

Career Professionals of Canada



The Story of Career Development in Canada

CANADA CAREER MONTH 2019 EDITION



Career Professionals of Canada

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Canada Career Month 2019 Edition

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Introduction

If you want to learn about Career Development in Canada, this eBook is for you!

Each November, we celebrate Canada Career Month. This year, *Career Professionals of Canada* is celebrating by shining a spotlight on some amazing service providers supporting clients across the country. At CPC, we are blessed to have met many of the people behind the stories presented in this eBook.

The people featured in this book are Career Development Professionals. They support personal and professional growth in an increasingly complex, interdependent, and changing world.

We could never begin to capture all the dedication, energy, and clarity of purpose that the people who provide career development services bring to work every day. This is just a snapshot of some of the exceptional people that we've met along the way. With each encounter, our respect and admiration for the individuals and organizations devoted to helping others grows.

These professionals enable individuals to manage learning and work, acquire and enhance skills, seek and create employment, and access community services. They collaborate with employers, education and training providers, community-based service organizations, and other private and public institutions. They promote positive health and socio-economic outcomes for individuals, institutions, and communities.

Who should read this book? If you're thinking about becoming a Career Development Professional, you'll be interested in learning about the diverse service providers across Canada. If you're already a practitioner and thinking of changing roles within the field, this book will offer insights into possible options. If you're a job seeker or someone who'd like to start your personal career development journey, then this book will be a valuable resource.

Happy Canada Career Month! Enjoy reading the stories behind some exceptional career service providers. You will come away feeling energized, motivated, and wiser!

YMCA Employment Services

EMPLOYMENT & IMMIGRANT SERVICES, GREATER TORONTO AREA

This is a story of how a Syrian immigrant is now thriving in Canada by having found her perfect job through YMCA Employment Services.

When Dima arrived in Canada from Syria last year, she wasn't sure what career path she should follow. She had a degree from back home, but had little work or volunteer experience, which made her job search difficult.

"I was really torn when I came here to Canada," says Dima. "I know that I have a whole lot of opportunities that I can go for, but I really did not know where to start."



Sarah Cowan
Social Media & Digital Content Specialist
<https://ymcagta.org>

Dima visited the Etobicoke YMCA Employment and Immigrant Services and joined the Skills Development for Youth (SDFY) program. Funded by the Government of Canada, SDFY helps youth aged 15-30 overcome employment barriers and build practical skills through training sessions, workshops, and a paid 8-week full-time work experience.

After completing the pre-employment skills component of the program, Dima started working with YMCA job developer Fatima. "One of my responsibilities as a job developer is trying to assess clients' skills and education," Fatima explains. "I go through their résumé to see which position they're looking for and what experience they already have. Then I'm able to help them find employment that would suit their goals and experience."

In addition to one-on-one guidance from an expert, Dima also got to take advantage of the YMCA's long list of employer partners. IS2 Workforce Solutions, a human resources agency, seemed right up her alley. Once Dima landed an interview, Fatima helped her prepare by coaching her on how to answer various questions, how to dress, and other tips. Within a week, Dima was hired.

She's now a staffing coordinator at the agency and conducts interviews, assists job recruiters, and registers candidates. Dima says she couldn't be happier with her new job.

"Before I came to YMCA, it wasn't only that I had no clue what I wanted to do with my career," Dima says. "I also did not have any friends and no interaction with anyone in Canada yet, so YMCA Employment staff were kind of my first friends here in the country."

Are you like Dima and looking for support with developing a career path? Get free assistance and guidance from YMCA Employment Services.



YMCA Employment
Services

George Brown College Alumni Career Services

ACADEMIC CAREER SERVICE, TORONTO

I work for the Alumni Relations Department at George Brown College as the sole career advisor to graduates of our more than 150 programs.

Over the past 12 years my role has changed as the needs of our graduates have changed. Depending on the career stage of our graduates, I may be meeting one-on-one regarding a résumé review, suggesting job search strategies, providing industry resources, or advising on career development or exploration.

Our service delivery has shifted over the years and I am now doing more phone or Skype consultations. We have also introduced webinars related to various career matters and I am the presenter who delivers the content.

Our Alumni Department helps build community by bringing George Brown graduates back in to act as mentors to new grads or to students. We also provide opportunities for graduates to come back to the college and share the stories of their career paths with students in the classroom. This initiative offers a side benefit of giving the presenter some experience with public speaking.

To our team, career development means providing career information and services to graduates to help them best apply their newly learned skills in the workplace and in their sector of choice. It also means motivating and nurturing the desire to continuously grow and take on new learning challenges that add to their skill sets and employability potential.



