



CAREER DECISION-MAKING WORKBOOK

The Canadian Career Development Foundation



2022

If you are unsure what you want to do after school or throughout your career, this guide is for you.

It has three sections:

1. KNOW YOURSELF



Section 1 will help you define your *personal profile* (values, personal characteristics, abilities, and interests) and identify possible occupations that will fit your profile.

2. KNOW THE LABOUR MARKET



Section 2 will show you how to research possible occupations using the Internet, networking and interviews with people.

3. PUT IT ALL TOGETHER

Section 3 will help you to establish a career goal and develop an action plan to reach that goal.

You may not need to do all sections of this guide. Each section includes worksheets that will support your career exploration. It is up to you to decide which worksheets you want to use.

If you want to find a specific activity or work sheet as you're working through the guide, you can use the Page Finder on pages 73-74 (the last pages of this guide). It provides a listing of all the content of the manual and the corresponding page numbers.

In addition to the guide, you will need access to a computer not only to access self-exploration quizzes in recommended websites, but also to research occupations that may fit your personal profile.

If you need any help with computer use or additional resources, visit your local library, guidance office, post-secondary Career Centre or provincial/territorial employment service.

Researching occupations may seem overwhelming. This guide will take you step-by-step to get clear about what you want and how to get there.




CAREER DECISION-MAKING GUIDE

SECTION 1

1. KNOW YOURSELF

This section will help you look at 2 things:

- **Yourself:**
 - What are my values?
 - What are my personal characteristics?
 - What are my abilities?
 - What are my interests?
 - **Occupations:**
 - What occupations interest me and might be right for me?
- 

Is this section really for you?

This section will help you create your personal profile to ensure that your chosen occupation is a good “fit” for you.

Here’s a quick check-in to see if this section is relevant to you:

1. *I am clear about the values that are important for me*

|-----|-----|
No Sort of Yes

2. *I know my personal characteristics*

|-----|-----|
No Sort of Yes

3. *I am clear about my interests*

|-----|-----|
No Sort of Yes

4. *I can name occupations that interest me and are a good fit*

|-----|-----|
No Sort of Yes

If you did **NOT** answer a full “YES” to one or more of these questions,
then this section could be useful to you.

If all your answers were a full “YES”, you can go directly to
SECTION 2 (Know the Labour Market) on page 31.

Most of us need to make career choices more than once in our life. To do it well, you need to have a good idea about who you are and what you like. In this section you will have the chance to think about things you may not have thought about before. This section includes worksheets and resources that will help you:

a. KNOW YOURSELF

- Values Worksheet
- Personal Characteristics Worksheet
- Abilities Worksheet
- Interests Worksheet
- Personal Profile

b. LOOK AT OCCUPATIONS

- Occupations of Interest

c. ACCESS RESOURCES

- Career Exploration Websites
- Sector Matrices

In addition to using this guide, you can visit websites with quizzes that will help you identify your values, personal characteristics, abilities and interests and provide lists of occupations that match your answers. Here are some recommended sites to get started:

- **Career Cruising** [www.careercruising.ca] – you'll need an access code to sign in. If you don't already have one, visit your local library, guidance office, post-secondary Career Centre or provincial/territorial employment service. For Step 1, do the Career Quizzes and get matched up to occupations. Print the occupations and results and keep them in your folder.
- **Job Bank Canada** [www.jobbank.gc.ca] – when the “Home Page” opens choose “Career Planning”, and do any quizzes, or skills checklists you like. They will give you a list of occupations or fields of work to explore. You may wish to create an account to save your progress. Print each quiz you do and keep it in your folder.
- **University of Ottawa “Know Yourself” Worksheets** [<https://www2.uottawa.ca/current-students/career-experiential-learning/career-development/guide/known-yourself/>]- The University of Ottawa has a great series of worksheets that can help inform knowing your interests, values, personality, employability skills and experience that may inform your Personal Profile.

You are ready to start building your **Personal Profile**. The first activity you will work on is **“My Values Worksheet”**.

***TIP:** Don't forget to print off your results and the suggested occupations to keep in your folder.*

Values Worksheet

Most people are happiest doing work that allows them to live according to their values.

Here are some examples of values. Start by circling any that apply to you. If some important values are missing, write them in the blank boxes.

Love/Friendship	Harmony	Prestige/Recognition
Money	Honesty/Sincerity	Progress/Innovation
Autonomy/Independence	Humour	Promoting Peace
Beauty	Integrity	Human Relations
Competition	Justice	Respect of self and others
Physical comfort	Freedom (to act and express views)	Personal achievement
Contributing to society	Leisure/Having fun	Health
Creativity	Loyalty	Personal satisfaction
Culture/Language	Modesty	Career security
Reaching my full potential	Optimism	Belonging
Education/Knowledge	Order	Social status
Cooperation	Openness	Work
The Environment	Perseverance	Variety/Change
Excellence	Punctuality	
Family	Power	

If you were allowed to have only 3, which ones would you keep? Put these 3 values on your *Personal Profile Worksheet* on page 13:

Personal Characteristics Worksheet

You have specific characteristics that make you unique – and especially well-suited for certain jobs.

Here are some examples of personal characteristics. Circle any that describe you. If some important characteristics are missing, write them in the blank boxes.

Precise	Curious	Intuitive	Realistic
Down to Earth	Determined	Cheerful	Reflective/Thoughtful
Ambitious	Disciplined	Loyal	Reserved/Shy
Likable	Discrete	Methodical	Respectful
Attentive	Dynamic	Careful	Responsible
Independent	Emotional	Optimistic	Imaginative
Innovative	Energetic/Enthusiastic	Organized	Sensible
Adventurous	Reliable	Original	Serious
Persistent	Demanding	Open	Helpful
Calm	Expressive	Passionate	Sociable
Holistic	Entrepreneurial	Persevering	Analytical
Competitive	Flexible	Perceptive	Spontaneous
Confident	Generous	A Perfectionist	Sympathetic
Convincing	Honest	Patient	Tolerant
Courageous	Innovative	Positive	Brave
Creative	Honorable	Practical	
Critical	Tactful		

If you were allowed to have only 3, which ones would you keep? Put these 3 on your *Personal Profile Worksheet* on page 13.

Abilities Worksheet

You can develop abilities at home, school and work and in your leisure and volunteer activities. You can do some things better than others. It is important to recognize what you do well and bring to a job.

Here are some examples of abilities. Circle any that you have. If some important abilities are missing, write them in the blank boxes.

Helping others (listening, understanding)	Giving instructions, information	Operating heavy equipment
Learning new things	Negotiating	Public speaking
Working with others	Developing strategies	Making decisions
Assembling things	Writing (grammar, spelling)	Preparing text, documents
Singing	Explaining or teaching	Predicting consequences
Classifying objects, documents	Researching	Selling
Understanding/Speaking other languages	Planning	Repairing (computers, things)
Composing (text, music)	Improvising	Summarizing
Driving	Manual labour	Problem-solving
Editing/Correcting text	Managing stress	Working with numbers
Creating/Inventing	Establishing systems/processes	Using camera equipment
Working independently	Interviewing people	Using different software
Consulting with people	Playing a musical instrument	Using laboratory apparatus
Drawing/Reproduction	Reading comprehension	Using tools (saw, hammer)
Leading a group discussion	Navigating online	Training animals
Giving good advice	Analyzing (text, data)	Making lists (of things, priorities)
Comparing (things, data)		

If you were allowed to have only 3, which ones would you keep? Put these 3 abilities on your *Personal Profile Worksheet* on page 13.

