

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

1	<b>REFLECT:</b> Challenge your son/daughter to answer the question "Who am I?" <ul style="list-style-type: none"> <li>➤ Grade 10 career education course; myBlueprint or Career Cruising software &amp; tools</li> <li>➤ College &amp; University websites – career exploration section</li> <li>➤ Identify/reflect on interests, personality, beliefs, values, skills &amp; competencies</li> </ul>
2	<b>CREATE:</b> Advise them to create a professional resume <ul style="list-style-type: none"> <li>➤ Required component of Grade 10 careers course; review it &amp; help them enhance it</li> </ul>
	<b>Personal Brand</b> <ul style="list-style-type: none"> <li>➤ Encourage them to think about/craft their "personal brand/image" on all social media platforms</li> </ul>
3	<b>DEVELOP:</b> Encourage extra-curricular involvement to develop skills and broaden experiences <ul style="list-style-type: none"> <li>➤ Interpersonal and skill development; pursue interests; try new things</li> <li>➤ Keep your eyes and ears open to explore new opportunities</li> </ul>
4	<b>CONNECT &amp; EXPLORE:</b> Teach the value of networking and encourage them to become occupationally aware <ul style="list-style-type: none"> <li>➤ Introduce them to people you know who have careers in their area of interest</li> <li>➤ Research; informational interviews</li> <li>➤ Curiosity &amp; intentional exploration</li> </ul>
6	<b>ENCOURAGE:</b> them to develop skills such as optimism, curiosity, resiliency, adaptability, teamwork, collaboration and communication
7	<b>SUPPORT:</b> Most importantly ...stay positive, despite the uncertainty that lies ahead
<p style="text-align: center;">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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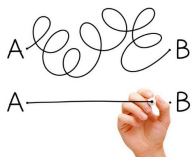



## PERSONAL BRANDING IN AN AGE OF POSITIVE UNCERTAINTY

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