Most clients I meet with are between the ages of 20 and 25. They are the future leaders of our country. I believe that instilling a sense of professionalism in these young people, helping them to establish plans for career growth, and encouraging the development of resilience in the face of adversity—such as job rejection—contributes to building a stronger Canadian workforce.



Trisha Grace
Career Services Liaison
<https://www.georgebrown.ca>

Bredin Centre for Learning

EMPLOYMENT SERVICE, ALBERTA

Bredin Centre for Learning has a very simple purpose – to help people. Specifically, we help individuals with their career search and to settle into their new home. So, a big part of what goes on here at Bredin is career development, but that can mean different things to different people.

Here's what it means to some of Bredin's Career Coaches as they guide, inform, and inspire their clients every single day:

- "It's my passion, and something I've dedicated my life to. I'm here to empower people to follow their dreams. I believe everyone has the potential to develop their skills, to find a fulfilling job, to be successful, and to be happy."
- "To develop a career is to continually progress. People can always grow, and we provide momentum to keep them going."
- "Upon arrival, some immigrants find it difficult to make their way back into their profession. We help place them, get their licensure, and they are very thankful to us for integrating them into Canadian society. It is very satisfying to hear, 'I passed the exam!' or 'I completed the licensure!' or 'I got the job!' It makes me smile."
- "The word 'development' is important. We're here to help plan for a career or careers. You must be able to see the big picture and understand that skillsets may change. We help identify how your career may change in the coming years. We're helping our community by preparing people for the future and doing our best to ensure they remain employed."
- "It's a process. We build and nurture your skills and help you take that next step. Career development brings out new ways to apply your resources. It's never a straight path and it's never ending."



Kathy Alves
Director of Operations
<https://bredin.ca/>



Our clients are our motivation. Michael came to Edmonton in February 2019 from Cameroon. With the guidance of Bredin Centre, he has made inroads in the job market—first with survival jobs, and now headed to his dream jobs:

"I was almost lost before my friend wrote the name Bredin Centre for Learning on a piece of paper and directed me to go there. At Bredin Centre, I met the right people, from the Reception to the Career Counsellors. They helped me with my résumé and prepared me for interviews. Now I'm bold. I went to so many places, but Bredin was the key to open the door for me. They gave me the Canadian experience."

Petawawa Military Family Resource Centre

CANADIAN FORCES & COMMUNITY EMPLOYMENT SERVICE

I was born and raised in Germany, I lived in Trier and studied Education and English at the University of Koblenz. Having worked as an ESL and Math teacher, I moved to Canada in 2012. I visited the Petawawa Military Family Resource Centre (PMFRC) as a new military spouse about a month after my arrival in Petawawa and have been volunteering and working here ever since.



Christina McFadden
Employment Service Coordinator
<http://petawawaemployment.ca/>

Petawawa was a bit of a unique place to get used to, but it has turned out to be a blessing. This spring I accepted a new position as the PMFRC Employment Services Coordinator. I coordinate employment and career counselling services available to military and civilians residing in communities between Petawawa and Deux-Rivières, Ontario.

Our team offers employment-related resources and information and assistance with job search and job matching. We conduct skills assessments, help with résumé and cover letter preparation, and are always ready and willing to conduct practice interview sessions. There are always interesting job-related events going on, including workshops, courses, job fairs, and so much more.

We offer help to anyone in our community looking for meaningful employment or career-based education, including military members releasing and transitioning into a civilian career. We work closely with Garrison Petawawa and engage with employers on local, provincial, and national levels to create connections with our clients.

Military family members—often partners of soldiers—experience many challenges in terms of career development due to frequent relocations and the subsequent loss of their networks and supporting infrastructure. Our goal is to help them see these challenges as opportunities and to help employers appreciate the many positive qualities military spouses bring to the table; they are adaptable, resilient, and excel at networking and building new careers in other provinces or remote locations.

Everyone at PMFRC Employment Services gets a thrill out of serving and supporting our clients and seeing them grow in confidence, develop skills, and make new connections that lead to advancement in their careers. One of my favourite things about working here is that I get to connect with our community in a variety of ways. I have experienced the strength and support of the people in our small town of Petawawa many times, and I truly believe that all staff and volunteers at the PMFRC are able to make a positive difference in the lives of the individuals and families we serve.



ACCES Employment

EMPLOYMENT SERVICE, GREATER TORONTO AREA

ACCES Employment is a leader in connecting employers with qualified job seekers from diverse backgrounds. More than 35,000 job seekers and newcomer entrepreneurs are served annually at six locations across the Greater Toronto Area. As a not-for-profit organization, ACCES receives funding from all levels of government, corporate sponsors, various supporters, and the United Way.