Interest Worksheet

The things you like to do can often give you an idea of the kind of job that you would be good at. Do you know the field of work you would enjoy most?

Here's a quiz that can help you sort out your interests. Respond "Yes" or "No" to the statements.

To find out areas of work that may interest you, compare your answers to the numbers in the following groups.

Numbers 1, 5, 9, 12, 15, 16, 18, 23.

If you have responded "Yes" to most of these numbers, you are probably a hands-on "THINGS" person. You like to work with tools and machines, make things with your hands, fix and maintain equipment, or find out how things work. Jobs you might like are found in engineering, product manufacturing, construction, repair and servicing, transportation, trades and technology.

Numbers 2, 4, 7, 10, 13, 19, 21, 24.

If you have responded "Yes" to most of these numbers, you are probably an "INFORMATION" person. You like to express yourself through writing, music or art, perform experiments or research, solve puzzles and problems, or study and read. Jobs dealing with information are found in arts and entertainment, business and finance, scientific research, sales and services, tourism, law and government.

Numbers 3, 6, 8, 11, 14, 17, 20, 22.

If you have responded "Yes" to most of these numbers, you are probably a "PEOPLE" person. You like to care for and help others, encourage people, work as part of a team, and lead and supervise others. Jobs dealing with people are found in health care, education and training, social work and counselling, and religion.

If you responded "Yes" to numbers from each group, it could indicate that you don't have a clear preference for a specific type of job. You may be suited for a job that combines a number of these interests.

After you do this Quiz, go back and circle your top 3 interests and write them on your [Personal Profile Worksheet](#) on page 13:

	Yes	No
1. I'd rather make something than read a book.	<input type="checkbox"/>	<input type="checkbox"/>
2. I enjoy problem-solving games and working at puzzles.	<input type="checkbox"/>	<input type="checkbox"/>
3. I like helping others when they need it.	<input type="checkbox"/>	<input type="checkbox"/>
4. I enjoy reading and learning about new topics.	<input type="checkbox"/>	<input type="checkbox"/>
5. I like working with my hands.	<input type="checkbox"/>	<input type="checkbox"/>
6. I like being the leader in a group of people.	<input type="checkbox"/>	<input type="checkbox"/>
7. I prefer to know all the facts before I tackle a problem.	<input type="checkbox"/>	<input type="checkbox"/>
8. I like to take care of other people.	<input type="checkbox"/>	<input type="checkbox"/>
9. I enjoy designing, inventing or creating things.	<input type="checkbox"/>	<input type="checkbox"/>
10. I enjoy expressing myself through art, music, or writing.	<input type="checkbox"/>	<input type="checkbox"/>
11. I would like a job where I can deal with people all day.	<input type="checkbox"/>	<input type="checkbox"/>
12. I like working with materials and equipment.	<input type="checkbox"/>	<input type="checkbox"/>
13. I enjoy learning new facts and ideas.	<input type="checkbox"/>	<input type="checkbox"/>
14. I find co-operating with other people comes naturally to me.	<input type="checkbox"/>	<input type="checkbox"/>
15. I like finding out how things work by taking them apart.	<input type="checkbox"/>	<input type="checkbox"/>
16. I would rather work with machines and things than with people.	<input type="checkbox"/>	<input type="checkbox"/>
17. I can usually persuade people to do things my way.	<input type="checkbox"/>	<input type="checkbox"/>
18. I enjoy building and repairing things.	<input type="checkbox"/>	<input type="checkbox"/>
19. I enjoy the research part of my projects.	<input type="checkbox"/>	<input type="checkbox"/>
20. I like being with people.	<input type="checkbox"/>	<input type="checkbox"/>
21. I enjoy thinking up different ideas and ways to do things.	<input type="checkbox"/>	<input type="checkbox"/>
22. I like hearing other people's opinions.	<input type="checkbox"/>	<input type="checkbox"/>
23. I enjoy learning how to use different tools.	<input type="checkbox"/>	<input type="checkbox"/>
24. I find it easy to follow written instructions.	<input type="checkbox"/>	<input type="checkbox"/>

Personal Profile Worksheet

Now that you have transferred the results of the work you have done with the 4 worksheets, you can have a look at your personal profile. This profile will be very useful when you are researching occupations. It will serve as a reference for choosing an occupation that fits you.

My Top Values

- ♥ I value...
- ♥ I value...
- ♥ I value...

My Top Characteristics

- ✓ I am...
- ✓ I am...
- ✓ I am...

My Top Abilities

- ☆ I am really good at ...
- ☆ I am really good at ...
- ☆ I am really good at ...

My Top Interests

- ☺ I really like...
- ☺ I really like...
- ☺ I really like...

Occupations of Interest

As you have a clearer idea of your values, personal characteristics, abilities and interests and you took the time to look at your personal profile, you are now in a good position to start looking at occupations that might suit your profile.

To connect your profile to specific occupations, you can consult any of the following sources:

1. **Career Cruising** [www.careercruising.com] – You'll need an access code to sign in. If you don't already have one, visit your local library, guidance office, post-secondary Career Centre or provincial/territorial employment service. If you used it to complete self-assessment quizzes and exercises, it will provide you with a list of occupations that match your profile. Print the occupations and results and keep them in your folder.
2. **Job Bank Canada** [www.jobbank.gc.ca] – once you've used the "Career Planner", create an account, and do the quizzes, it will give you a list of occupations or fields of work to explore. You can also click on "Explore Careers" and search from thousands of occupations. You can find out about local wages and outlooks, education programs and the skills/knowledge required.
3. You will find a list of occupations from the Sector Information Charts in the resources at the end of this section. These are just a few examples of the range of jobs within a few sectors. In addition, the **NBJobs.ca** [www.nbjobs.ca] website highly tailored and accessible information on New Brunswick Industry Sectors.
4. Any of the Career Exploration Websites listed at the end of this section (page 16).

As you look at occupations, keep a record of the ones that seem to be a good match for you. Don't get discouraged by the size of the lists. Try to stay connected to yourself and your personal profile. Be aware of your reactions to the occupations.

Now you are going to narrow your list of occupations using your knowledge of yourself and your best judgment with the information you have. In the next section, you will research these chosen occupations in more depth.

To narrow your choices, start by choosing 10 occupations that interest you and could be a match for your personal profile. Remember, nothing is perfect. You want to get as close as possible to your profile given the information you have right now.

Write down these 10 occupations:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Now, cut down the list to the 4 occupations that you think would interest you the most. Write them in the numbered spaces below.

- 1.
- 2.
- 3.
- 4.

CONGRATULATIONS! YOU HAVE COMPLETED SECTION 1.

You can now:

- take these 4 occupations to [SECTION 2](#)
- research them in more depth
- find out what you would be doing, wages you might be making, the training you would need, and prospects for work in the future.

