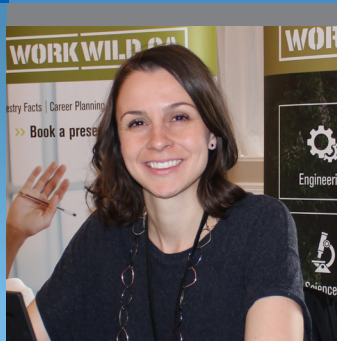




CAREER MOMENTUM

May 2022



IN THIS ISSUE:

- A Look Back: From the CDAA Archives
- Career Currents
- Alis Newsletter
- Feature Article: Responsive Career Pathways
- Community Collaboration





Career Development: A Look Back

As we enter our 25th year of operation, it's both rewarding and fascinating to see the changes that have occurred over the last quarter-century and how we've adapted to them. Here's a look into the 'crystal ball' of career planning for the future, in a not-so-long-ago article from the Career Momentum archives.

Enjoy *Futuristic Career Services*, published in Career Momentum, March, 2017.

Futuristic Career Services



By Nayelli Perez, M.S., CCDP
Career Services Professional

How do we look to the future to continue being effective career practitioners? With the ever changing nature of work and the technology our clients use, it is important to keep up with the pace. The topic of the future in relation to my work as a career practitioner developed when I attended a professional development event that featured a speaker who was a futurist. It was the first time I realized that one could actually choose analyzing the future as a profession. Let's explore three easy steps to follow on a regular basis to stay present with the future. Consider me your resident career futurist.

1. Stay up to date with emerging tools

One of the events I have attended in the United States is called the [Career Services Technology Meeting](#). This annual event is a gathering of higher education career centre professionals sharing the technology they use to enhance their work and make it more efficient. Many of these tools are free. Here are my favourites:

[Carbonmade](#) allows you to create and manage an online portfolio. It's free to sign up. There is additional, affordable pricing for getting a large number of projects and spacing on the website. This site is great to recommend to clients who are pursuing careers in fields such as the arts, graphic design, media and photography. If you are interested in seeing what types of portfolios can be created in Carbonmade, here are some [examples](#).

[Easel.ly](#) also allows you to sign up for free. This site provides reporting, resume and infographic templates. Clients can use this to make a graphic resume. And as a practitioner, you can use Easel.ly to create an infographic of your services and successes.

Tired of the same PowerPoint templates? Check out [emaze](#), a site that features various creative presentations. Emaze includes 2D slides and 3D scenes, and allows you to include gifs, media, live data and more.

Two websites that can be used to promote your services include Canva and Powtoon. [Canva](#) can be used for free to design marketing material such as flyers, posters, social media banners, etc. Even if you are not an experienced designer, you can use this easy to use tool. Canva is a personal favourite of mine, and gives me the chance to be my own graphic designer. If you dare to venture into creating animated videos to promote your services, check out [PowToon](#).

Last but not least, here are a few notable mentions that can provide practical additions to your website: [Setmore](#) (free appointment scheduling), [Tockify](#) (website calendars) and [tawk.to](#) (free messaging app for your website).

If you are wondering how you can find out about tech tools based in Canada, stay tuned to the local technology being developed by startups in the province. Websites such as [Startup Calgary](#) and [AccelerateAB](#) showcase companies and organizations that are producing new products that could be of use.

2. Discover emerging careers

Many of the occupations existing today were unknown years ago, and new occupations will emerge that do not exist today. There are careers waiting to be created, some of which may end up being careers in demand in the future. How do we prepare our clients for these careers without even having an idea of what they are?

Our best bet is to start guesstimating. Here are three resources you can use on a regular basis that can help you do just that:

[Careers 2030](#)

C.S.T. Consultants, Inc. partnered with futurists to create the website, [Careers 2030](#), which allows visitors to view careers that could be in demand in the future. It also lists existing occupations (such as police officer) with descriptions reflecting the possible change in their nature and requirements due to changing technology and needs. The search tool in the website allows you to filter by trend and/or industry.

