

# Mapping Your Career 2





Jayne Hayden (she/her)  
Career Advisor  
Centre for Career Action



---

*I respectfully acknowledge that I live and work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, land promised to Six Nations, which includes ten kilometres on each side of the Grand River.*

---



# **Last week...**

- » Introduced to the elements of the career planning cycle
- » Completed the Challenge Cards activity

# Learning Outcomes

- » Identify personal values relevant to your career development
- » Learn and apply occupational research strategies
- » Develop your career action plan

# **Value introduction...**

# Values

- Things that are important and worthwhile to us
- Basis for goal setting
- Have cognitive, affective and behavioural aspects

# Values

- » What issues concern you?
- » What do you feel strongly about?
- » What kinds of policies do you/would you oppose or support?
  
- » Values Card Sort



# Values and your career

- » Important component of career statement: “deal breakers”
- » “I’m looking for work that satisfies these values.”
- » Authentic personal brand
- » Connect with corporate culture

# Values and your personal brand

- » Informational Interviews
- » Networking
- » Social media presence
- » Résumé/cover letter
- » Interviews
  
- » ...What's your personal brand?

# Activity

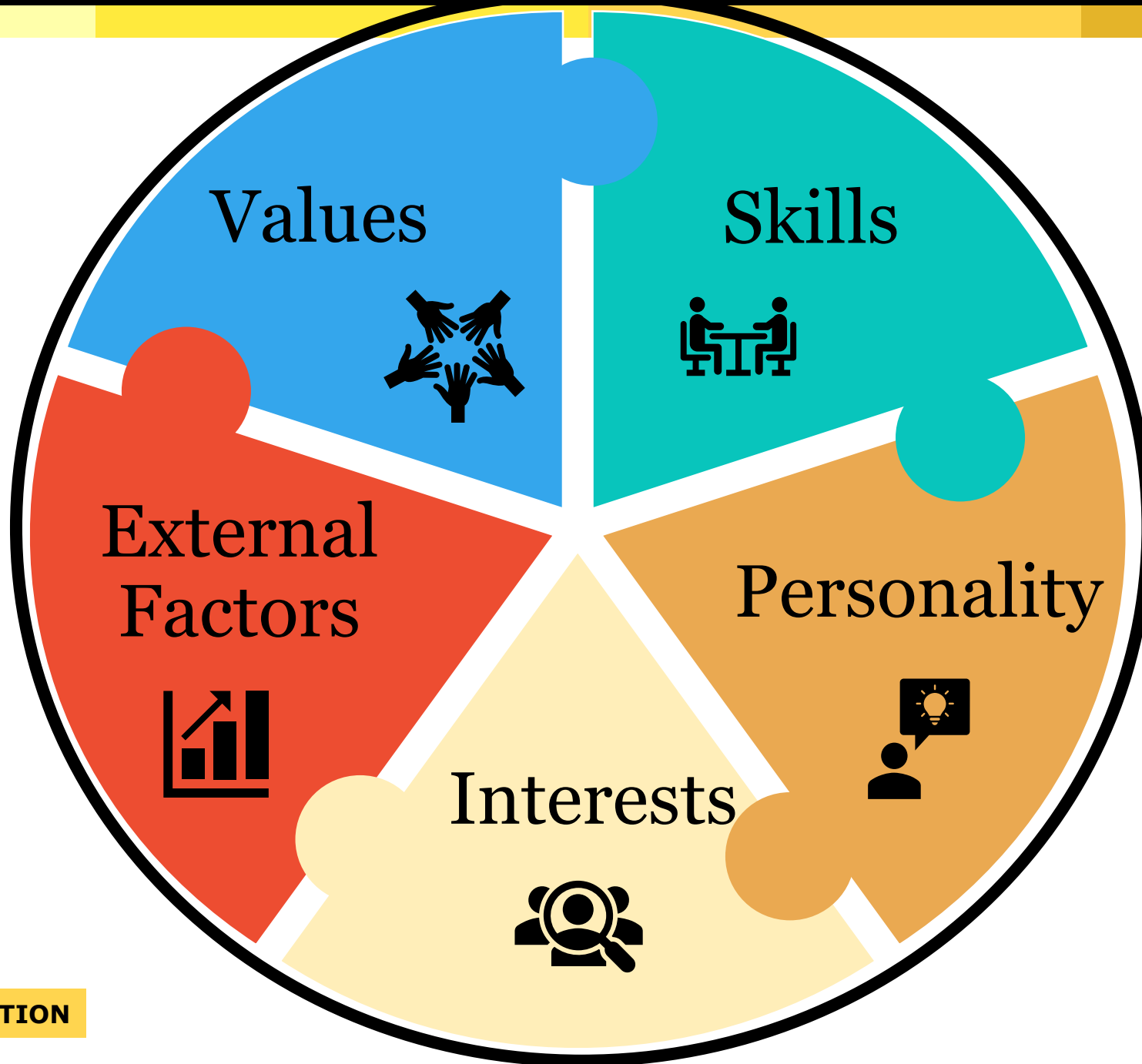
- » You have a networking interview with an organization that you don't know much about. You want to determine if the role and the organization are a fit for you
- » Select one or two of your key core values
  - » What question(s) would you ask your connection?