Career Exploration Websites

These are just some websites that can help get you started exploring different careers.

NBJobs.ca (www.nbjobs.ca): provides information on hundreds of occupations and industries that are easy to explore using infographics and videos.

Government of Canada

(www.jobbank.gc.ca): includes information on occupations in Canada by occupational code, educational program or by wages and outlook or skills and knowledge.

Monster.ca (www.monster.ca): provides access a wealth of job descriptions as well as thoughtfully written articles.

Essential Skills Profiles

(<https://www.jobbank.gc.ca/essentialskillprofilelist/A>): find hundreds of Essential Skills profiles listed alphabetically

Career Cruising

(www.careercruising.ca): get an I.D. and password from the resource centre staff. It includes occupational information, career quizzes, information about educational institutions and videos of working people.

Skills Canada

(www.skillscanada.com): includes information regarding the many skilled trades and technologies careers.

The Canadian Apprenticeship Forum

(www.caf-fca.org): find links to all Provincial/Territorial apprenticeship branches and key industry partners.

Youth Employment Information

(www.youth.gc.ca): offers a digital gateway to federal resources that will help you find the career information you want faster.

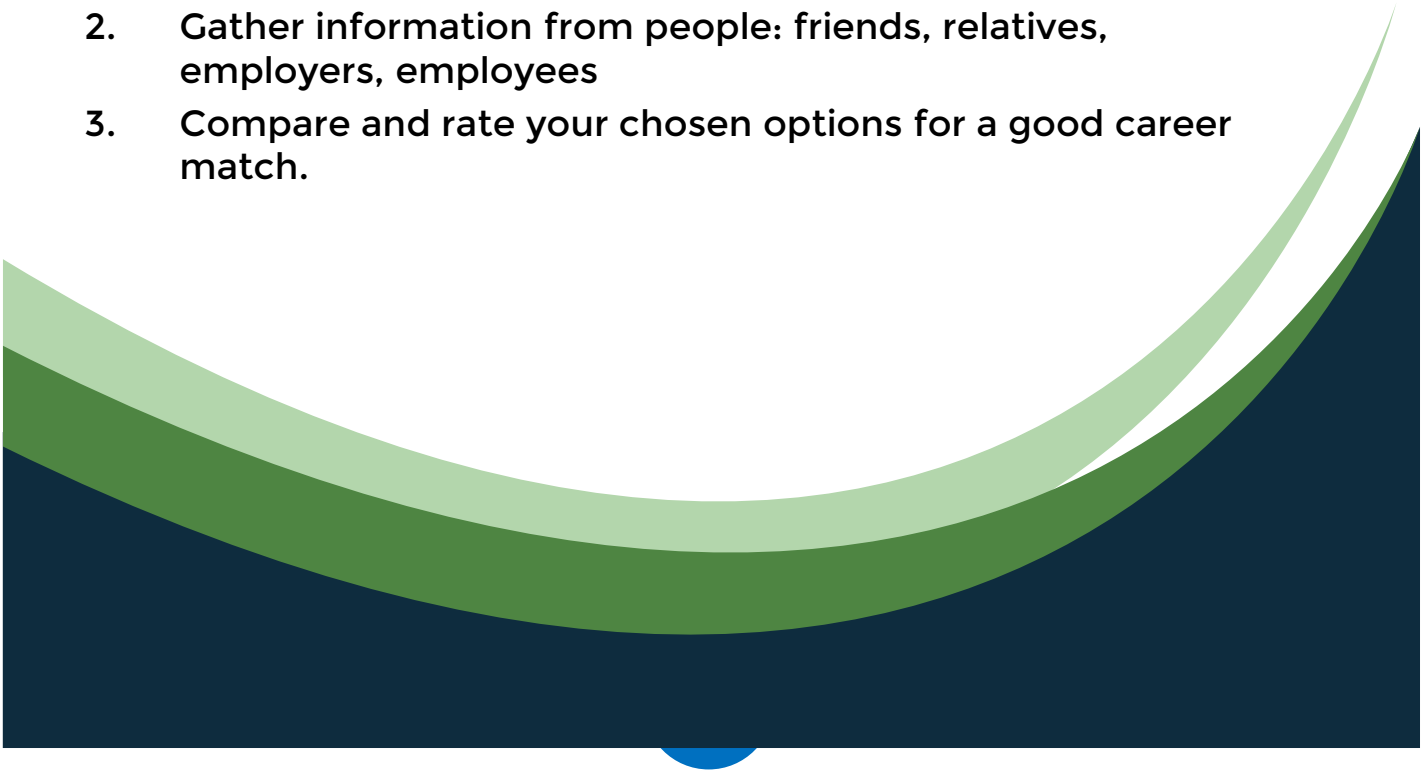


CAREER DECISION-MAKING GUIDE

SECTION 2

2. KNOW THE LABOUR MARKET

To ensure that your choice is well-informed you will follow 3 steps:

1. Gather information from electronic, print, and broadcast sources.
 2. Gather information from people: friends, relatives, employers, employees
 3. Compare and rate your chosen options for a good career match.
- 

You have just come from **SECTION 1**. You're now clear about your values, characteristics, abilities and interests, and have a list of occupations that interest you.

IF YOU CHOOSE AN OCCUPATION NOW WITHOUT MORE INFORMATION, YOU MAY INVEST IN TRAINING OR JOB SEARCH ONLY TO FIND OUT

- **YOU CAN'T SURVIVE ON THE WAGES...OR**
- **THE TRAINING IS ONLY OFFERED OUT OF PROVINCE...OR**
- **THERE ARE DUTIES THAT YOU WERE NOT AWARE OF AND REALLY DON'T LIKE.**

This section will help you make a well-informed choice.

Is this section really for you?

Here's a quick check-in to see if this section is relevant to you:

1. *I know where to go for information on occupations*

No Sort of Yes

2. *I know what pieces of information are important to help me make a career decision*

No Sort of Yes

3. *I know websites that have the occupational information I need and I can find that information on the sites*

No Sort of Yes

4. *I know how to use my network of family and friends for information*

No Sort of Yes

5. *I know how to find employers and employees to interview for information on occupations*

No Sort of Yes

6. *I know the occupation I want to pursue and am ready to make an action plan to get to it*

No Sort of Yes

If you did **NOT** answer a full "YES" to one or more of these questions, then this section could be useful to you.

If all your answers were a full "YES", you can go directly to
SECTION 3 (Career Goal and Action Plan)

You research information for decision making all the time: to purchase a cell phone within your budget, to choose an apartment or house to live in, to choose the grocery store that suits your needs for products, price and location.

You already have research skills. But you may **NOT** have experience in using those skills to research occupational information. This section will show you how.

