

PARENT'S GUIDE TO SUPPORTING & ENCOURAGING YOUR CHILD'S *CAREER JOURNEY*

1	<p>REFLECT: Challenge your son/daughter to answer the question “Who am I?”</p> <ul style="list-style-type: none"> ➤ Grade 10 career education course; myBlueprint or Career Cruising software & tools ➤ College & University websites – career exploration section ➤ Identify/reflect on interests, personality, beliefs, values, skills & competencies
2	<p>CREATE: Advise them to create a professional resume</p> <ul style="list-style-type: none"> ➤ Required component of Grade 10 careers course; review it & help them enhance it <p style="text-align: center;">Personal Brand</p> <ul style="list-style-type: none"> ➤ Encourage them to think about/craft their “personal brand/image” on all social media platforms
3	<p>DEVELOP: Encourage extra-curricular involvement to develop skills and broaden experiences</p> <ul style="list-style-type: none"> ➤ Interpersonal and skill development; pursue interests; try new things ➤ Keep your eyes and ears open to explore new opportunities
4	<p>CONNECT & EXPLORE: Teach the value of networking and encourage them to become occupationally aware</p> <ul style="list-style-type: none"> ➤ Introduce them to people you know who have careers in their area of interest ➤ Research; informational interviews ➤ Curiosity & intentional exploration
6	<p>ENCOURAGE: them to develop skills such as optimism, curiosity, resiliency, adaptability, teamwork, collaboration and communication</p>
7	<p>SUPPORT: Most importantly ...stay positive, despite the uncertainty that lies ahead</p>
<p>A career is a <i>Lifelong Journey</i> not a destination; it is dynamic, evolving and requires continuous adaptation.</p>	

For more information about Personalized Educational Consulting Services or Workshops please contact:

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PERSONAL BRANDING IN AN AGE OF POSITIVE UNCERTAINTY

ACCEPT: *the future is uncertain*

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- Today, change is not only more rapid, more complex, more turbulent & more uncertain it has moved into uncharted waters
- Estimated 30-80% of jobs today will be gone in 10-20 years



2	<p>EMBRACE: <i>a positive attitude</i></p> <ul style="list-style-type: none"> ➤ Be objective and optimistic ➤ Stay motivated but not limited, by the goals you have set and the plans have made 	
3	<p>UNDERSTAND: <i>that your career is a journey not a destination</i></p> <ul style="list-style-type: none"> ➤ Today's youth are expected to change careers/jobs as many as 8 times ➤ 73% of today's workforce don't expect to be in the same career for life 	
4	<p>APPROACH <i>career decisions with an open mind</i></p> <ul style="list-style-type: none"> ➤ Be focussed yet flexible about your career goals 	
5	<p>CREATE <i>YOUR Personal Brand</i></p> <ul style="list-style-type: none"> ➤ The best way to be YOU! ➤ Be interesting; be real; let your unique personality shine through ➤ Differentiate yourself! Be UNIQUE ➤ Embrace your brand on all platforms: email; fb; twitter; snap chat; insta ➤ Encourage them to think about/craft their "personal brand/image" ➤ On ALL social media platforms 	
6	<p>DEVELOP: <i>Your resume and Social Media Profile</i></p> <ul style="list-style-type: none"> ➤ Your personal brand will stay with you throughout your career journey it's the common denominator along the way with continuous adjustments and modifications ➤ Be aware of your digital footprint 	
7	<p>Be authentic, Be consistent, Be YOU!</p>	
<p>Personal Branding is a positive consistent message and image profiling YOU!</p>		