

MAPPING YOUR CAREER 2



UNIVERSITY OF
WATERLOO

Centre for Career
Development



Introduction



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Land Acknowledgment

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?

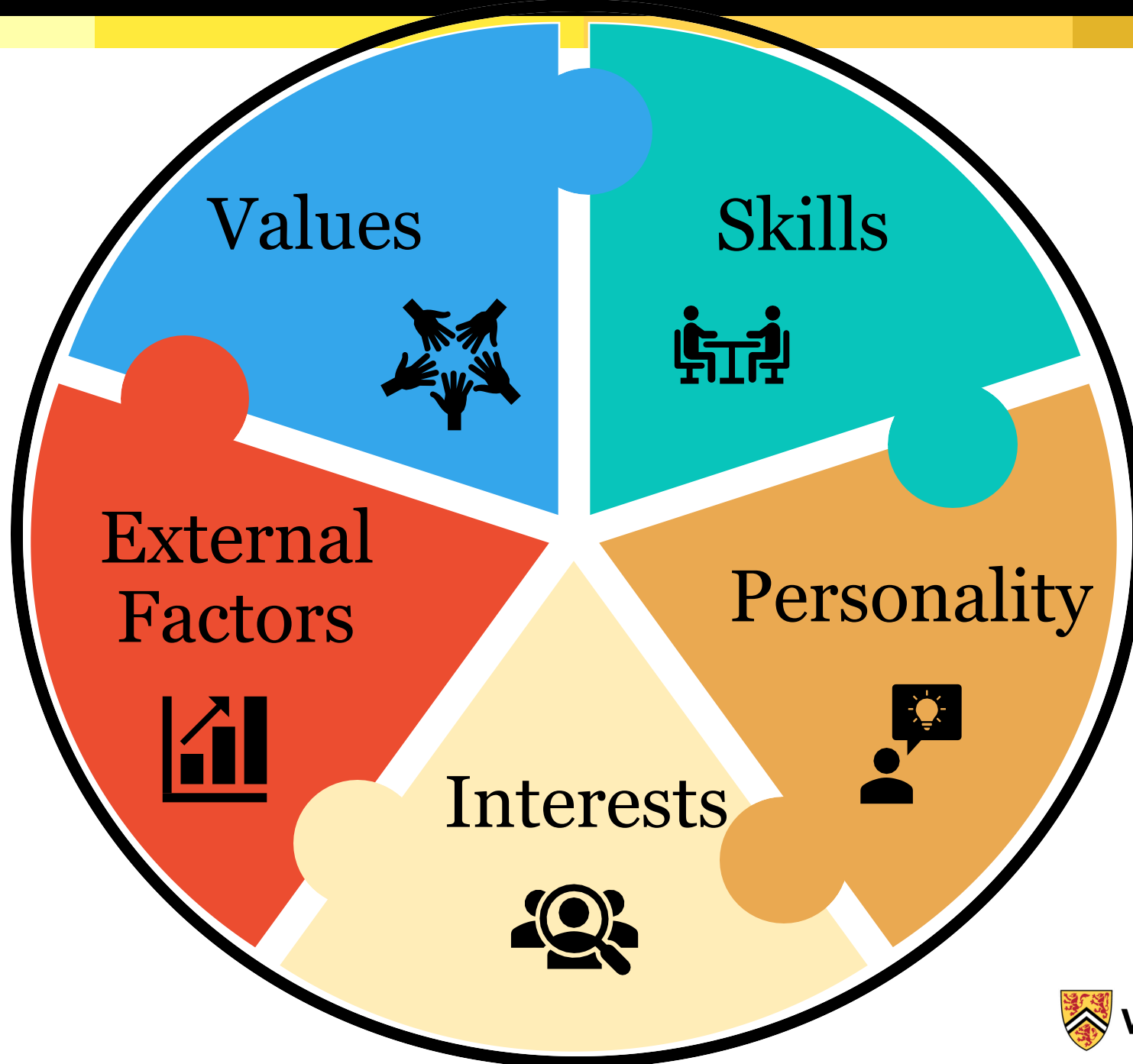
The image features a bright yellow background with several thick, colorful lines. A red line starts at the top left, goes right, then down. A light purple line starts on the left, goes down, then right, then up. A teal line starts at the bottom left, goes right. A dark blue line starts at the bottom right, goes left, then up, then right. A light purple line starts at the bottom right, goes up, then left, then up. The text "QUESTIONS..." is centered in bold black font.

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 goals

- 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?



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



The image features a bright yellow background with several thick, colorful lines in red, pink, teal, and blue. These lines are arranged in a complex, abstract pattern that resembles a stylized path or a network diagram. The lines intersect and curve, creating a sense of movement and flow. In the center of the image, the words "OCCUPATIONAL RESEARCH" are written in a bold, black, sans-serif font. The overall aesthetic is modern and graphic.

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 websites

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

The image features a bright yellow background with several abstract, colorful geometric shapes and lines. A prominent dark red L-shaped bar is in the top left. A light pink L-shaped bar is below it. A horizontal bar at the bottom is composed of a light pink segment on the left and a teal segment on the right. A thick blue line curves from the bottom right towards the top right. A light pink diagonal line also curves from the bottom right towards the top right. A small dark red vertical bar is at the bottom center.

Career decision making model

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

CDM model (continued)

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



The image features a bright yellow background with several abstract, colorful geometric shapes. In the top left, there is a red L-shaped block. Below it is a light purple L-shaped block. At the bottom left, there is a horizontal light purple bar. In the center, the text "ACTION PLAN" is written in bold, black, uppercase letters. To the right of the text, there is a horizontal cyan bar. Further right, there is a light purple shape that curves upwards and then downwards, and a dark blue shape that curves downwards and then upwards. At the bottom right, there is a small red vertical block.

ACTION PLAN

Action plan

- Identify long-term goals:



Action plan

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

Action 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:

Short term goals

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):	Date to be completed:
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!



An abstract graphic on a yellow background. It features several thick, colored lines: a red L-shaped line at the top left, a light purple L-shaped line below it, a horizontal line at the bottom left composed of light purple and teal segments, a teal horizontal line extending from the purple segment, a light purple line that curves upwards and then right, and a dark blue line that curves downwards and then right. The word "QUESTIONS?" is centered in bold black text.

QUESTIONS?



**We want to hear
from you!**

Please complete our survey!



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