This section includes resources and activities that will help you gather the information you need to make good decisions.

a. WHAT I FOUND OUT WORKSHEET

b. INDIRECT OCCUPATIONAL INFORMATION – from Internet, publications and broadcast media

- Where to look
- What to look for

c. DIRECT OCCUPATIONAL INFORMATION – from people you know and people who know about the occupation

- Who to ask
- Where to find them
- How to do it
- What to ask
- Interview Notes Worksheet

d. MAKING COMPARISONS

- Comparing what you found and what you know about yourself
- Rating your options

e. RESOURCES

- *Where to Go for What You Want* – a chart of career websites and what's in them and notes of interest
- *Career Exploration Websites* – a list of alternative career websites with a brief description of each
- *List of Canada's Sector Councils*

To start you will need your list of occupations of interest from *SECTION 1 – Knowing Yourself*.

Copy your list of occupations here.

These are the Occupations from my notes in *SECTION 1* that I want to explore:

- 1.
- 2.
- 3.
- 4.


You can choose to research any or all of your choices.

KEEPING TRACK OF YOUR INFORMATION

It is important to keep track of your information so you can compare it and use it for your career decision. You can keep track in 2 ways.



Print the [Occupation pages](#) from the websites you use. Keep your printed pages in this file for later when you are comparing and choosing.



Jot down information on each occupation on the [worksheets](#) provided on the next pages. It is helpful to write down your source in case you need to go back for more information.

Information may differ from different sources – you are gathering general information at this point. This will help you decide which occupation you want to pursue for a career and then you will investigate it in even more detail for your local situation.

For a list of [Career Exploration Websites](#), please turn to the end of this section (beginning on page 55).

Worksheet: What I Found Out

Photocopy enough BLANK worksheets for each occupation you plan to research.

Occupation name: (From your options list)	What I found out (List all that you found out – from as many sources as you went to.)	Where I found out (Write down your sources here)
• Job description for the occupation: what do they do?		
• Work conditions: outdoors, indoors, standing, sitting, lifting, writing, hands-on, driving, etc.?		
• Types of companies/ sectors where this occupation is found		
• Education/training to get this type of work		

2. Know the Labour

<ul style="list-style-type: none"> • Earning potentials – entry levels and experienced 		
<ul style="list-style-type: none"> • Work prospects – will there actually be job openings? 		
<ul style="list-style-type: none"> • Mobility – in what locations are the most opportunities? Can you take this job to a different industry? 		
<ul style="list-style-type: none"> • Related opportunities in the industry or occupation 		

OTHER NOTES...

Your First Resource: Indirect Occupational Information

It is normal to feel stuck when thinking about job options. We all need to know where and how to get started.

INDIRECT SOURCES of information are good places to start. They include things like websites, newspapers, government bulletins, radio and TV.

Some sources have more information on occupations than others. In some cases the information is organized so it is easy to find.

Here are some good indirect information sources.

Where you Can Look	What you can look for
<p>JobBank [https://jobbank.gc.ca] to find occupation information from across Canada by city/town</p>	<ul style="list-style-type: none"> • On the right hand side of the screen “Choose a Career” has information on wages, outlook, educational and skill/knowledge requirements • Under “Trend Analysis” you can see information on labour market reports, compare wages/outlooks by occupation or location and projections of future labour market supply and demand • Use “LMI Explore” to view Labour Market Information anywhere in Canada. You can view information on occupations, wages, job outlooks and more. • Use the “LMI News” tool offered by the federal government is a tool that uses keywords to search <u>some</u> online newspaper articles, identifying potential job creation, layoffs, or other types of LMI events. • Type in a location or job under “Job Search” to identify actual postings in your city/town

Where you Can Look	What you can look for
<p>NBJobs.ca [https://nbjobs.ca] to find occupation information from across New Brunswick that uses images and accessible graphics</p>	<ul style="list-style-type: none"> • Go to NBJobs.ca to find occupation information from across New Brunswick by provincial region. • The "Occupational Profiles" provide detailed information on hundreds of individual occupations, wages, job outlooks, and • "Hiring Demand Bulletins" are New Brunswick-focused reports prepared by the Department of Post-Secondary Education, Training and Labour (PETL) based on online job ads from across the internet. • Browse the "Sector Profiles" to read 16 reports and snapshots on the New Brunswick's employment sectors. Reports provide detailed information including statistics on GDP and productivity, a profile of the sector's workforce (demographics, wages, etc.), regional highlights, and forecast data. The snapshots provide highlights from each report in the form of an infographic, and are full of additional resources to help you explore occupations in both New Brunswick and out of province.

For more [Career Exploration Websites](#), please turn to the end of this section (beginning on page 55).

If you want more information from a specific sector like:

Construction



Automotive



Mining



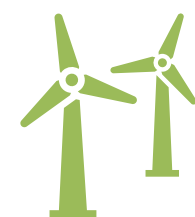
Bus and Truck Drivers



Tourism



Oil and Gas



Technology in Environment

Go to Additional Resources at the end of the section and look under *“Where to go for what you Want”* for the web address and notes.

You will also find a list of all the Sector Councils with websites.

When you are finished on the Internet you may want to look at other indirect sources like:

- The provincial or federal government's Labour Market Bulletin. Look for companies that are expanding, closing or opening for clues on occupation and industry work opportunities.
- Your local newspaper in the employment resource center or library. Notice stories about companies and occupations in the paper. There may be clues about industries that are growing, who may be hiring, jobs that are needed and occupations or industries that are shrinking or disappearing.

This type of information is called “DEMAND” – it refers to whether employers will be “demanding” people for certain jobs. It is helpful to know this before you choose a career.

TIP: Remember to record any relevant information you gather on your “What I Found” Worksheet for each occupation you research.

Your Next Resource: Direct Occupational Information

Indirect sources of information are great, but it's REALLY important to check out that information with actual employers, employees and educators who work in the field locally. The information you've found from indirect sources may not be complete, may not quite match local realities or might not be fully up-to-date. Direct sources can help you be sure you've got the whole picture.

DIRECT INFORMATION comes from people – and people can provide important information you can't find from indirect sources.

Information Interviewing

Why use information interviewing?

... because you choose who to interview and what questions to ask.

- You get first-hand, realistic information and can observe the work site if you go there for the interview.
- You can build more contacts. The person being interviewed may refer you to others who could help you.
- You can practice your interviewing skills without the stress of “the real thing” (a job interview).
- You can hear how others developed their career paths. You can gain important information such as:
 - what kind of personality style is best for this type of work? What do you need to care about?
 - what about the work is most rewarding?



Who can you ask?