**QUESTIONS?**

# Bringing it all together

- » Core values one of 5 major parts of the puzzle
- » Helps you determine:
  - » Best fit between your values and occupations and industries
  - » How to make your existing and/or future work and leisure life more fulfilling





# Interests / Beliefs / Values / Personal Preferences

- » If I could do anything, and there were NO barriers, what would it be?
- » What is my “Dream Job”
- » What is my “Nightmare Job”?

# UN's Sustainable Development Goals

*What motivates you?*



UNIVERSITY OF  
**WATERLOO**

**CENTRE FOR  
CAREER ACTION**

SUSTAINABLE  
DEVELOPMENT **GOALS**

Centre for Career Action supports the Sustainable Development Goals

# Green careers...

- [EcoCanada](#)
- [Green Careers Canada](#)
- [Indeed: 20 Green Careers for the Environmentally Conscious](#)
- [Good Work Canada](#)
- [Renewable Energy Jobs](#)
- [Water & Wastewater Jobs](#)
- [Work Cabin](#) (conservation jobs in Canada)

# Additional Factors and Considerations

- » Personal (goals, grades, support, health, finances, time, cost versus payback)
- » Family/relationships/community
- » Society in general
- » Peers
- » Economy
- » Labour market



# **OCCUPATIONAL RESEARCH**

# Identifying Occupational Options

- » Assessment tools
- » Daydream/fantasy jobs
- » Occupation lists
- » Brainstorming with friends, family
- » Information interviews
- » Job shadowing, summer/part-time/co-op jobs, volunteering

# **Sources of Career Information**

- » Employers
- » Career planning websites
- » LinkedIn
- » Job postings
- » Professional & industrial associations
- » Career fairs

# Career Exploration Sites

- [typefocus.com](https://typefocus.com) (access code: uw74)
- [careercruising.com](https://careercruising.com) (username: uwaterloo; password: crc)
- <https://alis.alberta.ca/>
- <https://www.canada.ca/en/employment-social-development/services/noc.html>
- [onetonline.org](https://onetonline.org)

# Occupational Research Review

- » Nature of the work
- » Education, training and experience required
- » Personal qualifications, skills and abilities required
- » Personal characteristics of typical people working in the occupation
- » Values expressed in or by occupation



# Occupational Research Review

- » Current and potential earnings, benefits
- » Working conditions
- » Location
- » Employment outlook, advancement opportunities
- » Related occupations

# **CAREER DECISION MAKING**

# Career Decision Making Model

- » Identify decision to be made
- » State your goal clearly
- » Identify options
- » Gather information and data

# CDM Model (cont'd)

- » Compare and evaluate alternatives
  - » pros and cons
  - » values and needs satisfied
  - » risks involved
  - » visualize
- » Select one of the options
- » Develop an action plan
- » Review choice

# Career Decision Making Worksheet

<u>Criteria</u>	<u>Alternatives</u>			
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>
<u>Must-haves:</u>				
1. Helping others				
2. Writing opps				
<u>Wants:</u>				
1. Advancement				
2. Autonomy				
3. Variety				
4. Prestige				
Totals:				

# **ACTION PLAN**

# Action Plan

» Identify long-term goals:



# **Action Plan**

- » Establish short-term goals
- » Put plans in writing
- » Affirm your plan



## Action Plan

Insert your responses in the boxes provided. If you cannot complete your response in the space provided (one page total), adjust the template but try not go beyond 2 pages.

**One specific longer-term goal** (within 1-5 years) that relates to my career development is:

Possible **internal** barriers/conflicts related to this goal (e.g., self-knowledge, self-efficacy, fears/concerns, motivation/readiness):

Possible **external** barriers/conflicts related to this goal (e.g., occupational knowledge, influence of others, economic/geographic factors, finances):

**Support** that might be enlisted to help achieve this goal (e.g., family, friends, experts, financial):

**Compromises** that may need to be made to achieve goal:

<b>Shorter-term (within next year) action steps (minimum 5) toward goal (may address internal/external barriers, garnering support; may require more self/occupational research, work/volunteer experience, education):</b>	<b>Date to be completed:</b>
1)	
2)	
3)	
4)	
5)	

# **PARTING TIPS**

# Some Tips for the Road

- » Don't forget the "big picture"
- » Be alert for interfering attitudes and behaviours
- » Don't ignore your intuition
- » Expect and celebrate mistakes
- » Be flexible
- » Begin again....

# Next Steps...

- » Sign up for additional workshops
- » Make an appointment to meet a career advisor individually
- » Start exploring!





**Regular  
Co-op  
Undergrad  
Grad – All Levels  
Alumni  
Employees**



**Job Search Tactics  
Résumé  
Cover Letter  
Interview Prep  
Career Exploration  
Grad School Prep**



**Individual Appointments  
Drop-ins  
Workshops  
Online Resources**

**[uwaterloo.ca/career-action](http://uwaterloo.ca/career-action)**

**QUESTIONS?**



**We want to hear  
from you!**

**Please complete our survey!**



**UNIVERSITY OF  
WATERLOO**