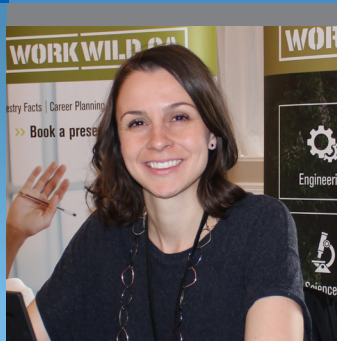




CAREER MOMENTUM

May 2023



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CDAA
Current. Connected. Committed.



Highlighting our Industry Partners

*by Paula Wischoff Yerama, CCDP
Transitioning Executive Director,
Career Development Association of Alberta*

In our first in-person delivery since 2019, ACDC2023 'Growing Forward' was held on May 2&3 in Calgary. Not only was the event a resounding success but also a joyful time for all, being able to once again meet personally with colleagues, friends, and supporters.

Among those whose support made the event even more special were the many industry partners and vendors who took part in the grand return of our Exhibitor Fair.

In this Career and Industry edition of Career Momentum, we would like to showcase these wonderful organizations with more complete information on their operations, products, and service offerings.

Please enjoy [ACDC23 Exhibitor Highlights](#), and of course [Career Currents](#) below. Please note Alis Update will be deferred until after the upcoming Provincial Election.

June is almost upon us, so be sure to get out there and enjoy the warm weather and all the bounty summer has to offer!



Career Currents

Compiled by Jan Robinson,
CDAA Marketing & Communications Team

TOOLS AND RESOURCES

	<p><i>The Unspoken Truths for Career Success: Navigating Pay, Promotions, and Power at Work</i> - Tessa White, Feb. 28, 2023</p> <p>“The Job Doctor” confronts the lies we are told about building a career in this workplace manual that lays out the truth behind the lies that are fueling the most common career frustrations.</p>
	<p><i>Next!: The Power of Reinvention in Life and Work</i> - Joanne Lipman, March 21 2023</p> <p>What’s next—and how do I get there? Next! offers a thrilling argument: by harnessing the science and understanding the process, we can better understand how to reinvent that new career, change the direction of our lives, or inspire innovation in our organizations.</p>
	<p>EBOOK: Job Interview Masterclass – novresume.cloud</p> <p>The One Interview E-book to Rule Them All! Contains all the knowledge you need to master the job interview process from how to dress to salary negotiation and everything in between.</p>
	<p>EBOOK: Job Search Masterclass – novresume.cloud</p> <p>The ultimate job search resource for job seekers of all levels, from students to senior professionals, covering the entire process from creating an impeccable resume, matching it with a convincing cover letter, and acing the job interview.</p>

INTERESTING ARTICLES

[These occupations will see the most jobs created, and lost, in the next 5 years](#) – fastcompany.com

- Technology will be a big driver behind which jobs will and will not exist in the near future, according to the data released in WEF's 2023 report.
-

[Why don't we value 'parenting' as a valuable inclusion on someone's CV?](#) – hrmonline.com

- Given that the majority of working adults will become parents at some point, how can we better acknowledge the value of parenting experience in the workplace?
-

[To Overcome Resistance to DEI, Understand What's Driving It](#) – hbr.org

- Discover the psychological reasons why diversity, equity, and inclusion initiatives are eagerly embraced by some, and resisted by others.
-

[Gender Inequality: What happened when a man and woman switched names at work for a week](#) – independent.co.uk

- An accident-turned-experiment reveals women do not get the same respect in the workplace.
-

RECOMMENDED ONLINE OPPORTUNITIES

[Registration open for CERIC's free Media Relations Training Program](#) -ceric.ca

- Do you want to see your program, project or organization profiled by the media in your community? Take advantage of this free training opportunity for career development professionals.
-

[10 Essential Resources for Canadian Career Strategists](#) – careerprocanada.ca

- Whether seasoned professional or just starting out, stay current with industry trends and provide better support for your clients with these essential resources.
-

[How To Set and Achieve Career Goals \(With Examples\)](#) – indeed.com

- Some practical examples for career goal setting you can use with your clients, plus an entertaining interview with Don Crowley, creative strategy/design advisor for the Chicago Bulls, on accountability and how it helped him grow throughout his career.
-

RESEARCH THIS QUARTER (Q2 2023)

[World Economic Forum's The Future of Jobs Report 2023](#) – weforum.org

- This fourth edition of the report looks at the jobs market outlook for the next five years (2023 to 2027), where 69 million jobs are expected to be created, but 89 million jobs expected to be lost. Discover the jobs that businesses expect to grow the most relative to the existing proportion of their labor force.
-