People in general are eager to help others, especially if they have information to share. You can get valuable information from:

- People who work in the occupation or a similar occupation
- People who hire the people in the occupation
- Union members or association members
- Teachers or trainers in your occupational field of interest
- Student graduates in your field of interest

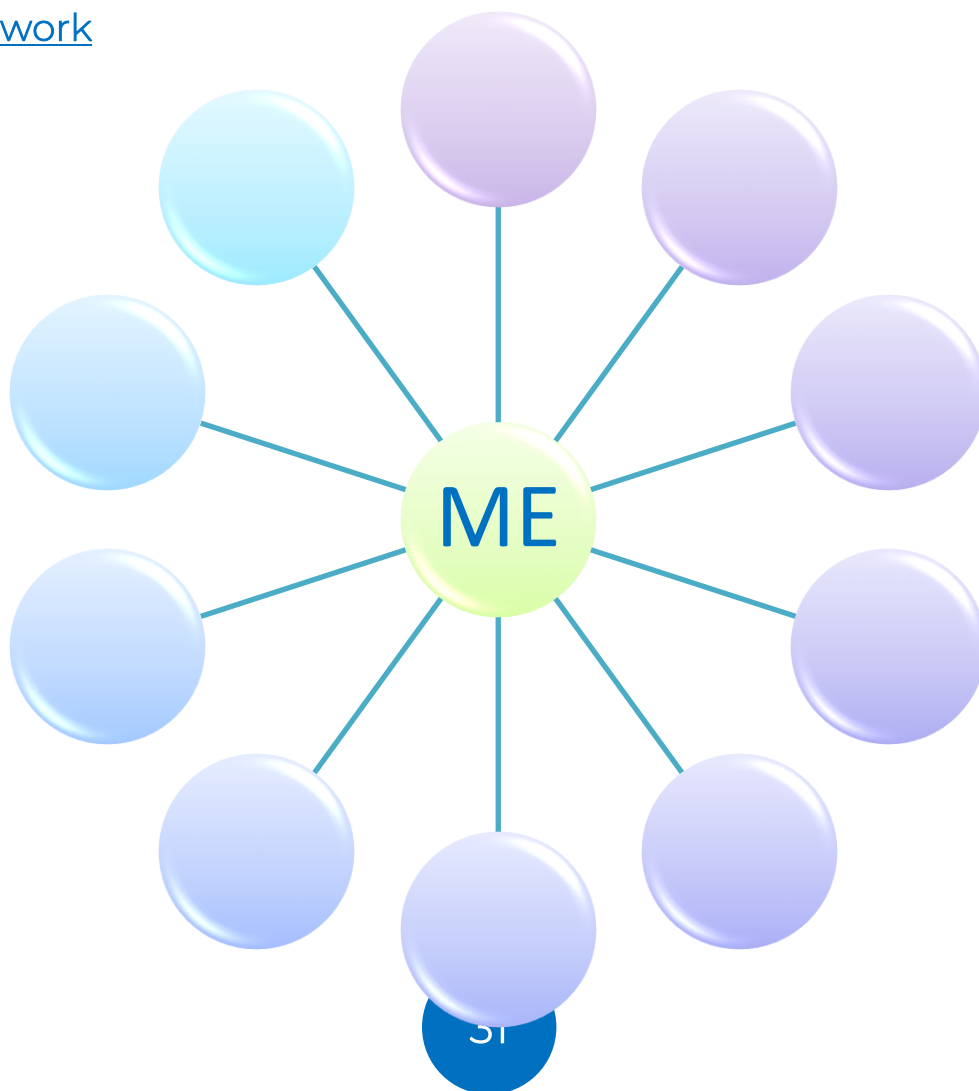
Where to Find People to Interview

You can find the names of people who work in this field or companies who hire this occupation from:

- your yellow pages or local business directory (ask resource center staff for this)
- the local education institutions could connect you with graduates in this field
- your local union, association or apprenticeship office (found on your labour market site or yellow pages)
- your network of friends, family or acquaintances.

Don't forget that family and friends often know someone who knows someone who can connect you with someone to interview. It is a nice way to get started with your research task. Make a map of your family, friends and acquaintances whom you could call on for help:

My Network



You may be nervous about doing such an interview, but just about everyone is. Here are some TIPS for you...

How to conduct an informal interview

1. **DECIDE** what job or field of work that you want to learn about.

2. **IDENTIFY THE PEOPLE TO INTERVIEW.** Call the business and ask for the name of the person who is in charge of the unit, department, or the occupation that you are interested in.

3. **PREPARE FOR THE INTERVIEW.** Read all you can about the job or industry before going to the interview.

You can look at the sector website or a company website for information. Decide what information is important to know about the job, and prepare a list of questions that you would like to have answered. Take the list with you to the interview. There are some suggested questions on the next page.

Example of Questions to Ask in an Informational Interview

Occupation-specific questions

- On a typical day in this position, what do you do?
- What training or education is required for this type of work?
- What personal qualities or abilities are important to being successful in this job?
- What are the ideal qualifications for someone in this job?
- What kind of education/training is needed for this position?
- What part of this job do you find most satisfying? Most challenging?
- How did you get your job?
- How do you see jobs in this field changing in the future?
- Is there a demand for people in this occupation?
- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?

Career questions

- What opportunities for advancement are there in this field?
- What are the salary ranges for various levels in this field?
- What are the basic education/training/experience prerequisites for jobs in this field?
- What special advice would you give a person entering this field?
- Which professional journals and organizations would help me learn more about this field?
- What do you think of the experience I've had so far in terms of entering this field?
- From your perspective, what are the problems you see working in this field?
- If you could do things all over again, would you choose the same path for yourself? Why?

4. **SET UP THE INTERVIEW.** Contact the person by phone, message, or email to set up a time and place for the interview. Some interviews will be face-to-face, but others may be conducted over the phone. Ask to meet with the person for 15 to 30 minutes at the person's convenience.

How to ask for help

Asking for Help. If you are going to ask on the phone or in person, try one of these, but practice before you do it for real:

"I am interested in finding out more about _____ and I thought you would be a good person to ask because _____."

"I'm looking for ideas about _____ and I thought of you as someone who might know _____."

"I know you might be able to give me some good advice about _____ because you _____."

5. **DO THE INTERVIEW.** Dress suitably and arrive 10 to 15 minutes before the set time. In short, prepare the same as you would for an actual job interview. Refer to your list of questions, but don't be afraid to let the conversation flow or to ask follow-up questions. Use your "**Interview Notes**" Worksheet (next page) to make notes either during or immediately after each interview. You may ask the person to suggest the names of others who might be able to provide you with more information. Keep your meeting to the amount of time that you requested.
6. **RECORD WHAT YOU'VE LEARNED.** Immediately after the interview record any relevant information to your "**What I Found Out**" Worksheet (page 37-38) for that occupation.
7. **SEND A THANK YOU NOTE** to each person you interviewed.

Worksheet: Interview Notes

Copy or print this page for each occupation as you research directly.

The occupation name	
Who I interviewed (name)	
Phone number or email if available	
Relation to me or to the occupation	
What I found out: write down what you found out about things like: <ul style="list-style-type: none">• Wages• Benefits• Are people hiring?• What do employers want for training/education?• Is the occupation changing, how?• What are the best skills and characteristics to win a job like this?• Will there be a need for this occupation in 3-5 years?	
Write your notes here and on the back of this page:	

Comparison Chart

To help in your decision-making, gather your “What I Found Out” Worksheets for each occupation you researched and use them to fill in this chart.

	Occupation #1	Occupation #2:	Occupation #3:	Occupation #4:
What duties am I really looking forward to?				
What part of this work suits my interests & abilities?				
What do I value that the company & employees value?				
Can I survive on the salary & benefits?				

2. Know the Labour Market

	Occupation #1	Occupation #2:	Occupation #3:	Occupation #4:
Does the work schedule suit my family life? Can it be worked out?				
What training/education do I need?				
How much will this training/education cost me?				
Can I get the training/education locally? Where?				
Rate these occupations 1-4				

**CONGRATULATIONS! YOU HAVE NOW COMPLETED SECTION 2.
KNOW THE LABOUR MARKET.**



You have rated your top occupations of interest and are now ready to move on to
SECTION 3. PUTTING IT ALL TOGETHER.