ACCES provides in-person job search services and customized programs. We also provide online services to international “pre-arrival” clients who are already approved to come to Canada. In addition to these services, we provide several other online programs for various sectors.

Our integrated service model allows us to target and customize our employment services to meet the unique needs of our job seekers. In the past year, we offered 2600+ workshops and 450+ Talk English Café sessions designed to help newcomers improve their English language and conversational skills. 86% of our job seekers found employment or achieved their training objectives. We also provided support to over 150 entrepreneurs as they started their businesses.

Our bridging programs deliver customized training to help internationally trained newcomers become oriented to their professional sector in Canada. These sector-specific programs helped 84% of participants find employment in their field within one year.

ACCES collaborates with employers to develop innovative programs and opportunities for our clients. In the past year, we partnered with Starbucks to employ refugees and newcomer youth. We opened a new co-location with RBC Meeting Place in Markham, Ontario, to better serve newcomers and job seekers in York Region. Finally, we extended our continued collaboration with BDC to expand programming that supports business success for newcomer entrepreneurs. These are just a few examples of innovative partnerships between ACCES and employers to deliver services that meet the needs of newcomer job seekers.

“The team at ACCES was invested in my success. They were very supportive and provided me with valuable critical feedback which helped me to fine-tune my interview and presentation skills. The Cybersecurity Connections program was phenomenal. It provided me with strategic tools that helped me to find my dream job.” - Christine Koneri, Senior Security Consultant, IBM



Beth Gallagher
Manager, Marketing & Communications
<http://acesemployment.ca/>



KEYS Job Centre

EMPLOYMENT SERVICE, EASTERN ONTARIO

When the stress of unemployment has you down, KEYS Job Centre is here to help. We strive to eliminate the uncertainty of job searching and assist with any concerns an individual may have by offering a wide variety of employment services.

Our friendly staff is always ready, willing, and able to answer any questions regarding employment. We take pride in being able to design a résumé and cover letter that will give clients the confidence they need in their job search. We also offer one-on-one employment counselling, training incentives, interview preparation, and a variety of programs to help boost our clients' work experience and certifications. Behind the scenes our job developers collaborate with businesses to connect people in the community to jobs and offer wage subsidies to better assist the local employers who are doing the hiring.



Trish McNamara
Program Manager
<https://www.keys.ca/>

Laid-off, unemployed, looking to change career paths, or someone who is new to Canada—we strive to help all job seekers, through all different transitions of life and promote employment growth in the community.

KEYS has flexible services that are easy to use. This includes an online job board. So, if our business hours don't work for you then you can get involved in your search for employment in the comfort of your very own home. Or, if you are an employer, you can use our website to create job postings and manage them from your own office.

I started as a career professional because I wanted to help people and make a difference in their lives. As Program Manager at KEYS, I feel I'm in a good position to fulfill that goal. When I see the clients' positive results, I become motivated to do more.

The best part of my job at KEYS is that I'm given the flexibility to be creative and innovative. When we hold our community partners meetings and identify a gap in our local area, we work as a team to brainstorm solutions.



I love being part of the economic development team that brings new business to our community. Working with these new businesses to bring on local talent is extremely satisfying. Utilizing all of KEYS' resources, I really feel like I'm making a positive difference in our labour market through job creation, skills development, and community growth.

The Canadian Career Development Foundation

CAREER FOUNDATION

For almost 40 years, the team at the Canadian Career Development Foundation (CCDF) has been working to strengthen the career development field and increase awareness of the vital importance and impact of career development for individuals, communities, and the socio-economic health of Canada.

The work of Career Development Professionals (CDPs) has always been important, but perhaps never so much as it is now. In the emergent labour market, career development is the special sauce that supports people to make informed decisions that reflect who they are and what is most important to them. Career development is a super-power!



Sareena Hopkins
Executive Director
<https://ccdf.ca/>

As a non-profit project-based organization, the work of CCDF is a moving target, but it tends to fall into four main areas:

- Research & Development
- Policy Solutions
- Training & Capacity Building
- Professional Leadership

A few standout moments for our team this past year include:

- Working with The Canadian Council for Career Development (3CD) and CDPs across Canada to build a reimagined Competency Framework and cohesive pan-Canadian approach to certification.
- Launching PRIME, an online tool that supports a completely new and innovative take on employability assessment, service delivery, data management and reporting.
- Launching VOCO, our new online training hub offering accessible self-paced CDP training.
- Working with Indigenous communities across Canada to launch the new First Nations, Inuit and Métis Essential Skills Inventory site.
- Leading Team Canada at the most recent International Symposium on Career Development and Public Policy, held in Norway. CCDF started this initiative in 1999 and has been integrally involved in organizing and/or facilitating all 9 symposia held so far around the world.