[The 10 Most Important Work Skills in 2020](#)

I have seen this infographic used more than once as a resource that takes a skills-based approach to predicting work of the future. Based on six “Drivers of Change”, work skills of the future were determined. The usefulness of this infographic is that it could allow career practitioners to view which positions now contain these skills. Many of the careers listed in [Careers 2030](#) or coming up in the future may not currently exist, but there could be existing work positions that already exhibit these skills of the future.

For example, when I searched for positions on [Indeed](#) using one of the skills (sense making), the following position came up: **Ethnographer, Whitespace Innovation and R&D - lululemon**. The positions you find when you do this type of search may be few but could open your eyes to existing work that you may have not realized were already on a futuristic path. Try to test out the other work skills in the infographic to see what you find. You can also take this step further by incorporating other future skills through a google search or using other job posting sites such as LinkedIn or Workopolis to search for positions that include the skills you find.

3. Consider future trends in career services

If you were to google “future career services”, you would find some articles from recent years that relate to this topic, but it’s rare to find a website that collects all that information in one place. This could possibly be something for career practitioners in Canada to think about. In the meantime, a good resource I refer to is the [Career Jam Whitepapers](#) by Career Thought Leaders, a think tank of leaders in career services.

Here are the five most notable trends I gathered from the latest Career Jam. You may already be aware of some of these; others may surprise you. Think of how these trends could affect the services you provide.

- Companies will provide fewer on-the-job training opportunities and hire candidates who already possess the skills needed for the job. Professionals will plan their own professional development through training, certification, and bridging programs. To advance, they will need to prove their emotional intelligence.
- Brain-based coaching and neurolinguistics will become more prevalent in career coaching. Career professionals will increasingly study and use neuroscience to navigate and change behaviors.
- Virtual work will continue to increase in popularity. Career professionals will have tools to help job seekers explore virtual opportunities in addition to traditional on-site jobs.
- All professionals who pay attention to industry trends, those growing and those declining, will have a competitive advantage. Professionals in all industries can no longer afford to put their heads down and work hard, they must also pay attention to trends and proactively gain the skills necessary to be in demand in the future. Career professionals who stay on top of these trends will be better prepared to assist clients.

- Retirees and professionals seeking part-time work will participate in the new “gig” economy job opportunities. New services similar to Uber and Airbnb will continue to offer these opportunities.

These three steps are starting points that you can utilize to become your own futurist in the career services field. Also, you can take these steps and run with them by incorporating other resources that you find or know of. Did you find these steps helpful? Are there tools/resources you would like to share, or think are even better? Share your thoughts on CDAA's [Facebook](#) and [Twitter](#) pages and in the [LinkedIn](#) group.


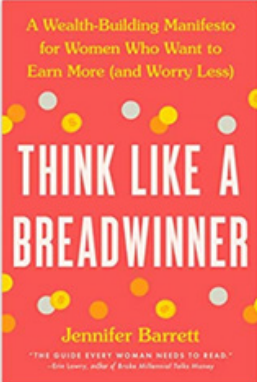
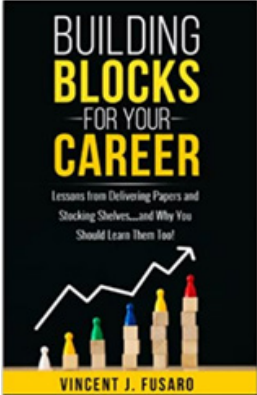
Nayelli Perez is a Campus Engagement Specialist at Ryerson University. Her area of focus includes finding new ways to connect students with industry. She is a Certified Career Development Professional and member of the Career Development Association of Alberta.