Where to Go for What You Want

There is a danger in trusting one source of information – because this information will play a key role in your decisions. So it is important to dig for yourself, from several sources, for up-to-date information.

Resource Titles	What's Inside & Notes	What it's Good For
Government of Canada LMI info http://www.jobbank.gc.ca/	<ul style="list-style-type: none"> Occupational information related to your own province 	<ul style="list-style-type: none"> Information wages, outlooks and projections by occupation and/or city. LMI news that can help you visualize employment trends in printed and digital news articles.
NBJobs.ca https://nbjobs.ca	<ul style="list-style-type: none"> Information tailored to each region in New Brunswick Occupational profiles, sector profiles, employment prospects and hiring demand Links to other resources that fast-track sector exploration Occupational Videos 	<ul style="list-style-type: none">
Career Cruising www.careercruising.com	<ul style="list-style-type: none"> Career matchmaker – complete interest finding tool matched with occupations. Occupational profiles job description, work conditions, earnings, education/training, career paths, related jobs, links to other resources. 900 interviews with real people in the occupations. Education and apprenticeship information. 	<ul style="list-style-type: none"> Find out where your interests lie. Find matching occupations Find out from real people what it's like. Link to education, training, apprenticeship programs for where you can get education, length of training and cost.
Sector Council websites	<ul style="list-style-type: none"> Many have excellent career description sections or videos. Many have job boards. See a detailed list on page 57 	<ul style="list-style-type: none"> Career descriptions – duties, skills and training – are usually more up-to-date than

		<p>national occupational sites.</p> <ul style="list-style-type: none"> • If there is a job board it will give you company names – good for information interviewing and for finding out which provinces hire more. • Any salaries need to be checked against the salaries in your own region. • Any provincial associations and marketing organizations on these sites are good for information interviews about job opportunities and wages and training and hiring practices.
<p>Let's Talk Science Career Search</p> <p>https://letstalkscience.ca/careers/search</p>	<ul style="list-style-type: none"> • A collection of interviews from over 500 professionals across Canada. • Careers profiled are incredibly varied and include: <ul style="list-style-type: none"> ◦ CEOs/Entrepreneurs ◦ Creative directors and artists ◦ Tradesperson (mechanic, welding etc.) ◦ Hairstylist ◦ Urban planner 	<ul style="list-style-type: none"> • Learn about how career paths can differ from person to person. • Hear direct information about what people like most about their job, advice for others, etc. • While the interviews are with professionals who studied a career in STEM (Science, Technology, Engineering and Math), it doesn't necessarily mean they pursued a career in STEM.
<p>Essential Skills Profiles</p> <p>http://www.hrsdc.gc.ca/eng/workplaceskills/LES/profiles/profiles.shtml</p>	<ul style="list-style-type: none"> • Essential skill requirements for hundreds of occupations 	<ul style="list-style-type: none"> • Find out what is required in specific occupations in terms of reading, writing, document use, numeracy, oral

		communication, thinking, working with others, computer use and continuous learning.
NOC - National Occupational Classification https://noc.esdc.gc.ca	<ul style="list-style-type: none"> • Description of occupations and job titles with learning and experience needed. • “Search by job title” for any job title. • Use the “Career Handbook” to see a detailed breakdown of jobs that will help inform career decision making 	<ul style="list-style-type: none"> • Find a large collection of jobs titles • See a very detailed description of the skills, interests, aptitudes, education, and workplace conditions for listed job titles. • No job prospects here. Not as up-to-date as many sector council websites or Career Cruising.
NBJobs Occupational Profiles: https://www.nbjobs.ca/occupations	<ul style="list-style-type: none"> • Occupational profiles, employment prospects and hiring demand information. • Compare multiple occupational profiles with ease. • Easy to read information that is simple to understand and collect. 	<ul style="list-style-type: none"> • Search hundreds of occupations. • Find sample job titles and the information about the nature of the work and main duties. • Tailored information to the different regions of New Brunswick that compares the information to Canada and the Atlantic Provinces.
OpportuNext	<ul style="list-style-type: none"> • Very high level occupational information designed to identify occupations with that require similar skills. 	<ul style="list-style-type: none"> • Simple and quick to use for ‘at-a-glance’ career discovery. • Fast occupational information that is succinct • Capacity to temporarily save and compare favourite jobs without creating an account • Occupational information focused

		on top skills, wages and job growth only.
--	--	--

Career Exploration Websites

NBJobs.ca - www.nbjobs.ca

Watch occupational videos, use planning resources, view detailed information on hundreds of occupations, and learn about jobs that are in high demand.

Career Cruising - www.careercruising.ca

You need an I.D. and password from resource center staff. Occupational Descriptions, career quizzes, educational institutions and videos of working people.

Monster.ca - <http://career-advice.monster.ca/>

Access a wealth of job descriptions as well as thoughtfully written articles.

Youth Employment Information - www.youth.gc.ca

Offers a digital gateway to federal resources that will help you find career information faster..

Skills Canada - www.skillscanada.com

Information regarding the many skilled trades and technologies careers available to young Canadians and upcoming events.


The Canadian Apprenticeship Forum - www.caf-fca.org

Find links to all Provincial/Territorial apprenticeship branches and key industry partners.

Government of Canada -Job Bank - <http://www.jobbank.gc.ca/>

A career tool and hub to help you plan for your future. It provides useful information about 226 occupational groups, hosts quizzes to get to know yourself better, and contains access to diverse LMI from across the country.

List of Canada's Sector Councils

 Indigenous Works

[Indigenous Works](#)

 BUILD FORCE
CANADA

[Build Force Canada](#)

 BioTalent
Canada
Igniting the bio-economy's brainpower

[Bio Talent Canada](#)

 CANADIAN AGRICULTURAL
HUMAN RESOURCE COUNCIL
CONSEIL CANADIEN POUR LES
RESSOURCES HUMAINES EN AGRICULTURE
CAHRC-CCRHA

[Canadian
Agricultural Human
Resource Council](#)

 CANADIAN
APPRENTICESHIP
FORUM

[Canadian
Apprenticeship
Forum](#)

 CCAA
Canadian Council for Aviation & Aerospace

[Canadian
Council for
Aviation and
Aerospace](#)



[Canadian
Council of
Professional
Fish
Harvesters](#)

 CSTEC CANADIAN SKILLS TRAINING &
EMPLOYMENT COALITION

[Canadian Steel
Trade and
Employment
Congress](#)

 SUPPLY CHAIN
CANADA
PROFESSIONALS ADVANCING THE FUTURE

[Canadian Supply
Chain Sector
Council](#)

 COMMUNITY
FOUNDATIONS
OF CANADA

[Community
Foundations of
Canada](#)

 Tourism HR
Canada

[Canadian
Tourism
Human
Resource
Council](#)

 CHRC Cultural
Human Resources
Council
Conseil
des ressources humaines
du secteur culturel

[Cultural
Human
Resources
Council](#)



[ECO Canada](#)



[Electricity
Human
Resources
Canada](#)



[Food
Processing
Skills Canada](#)



[Forum for
International
Trade Training](#)



[Information and
Communications
Technology
Council](#)



[Mining Industry
Human
Resources
Council](#)



[Motor Carrier
Passenger
Council of
Canada](#)



[Careers in
Energy from
PetroLMI](#)



[Engineers Canada](#)



[Wood
Manufacturing
Council](#)



[Colleges and
Institutes
Canada](#)



[Canadian
Council of
Technicians
and
Technologists](#)



CAREER DECISION-MAKING GUIDE

SECTION 3

3. PUT IT ALL TOGETHER

Based on all the information you have gathered, you will now do the following:

1. Set a career goal
2. Develop an action plan

Is this section really for you?