[2023 Global Human Capital Trends](#) – deloitte.com

- New fundamentals for a boundaryless world: Deloitte's 2023 Global Human Capital Trends survey polled 10,000 business and HR leaders across every industry, with 105 countries participating.
-

[Valuing Skills in Canada: A Statistical Approach](#) – conferenceboard.ca

- This research examines the relationship between skills and income, why some skills have a positive association with earnings while others tend to have lesser value in a job market that is becoming more knowledge centric and service based.
-

Calgary Economic Development



Calgary Economic Development is an opportunity-maker, helping to spark Calgary's economic growth and diversification. Our job is to connect people with resources to help them grow their careers or businesses, thrive in new locations or markets, and feel at home in our welcoming and inclusive community. Connect with us to find out how we can collaborate to connect talent to limitless opportunities in Calgary.

<https://www.livetechlovelife.com/>

Calgary Economic Development



Building Calgary's talent by connecting education to work experience



Calgary Work Integrated Learning (Calgary WIL) is a collaboration of 10 partners working to build Calgary's skilled talent pool by supporting employers to engage post-secondary students in relevant work experiences.

Championed by Calgary Economic Development, components of a 2022 to 2025 pilot project include the creation of a secretariate team to provide guidance and support, a digital resource platform that offers a

central portal to post student opportunities and an independent evaluation to determine future scalability and expansion.

This pilot is the largest known WIL collaboration in Canada. Pilot partners include Ambrose University, AU Arts, Bow Valley College, Mount Royal University, SAIT, St. Mary's University, the University of Calgary, the Calgary Chamber of Commerce, the Calgary Chamber of Voluntary Organizations and Calgary Economic Development.

calgarywil@calgaryeconomicdevelopment.com

<https://www.calgaryeconomicdevelopment.com/live-and-work/#e1753>

<https://twitter.com/calgaryeconomic>

<https://www.facebook.com/calgaryeconomic/>

<https://www.linkedin.com/company/calgary-economic-development/>

Canadian Foundation for Economic Education



Working in Partnership with Alberta Education as one of three organizations selected to receive an additional continuing 3-year grant from the Government of Alberta to help improve financial education, Canadian Foundation for Economic Education (CFEÉ) is pleased and honored to share the Building Futures in Alberta (BFIA) financial literacy resources developed in both English and French for Alberta's K-12 classrooms. Schools, parents and guardians can help greatly in preparing youth for their financial decisions and responsibilities through both school and home programs. One of the four pillars for CFEÉ is Career Development and the Money and Youth resource book is free to every grade 10 or 11 student in Alberta and will support the work of Career Counsellors throughout the province. CFEÉ also has a brand new course for high school students FINLIT 101 which can be done individually or as a class. CFEÉ has FREE resources from K-12.

<http://www.cfee.org>

<https://twitter.com/CFEÉ>

<https://www.facebook.com/CanadianFoundationforEconomicEducation>

ColourSpectrums



The highly engaging ColourSpectrums language reveals client's BLUE relationship people skills, GREEN problem solving analytical skills, RED physical mechanical skills and YELLOW organizational administrative skills. ColourSpectrums Certification trains you to engage clients in colourful career conversations. Show clients how to colour code resumes, cover letters, job descriptions, work styles, work environments and more. The ColourSpectrums Career Dashboard matches clients' ColourSpectrums scores with 500 National Occupational Classifications.

<https://www.colourspectrums.com/career-development>

<http://www.colourspectrums.com>

https://www.linkedin.com/search/results/all/?keywords=rob%20chubb&origin=GLOBAL_SEARCH_HEADER&sid=sV8

Columbia College Calgary



Columbia College is a private, post-secondary education institution located in Calgary, AB. We offer a wide range of certificate and diploma programs in various fields. For more than 30 years, our students have thrived in a stimulating, student-centred environment that is focused on providing quality education that employers value. Classes are delivered in-person, online, and in blended environments – forging a path to success that is tailored to each student's unique needs. As a result of Columbia's unique approach to education and our method of engaging learners in our stimulating, student-centered environment, our students achieve some of the most outstanding results in Canada.