Career Currents

Compiled by Jan Robinson,
CDAA Marketing & Communications Team

TOOLS AND RESOURCES

	<p>Available at CERIC</p> <p><u>WAYFINDER IS LIVE: REFLECTIVE PRACTICE RESOURCES TO ENHANCE EXPERIENTIAL LEARNING</u></p> <p>CERIC has officially launched the Wayfinder search site from OneLifeTools. The Wayfinder is a collection of 312 resources that can be searched by type of resource, type of experiential learning, type of practitioner, type of learner and more. An exciting new tool for career practitioners, educators, employers and more.</p>
	<p>Available at Amazon</p> <p><i>Think Like a Breadwinner: A Wealth-Building Manifesto for Women Who Want to Earn More (and Worry Less)</i> – Jennifer Barrett, April 6, 2021</p> <p>Historically discouraged by institutional bias and subconscious beliefs to pursue their full earning potential, women often earn less, owe more, and have significantly less money saved and invested for the future than men. With concrete practical tools, as well as examples from her own journey, Financial expert Jennifer Barrett encourages women to reclaim, rejoice in, and aspire to the role of breadwinner.</p>
	<p>Available at Amazon</p> <p><i>Building Blocks for Your Career: Lessons from Delivering Papers and Stocking Shelves...and Why You Should Learn Them Too!</i> – Vincent Fusaro, February 20, 2022</p> <p>We all have to start somewhere! Aimed at those new to the workforce, this book explores how lessons learned in entry level jobs can serve us for our entire career. For new workers and seasoned professionals alike, the author provides tips and lessons about professionalism in the workplace, benchmarking, emotional intelligence, the importance of having mentors and references, and more.</p>

INTERESTING ARTICLES

[Getting past the stigma of career breaks – hrreporter.com](#)

- According to a LinkedIn survey, 50% of hiring managers globally believe career breaks are becoming more common and 46% believe candidates with career breaks are an untapped talent pool. Recruiters need to consider that the working world has changed and career breaks/moves can be healthy and positive.
-

[Unemployment rate hits record low 5.3% in March 2022: Statistics Canada – globalnews.ca](#)

- *This marks the lowest unemployment rate since the agency started tracking comparable data in 1976, and the first time the rate has fallen to a pre-pandemic level.*
-

[Budget 2022 focuses on removing barriers to well-paid work – hrreporter.com](#)

- *Budget 2022 offers several measures meant to provide meaningful, well-paid work, including tax breaks for tradespeople, increased aid for training, strategies for workers with disabilities, and increased recognition of foreign healthcare credentials.*
-

[16 Career Documents to Boost Any Job Search – careerprocanada.ca](#)

- Going beyond the resume: A robust portfolio of career documents has the potential to strengthen a candidate's confidence and credibility, and distinguish themselves from the competition. Here are some examples of documents candidates can have prepared to help boost any job search.
-

RECOMMENDED ONLINE OPPORTUNITIES

[Event Insider: Panel Discussion on Hybrid Events – whova.com](#)

- Tasked with planning a hybrid event but don't know where to start? Download this recording featuring expert guest speakers who share their best tips and ideas for organizing hybrid events, covering topics such as ticket prices, technical setup, staffing, audience engagement and more.
-

[Cannexus23: Call for presenters now open – ceric.ca](#)

- Are you a professional in career and workforce development or a related field with fresh and impactful ideas and projects to convey? Consider presenting at Cannexus, Canada's largest bilingual Career Development Conference in January 2023. This is an unmatched opportunity to exchange information, explore innovative approaches and gain recognition as an expert and leader in the field. Submission Deadline is Friday, June 17, 2022 at 11:59 pm ET.
-

RESEARCH THIS QUARTER

[PR and Marketing Video Use: report](#) – Tetra Research

- Tetra Research reached out to 100 PR and digital marketing companies across North America to explore how they used video in 2021 and to understand what trends are arising in video use.
-

[2022 Workplace Learning Report](#) – [learning.linkedin.com](#)

- Amid an era of massive change, learning and development has a mandate to become its best self. Demand for L&D professionals has never been higher. Read how learning leads the way in 2022 through the “Great Reshuffle”. Download this report that includes 4 chapters: New Challenges, Rethinking Skill Building, How L&D Succeeds.
-

[The Great Resignation or the Great Rethink?](#) – [hbr.com](#)

- Are employees just quitting or just finding themselves at odds with their employer culture post-pandemic? Professor of Business Administration at Harvard Business School Ranjay Gulati has developed research-based questions workers can ask themselves to find more meaning in their careers and lives.
-



Alis Update (alis.alberta.ca)

New Career Plan Sharing Feature

The new Career Plan sharing feature on alis allows clients to share their Career Plans with career development professionals who are helping them plan. This allows you to work collaboratively with your clients by reviewing their plans within alis and directing them to further resources on the site.