All the work you have done in the first two sections has helped you to see the type of career you want to have. You have identified and researched occupations that fit with your personal profile. You have taken important steps towards a satisfying career.

Here's a quick check-in to see if this section is relevant to you:

1. *I am pretty clear on the kind of career I want.*

|-----|-----|
No Sort of Yes

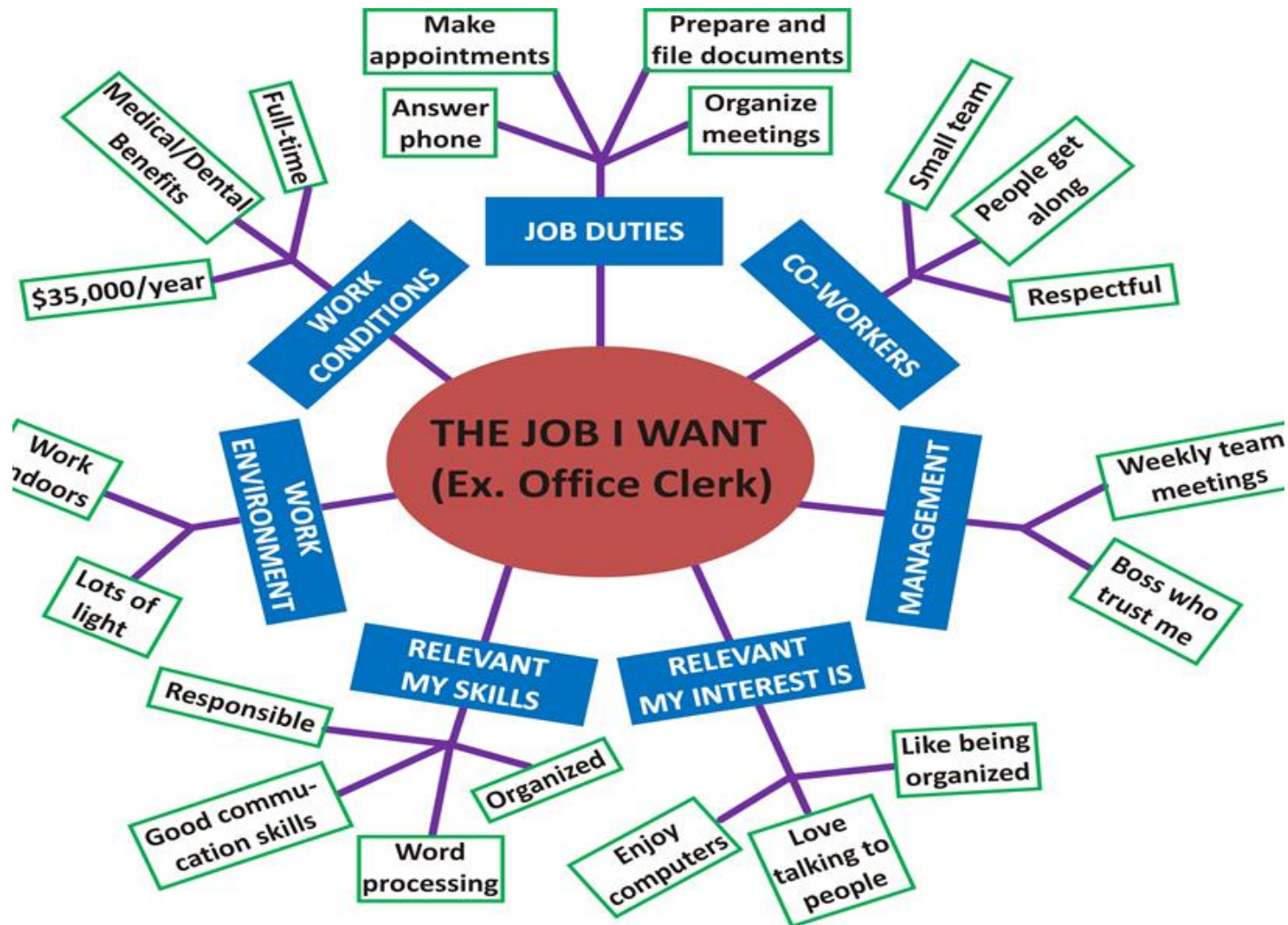
2. *I have identified one occupation that I think is right for me.*

|-----|-----|
No Sort of Yes

If you answered “**SORT OF**” or “**NO**” to either of these questions, you may be still debating between a few occupations. If so, go to the next page and then use the Decision Making Worksheet (page 62) to help you make a decision.

IF YOU ANSWERED “**YES**” TO THESE TWO QUESTIONS, you are ready to set your career goal and develop your action plan. You can go directly to page 67 to get started.

For each occupation you're considering, you'll want to look at it in the context of what's important to you personally. Here's an example of the kinds of things you may want to consider. The Decision-Making Worksheets on the next pages will help you:



Decision Making Worksheet

List the occupations that had the highest ratings from your Section 2 research.

These Occupations are the HIGHEST RATINGS from my Section B research:

- 1.
- 2.
- 3.

This worksheet will help you to decide which among these options is likely going to be the best fit for you. Remember, as much as making a decision for a career is important, if you make the wrong choice initially, it's not fatal. Keep in mind that the choice you are making now doesn't have to be perfect. It is the best you can make based on what you know about yourself and the labour market at this moment.

The information you researched in Section 2 has provided you with a good foundation of information, but there are other personal factors you can now add to help you make your decision. Complete this worksheet (pages 62-64) and then consider how your answers may help you decide between the 3 occupations listed above.

Places of Work - My Preferences

Your work environment is where you'll be spending your working hours, so ideally it's somewhere you feel good. Think about what is important to you. Do you need to be outdoors? Do you want a lot of windows? Would you be happier at a desk in your own private area, or working side-by-side with others? Is it important that you get to move around a lot?

In terms of work environment or atmosphere, I know I want:

I may need/want to find out more about:

Where to go:

- Ask local employers and employees.
- Find local companies in yellow pages and use your information interviewing skills to gather information.

Local Opportunities

You may be happy to move to find the work you want, or it may be important for you to stay in your own community. Either way, you need to know what is available locally.

In terms of local job opportunities for the 3 occupations I'm considering, I know

I may need/want to find out more about:

Where to go:

- Ask local employers and employees.
- Find local companies in yellow pages and use your information interviewing skills to gather information.