<https://www.columbia.ab.ca>

<https://twitter.com/columbiaab>

<https://www.facebook.com/ColumbiaCollegeCalgary>

<https://ca.linkedin.com/company/columbia-college-calgary>

<https://www.instagram.com/columbiacollegecalgary/>

Implicit Career Services Inc



Implicit Career Services delivers a variety of approaches based on the original workshop, 'The Implicit Career Search', created by Steve Miller. 'Career Hero', a self-paced online version; and 'Working On Purpose', a 5 day - 2 hours a day - Live and Online workshop are both available to residents of Alberta. The Implicit Career Search, with it's 'Hero's Journey' motif and has been achieving impressive results for employment agencies and career and life coaches throughout North America and Europe.

<http://www.theimplicitcareerssearch.com>

<https://www.linkedin.com/in/steve-miller-23123417/>

Purposeful Careers



Purposeful Careers is a career service company that specializes in providing career support to both traditional and non-traditional workers such as freelancers, contractors, consultants, solopreneurs and portfolio careerists. We also help organizations across industries evaluate, conceptualize, design and scale career supports to meet client outcomes and funding deliverables.

<http://www.purposefulcareers.ca>

<http://www.facebook.com/purposefulcareers>

<http://www.linkedin.com/in/gaillkastning>

<http://www.instagram.com/purposefulcareers>

UCalgary Continuing Education



UNIVERSITY OF CALGARY CONTINUING EDUCATION

Continuing Education at the University of Calgary offers a wide range of extension seminars, courses, certificates, and diploma programs to individuals and organizations seeking opportunities for professional development and personal enrichment.

Our two [Career Development and Academic Advising Courses](#) meet professional development needs in the fields of career development and academic advising. These programs focus on communication and assessment skills to help you facilitate, motivate, and work successfully with a diverse population. They are recognized by the Career Development Association of Alberta (CDA), Career Development Practitioner Certification Board of Ontario (CDPCBO), and British Columbia Career Development Foundation (BCCDA).

<https://conted.ucalgary.ca/>

<https://twitter.com/UCalgaryContEd>

<https://www.youtube.com/watch?v=JHyp0x2N5C4>

<https://www.facebook.com/uofcconted>

<https://www.linkedin.com/company/university-of-calgary-continuing-education/mycompany/>

<https://www.instagram.com/ucalgarycontinuinged/>

Youth Employment Centre - The City of Calgary



The City of Calgary Youth Employment Centre (YEC) provides free in-person, drop-in employment services including resume targeting, job search strategies, interview preparation, career planning,

connections to employers who are hiring, and more. Youth between the ages of 15 to 24 years old are invited to connect with an employment expert!

<http://www.youthemploymentcentre.ca>

https://twitter.com/yec_calgary

<https://www.facebook.com/youthemploymentcentre>

<https://www.linkedin.com/company/city-of-calgary-youth-employment-centre>

<https://www.instagram.com/youthemploymentcentre/>

CAREER DEVELOPMENT COMMUNITY COLLABORATION – Q2, 2023

As part of Career Momentum's fresh new look we introduced a new feature - Career Development Community Collaboration. Every few months we will pose questions for your input. Your responses will be shared in upcoming editions of Career Momentum.

Please send your responses to any or all of this issue's community collaboration questions to Paula Wischoff Yerama at ed@careerdevelopment.ab.ca **June 15, 2023** with "community collaboration" in the subject line.

On November 2, 2022 CERIC and CDAA hosted a Virtual Community Roundtable on Employer Engagement. As a result of that virtual community roundtable CERIC updated 10 WAYS THAT EMPLOYERS CAN PARTNER WITH CAREER PROFESSIONALS TO ADDRESS TALENT NEEDS.

The 2023 edition includes additional insights from more CDPs across the country who work with employers every day within their communities. At a time when job vacancies in Canada remain at an all-time high despite an ongoing threat of recession, the toolkit offers fresh and practical approaches to attract and maintain talent in what continues to be a tight labour market.



You can now access the resources, in English (<http://bit.ly/3LLmaVa>) and in French (<http://bit.ly/3lyELJH>)!

How are you working with employers in one or more of the following ways employers can address their talent needs by partnering with career development professionals? What results are you seeing?

- Work with CDPs to Tackle Your Pain Points
- Understand Changing Jobseeker Expectations
- Reimagine the Employee Value Proposition
- Find Untapped Talent Through Non-Traditional Hiring
- Write Clear and Compelling Job Postings That Get Results
- Use Creative Approaches for Selecting the Best Candidates
- See Beyond the Gaps for Skills & Experience
- Access Training & Development
- Focus on Employee Retention, Engagement and Wellness
- Build Community Partnerships That Make Good Business Sense