We are proud to be part of a strong and growing CDP community at CCDF, where every month is Canada Career Month!



Independent Career Professionals

SELF-EMPLOYED CAREER CONSULTANTS

Independent career practitioners play a significant role in the lives of their clients. Our clients are typically individuals who are ready to take charge of their careers and are committed to investing in themselves, even if their employers do not pay for the services.

My entry into career development began when I started a part time business as a professional résumé writer. At the same time, I became a part time professor at Sheridan College in Oakville, Ontario. The demand for “something more” led me to pursue the Career Development Practitioner (CDP) program at Conestoga College. After obtaining my CDP certification, I launched my own career coaching practice.

I serve executives, managers, and mid-career professionals who prefer to work one-on-one with a coach for a customized solution that helps them reach their career goals faster. My approach is client-centred, where the client actively participates in the process and is treated as an equal partner in their career journey.

Here’s a client experience that demonstrates the impact that independent career practitioners can have on their clients. A few months after my client Rebecca was lured into a new role, she realized she had made a mistake and resigned without a new job lined up. Rebecca contacted me to say she wanted to get her résumé updated, but our first conversation helped her see a bigger picture. We worked together to clarify her goals and develop work search documents. She was also taught how to modify and customize the documents before applying to positions. The assignments, though challenging, boosted her confidence, and equipped her to speak up. Three weeks later I received an email from Rebecca: “I want to let you know I got a breakthrough with a job offer. I will be starting in two weeks. It’s closer to home, with a decent offer and room for growth. Thank you for your support and encouragement during the last couple of months, and for being a great cheerleader and mentor.”



Daisy Wright
CPC Advisor
The Wright Career Solution
<http://www.thewrightcareer.com/>



Independent career practitioners play a key role in the career development space, and I am proud to count myself as a member of this community of caring professionals. We take pride in teaching our clients how to thrive by helping them actively engage in and manage their career development plans, now and into the future. With each engagement, our clients become more self-aware and self-sufficient, learning more about their personal values and career aspirations.

Career Professionals of Canada

NATIONAL ASSOCIATION FOR CAREER DEVELOPMENT PRACTITIONERS

Career Professionals of Canada (CPC) is a national association dedicated to supporting career professionals—those guiding individuals across the country through their learning and work transitions.

CPC helps career professionals get better at being career professionals. For 2020, CPC is set to launch its *Future of Work* initiative with fresh new websites, webinars, tip sheets, live video conferences, updated courses and certification eGuides, and new editions of the bestselling books, Best Canadian Résumés and Best Canadian Cover Letters.

Our organization is a member-run, volunteer-driven social enterprise that operates virtually. It is a uniquely Canadian association that helps our community of practitioners develop meaningful business and personal relationships, while also supporting our professional development needs.

CPC's mission statement says it best. We provide the support and tools career professionals need to advance their career, business, and professional development goals. With members in every province and territory, from coast-to-coast-to-coast, CPC is the place career development practitioners (CDPs) go to build credentials, gain community, and increase credibility.

Inclusive, supportive, and collaborative relationships are the cornerstone of our organization. Our members are a diverse group of individuals providing quality services, complying with strict ethical standards, and offering career development expertise to assist Canadians in successfully navigating through the world of work.

As part of the CPC advisory board and as a course facilitator and certification assessor, I have met amazing career professionals—some just starting out, some mentors of mine. Each are committed to helping Canadians find meaningful work—each doing the best they can with all the resources they can find to support Canadians.



Maureen McCann
CPC Senior Advisor
Promotion Career Solutions
<http://www.mypromotion.ca/>



Whether connecting via our Facebook Group, LinkedIn or Twitter communities, regular tele-networking Zoom Meetings, or Welcome Wagon events, there's something for everyone here at Career Professionals of Canada!

Thank you for reading
THE STORY OF CAREER DEVELOPMENT IN CANADA
Share this resource with your friends, family, and colleagues.

Career Professionals of Canada is a member-run, volunteer-driven social enterprise. We are a leading national association for career development practitioners supporting the Canadian labour market. We promote quality, ethics, and expertise within the field.

Members are diverse and come from a wide variety of backgrounds. We work with clients from coast-to-coast-to-coast to help them secure meaningful employment and advance their careers.

For this publication we reached out to a variety of skilled and respected career service providers across the country, asking them to share their stories so that we can all celebrate the meaningful work they do—not just during Canada Career Month, but every day of the year.

We're working together for your career success!



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