Education-Training- My Preferences

It's important to know as much about the educational requirements of the occupations you're considering and how easy/hard it will be for you to meet them.

Do you know...whether you'll need upgrading before you can start occupational training? How many years/months are you willing to spend on training? How far can you travel to do your training? What funding options are available to you to pay for training?

I may need/want to find out more about:

Where to go:

There is a list of **EDUCATIONAL INSTITUTIONS AND APPRENTICESHIP INFORMATION for your province** in the **Resources** at the end of SECTION 3 (page 71-72). To find out where you might study or train inside or outside of your province and information on requirements and funding, visit www.canlearn.ca.

Once you have a specific local training program in mind, visit their website, call them or – better yet – make an appointment to actually visit and talk to someone there. Find out about the program, entry requirements, how long it takes, what is expected of students, their approach to instruction, how much it costs, how to apply and when it starts.

Daily Activities- My Preferences

Too often, people train for careers only to find they don't actually like the work once they get there. Do you like to organize files, use large equipment, deal with the public or work at a computer screen? What daily activities are involved in the occupations you're considering?

In terms of daily activities, I know

I like : _____

I may need/want to find out more about:

Where to go:

- Ask local employers and employees.
- Visit www.careercruising.ca for videos of working people. If you need an access code, visit your local library, guidance office, post-secondary Career Centre or public employment service.

Working with Others - My Preferences

When it comes to work, are you a loner or do you need lots of interaction with others? Do you like a workplace with lots of talking and laughing, or do you prefer silence? Do you like to be supervised closely, or left to figure things out on your own? Do you want to be part of decision-making or do you want to just be told what to do?

In terms of working with others, I know I like:

I may need/want to find out more about:

Where to go:

- Ask local employers and employees.
- Visit www.careercruising.ca for videos of working people. If you need an access code, visit your local library, guidance office, post-secondary Career Centre or public employment service.

Looking at your worksheets, think about how the 3 occupations you're considering "fit" with your own personal preferences. With all the information you've gathered so far, you may be ready now to narrow down to one occupation (at least for now) that you want to pursue.

REMEMBER:

Every action or decision comes with a certain amount of risk. There is always a level of uncertainty that comes with career choices. Trust your capacity to decide, learn and adapt to change.

If you need additional guidance making a decision, the Ottawa Personal Decision Guide (OPDG) is designed for any health-related or social (including career!) decisions. Using the OPDG will help you identify why you the decision is difficult, in addition to understanding what is difficult about the decision. You can find a copy of the OPDG on the next page.

The next activity brings you to the last part of this guide: Goal setting and action planning.

Setting a Career Goal and Planning Action

Career goals are goals that you set for your career path. They can be anything from your career choice to where you want to be in your career in a certain number of years. A career goal is identifying in which fields and occupations you want to spend your working life. Setting a goal will help you define what you want to achieve in a more specific way.

Here are a few examples of career goals:

I want to be a medical assistant and work in hospitals

I want to be a welder and work in construction

I want to be a graphic designer and have my own company

Based on the research and thinking you have done previously, write your career goal. It could be short term, anywhere from tomorrow to six months from now, longer term 2 - 5 years, or a lifetime goal. Then, the action plan will define some stepping stones to get where you want to go.

My Goal Statement

Regardless of the kind of goal, developing an action plan will often make the difference between moving forward and stalling. There are a lot of examples showing that those who develop and record a concrete plan for reaching a goal are much more likely to attain it.

Action Plan

An action plan starts with the goal statement. Write your goal statement.

My Goal:

What do you need to do to reach that goal? List all the action steps that you will have to take to reach your goal. Be attentive to timing here: some actions may need to happen before others (like getting formal training before looking for a job).

	Action steps	Do this by	Result	Done
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

While you are developing your action plan, do you anticipate any challenges or barriers that you may have to overcome in implementing your action plan? It is important to be aware of the possible difficulties ahead of you so you can be prepared and overcome them faster.

List the possible challenges/barriers you may encounter and how you plan to overcome them.

Possible barriers to overcome (e.g. I don't know how to register for a program.)	Plan to overcome the barriers (e.g. I will go to the college (or phone) and ask.)

While you may start your plan with a lot of enthusiasm, for many reasons, you may experience a decrease of motivation over time. Is there anything that would help you stay motivated along the way? It could be a periodic reminder of your goal, a reward for a successful step, a friend who could encourage you, etc. List ways that you think may help you to keep motivated and moving forward to reach your goal.

How I will stay motivated

Reaching your goal will take time, energy, effort and maybe money. Think about how you will reward yourself for completing your goal. Knowing that this reward is waiting for you can help to keep you going in difficult times. It is up to you...

Reward for completing my goal

An action plan needs to be monitored, followed-up and adapted if needed. This last box presents some follow-up questions that you could be asking yourself to ensure your action plan is still relevant.

My Plan in Progress
<p>What new pieces of information could I add to my plan (put in my portfolio or journal)?</p>
<p>How will the new information change my plans?</p>
<p>How far away am I from reaching my goal? Do I need to do anything to ensure I will meet my goal?</p>
<p>Have I reached my goal? If not, what is keeping me from moving forward?</p>
<p>If I have reached my goal, do I have/do I need a new goal? (Remember to start the decision-making process again).</p>
<p>I will evaluate my progress again in (days, weeks, month and year).</p>
<p><small>Adapted from: <i>The Life-Work Portfolio</i>, by Catherine H. Van Dyke, Judith Hoppin and Nancy Perry. Washington, DC: NOICC, 1995.</small></p>

You have now completed the whole process of career decision making. Hopefully, you are comfortable with your choice and sometime down the road, you will have reached your career goal.

Keep in mind that building a career is an ongoing lifelong process that will lead you to work satisfaction as long as it is based on a good understanding of yourself and the labour market.



Education Institutions

Canada

[CanLearn](https://canlearn.ca) is a federal site devoted to supporting Canadians in their education and training. It includes a wide range of information on planning for, financing and succeeding with education and training.

- <https://canlearn.ca>



Post-Secondary Institutions

Contact, or better yet, visit the post-secondary institution you're considering. Addresses and phone numbers are available on their respective websites. To make this REALLY easy for you, here are links to listings of all post-secondary institutions in Canada:



**Universities
Canada.**
**Universités
Canada.**

[Universities Canada](https://www.universitiescanada.ca)



Colleges and Institutes Canada
Collèges et instituts Canada

[Colleges and Institutes
Canada](https://www.collegesandinstitutes.ca)



POLYTECHNICSCANADA

[Polytechnics Canada](https://www.polytechnicscanada.ca)

New Brunswick Apprenticeship Information

- <http://www.tradelinks.ca/menu-eng.html> - provides information on job forecasts in the trades' industry, designated occupations in the trades and training and education requirements.
- <http://caf-fca.org/apprenticeship-in-canada> - promotes apprenticeship as a valued post-secondary pathway to youth, parents and employers, leading to rewarding careers in high-demand professions.
- <http://www.skillscanada.com/> - Skills/Compétences Canada is a national, not-for-profit organization that actively promotes careers in skilled trades and technologies to Canadian youth.

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