To use this new feature, ask your client to [sign in to their alis account](#), go to the “My Profile” tab, and enter your email in the “Give access to my account” section of the page. You’ll receive an email alert with a link to sign in to your alis account. Once you’ve signed in, go to the “Account Access” tab and click “Browse as User” beside the account you’d like to access. You can now access the information within each tab of your client’s Career Plan.

If they don’t already have one, your clients can sign up for a free alis account online, where they’ll be able to save information about their Career Plan. This can include information they’ve provided as part of career planning exercises, interactive worksheets, jobs alerts, as well as their progress through step-by-step guides. A client’s free account will also list the articles, videos, occupations, and educational programs they have flagged as favourites throughout the site as well.

If you have questions about this new feature, feedback, or ideas regarding alis and how you can better integrate it into your work, let us know by contacting the team directly:

- Email—alis.info@gov.ab.ca
- Phone—780-422-1794 (for toll-free access in Alberta, first dial 310-0000)
- Online—through our [feedback form](#)

RESPONSIVE CAREER PATHWAYS RESEARCH

From the [blueprint.ada.ca](https://www.blueprint.ada.ca) website:

The world of work is changing rapidly. Navigating the pressures that were accelerated by the pandemic, such as technological changes, sector disruptions, labour shortages, and a growing focus on skills is essential to shaping a sustainable and inclusive strategy for recovery.

The Future Skills Centre (FSC) has made [Responsive Career Pathways](#) a strategic priority in recognition of the pivotal role career guidance will play now and in the future in equipping individuals to navigate this changing world of work.

[FSC](#) and [Blueprint](#) are leading the Responsive Career Pathways Initiative to identify bold career guidance solutions that could support the growing segment of the labour force that are facing career transitions. We have pursued an ambitious research program, engaging Canadian and international subject matter experts and thought leaders to identify gaps and needs, explore options, and provide actionable insights to equip Canadians to navigate the future of work.

The Responsive Career Pathways research papers use a future-oriented, evidence-driven, and systemic approach with the aim of fostering ideas to drive innovation in career guidance practices across Canada. The papers include a wide range of ideas for strengthening career guidance including:

1. Addressing fragmentation in our careers and employment systems and policies
2. Adopting more evidence-informed and person-centred service delivery practices
3. Empowering career development practitioners
4. Using labour market information and technological tools to inform career decisions
5. Removing barriers for individuals as they navigate career pathways

View the full list of research papers at:

<https://www.blueprint-ade.ca/case-studies/responsive-career-pathways>

CAREER DEVELOPMENT COMMUNITY COLLABORATION

In response to April's call for Community Collaboration member Ginette Marcoux, Executive Director, Jasper Employment & Education Centre shared the following resources related to diversity, equity, and inclusion:

DEI Vocabulary List

Developed for the tourism sector, but a great resource for all sectors: <https://tourismdiversitymatters.org/diversity-equity-inclusion/>

National Workplace Inclusion Forum

Missed the Live Workshops? Watch the Replays.

If you missed out on the 13 free professional development events we held this month at the National Workplace Inclusion Forum 2021, you can now watch the recordings on our [website](#) and [YouTube channel](#):

- [How to Create a Plain Language Employee Handbook](#)
- [Diversity: An Employer Advantage | Retention and Stronger Teams](#)
- [Retention Strategies for a Diverse & Inclusive Workforce | Cultural Sensitivity](#)
- [Intersectionality and Inequity | What You Can Do](#)
- [Building an Organizational Culture that Supports Inclusion and Workplace Accommodations](#)
- [Emergency Preparedness in a Multilingual and Multicultural Workplace Tools and Insights](#)
- [Land Acknowledgements | Why, When, and How to Write One For Your Business](#)
- [Industry Panel: Recruitment & Retention in the Post-COVID Era](#)

Some workshops also have free downloads including worksheets and presentation slides.

Cultural Intelligence

<https://www.mindtools.com/pages/article/cultural-intelligence.htm>

Thank you for sharing these resources, Ginette!