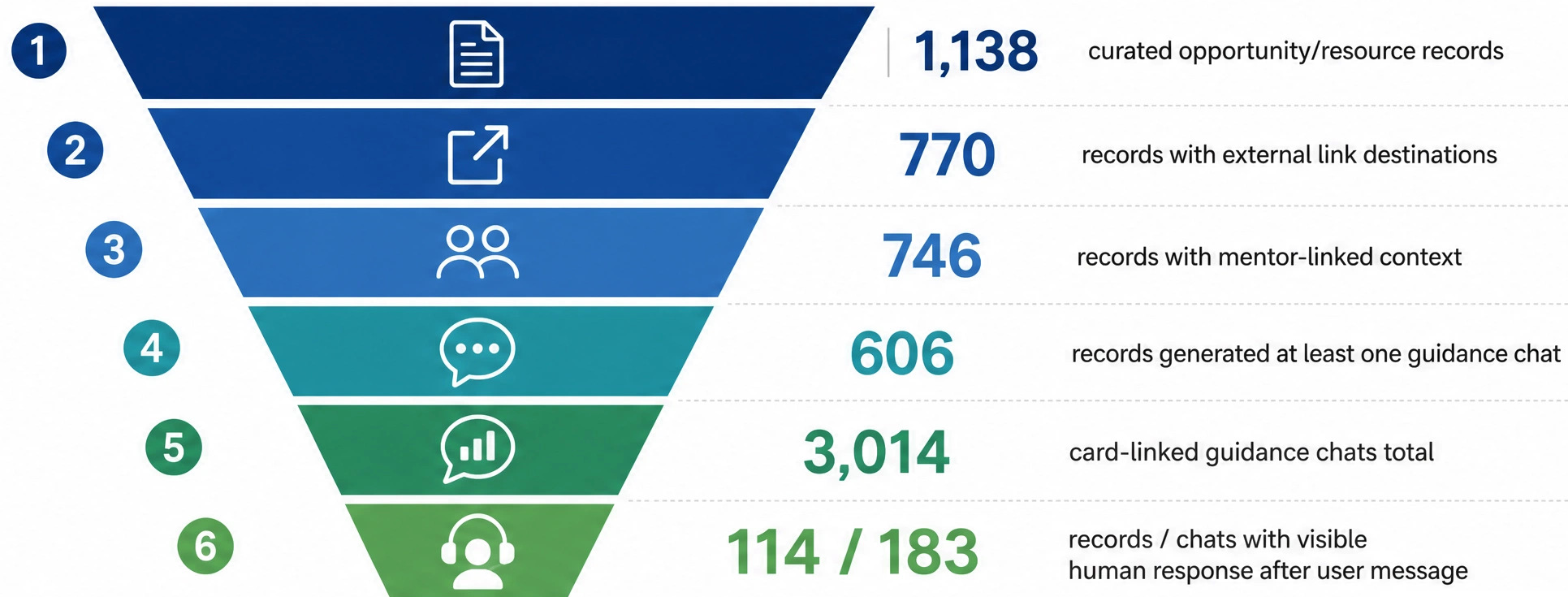
Evidence anchor: Based on 18 anonymised interaction patterns. Final outcomes still require follow-through and outcome triangulation.

The measurement opportunity is the guidance process, not only the existence of signals











Curated opportunity records are associated with follow-up guidance interaction



Static Flow backup aggregates. No raw messages, card titles, URLs, or names.

Guidance interactions reveal barriers that opportunity and skill signals alone cannot surface

 What web/OJA data shows	 What guidance data adds
 Skills demanded	Whether the candidate believes they have them
 Pathways available	Whether the candidate can realistically pursue them
 Requirements listed	Whether evidence can be assembled to meet them
 Opportunities posted	Whether a next step is concrete enough to attempt

Actionable skills intelligence should measure the guidance infrastructure, not only the opportunity and skill signals

 PROBLEM

 QUESTION

 DATA

 VALUE



Current skills intelligence



jobs, skills, credentials



What does the market demand?



web pages, feeds, classifications



Map demand and skill movement



Complementary layer (this study)



interpretation, evidence, action



How does a person make signals usable?



guidance moments, profile changes, messages



Understand the support needed to make opportunity and skill signals actionable

The claim is deliberately bounded: mechanism evidence, not causal outcomes



CLAIM BOUNDARY

Mechanism patterns and aggregate counts. Not individual stories as verified outcomes.



REVIEW SCOPE

Candidate evidence windows from targeted review. Not full line-by-line coding of every transcript.



PRIVACY BOUNDARY

No names, quotes, clips, screenshots, or rare contextual identifiers in public materials.

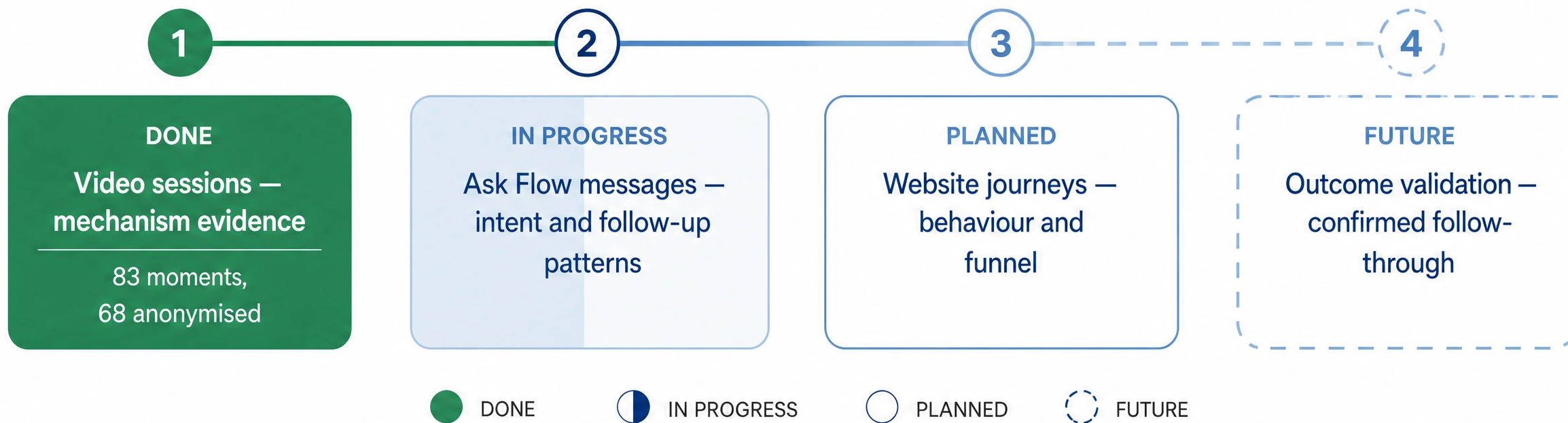


NEXT VALIDATION

Triangulate with platform actions, website journeys, and verified outcome evidence.



The mechanism base is established; the next task is validating follow-through



Next analytical priority:

connect observed guidance mechanisms to behavioural and outcome signals without overstating causality.

If web data tells us where opportunity and skill signals are moving, guidance data can help show how people actually move.

Discussion questions (for Q&A)

- 1 | What should actionable skills intelligence measure after opportunity signals are visible?
- 2 | Where do guidance interactions reveal barriers that web data alone cannot?
- 3 | How should public systems evaluate guidance as mobility infrastructure?



Thank you

Harshit Jaiswal

Founder & CEO, Flow Community Inc.

Email: harshit@withflow.co