

Cultivating Career Possibilities

CAREER EXPLORATION MODULE



Hello!

Welcome to the Cultivating Career Possibilities post-secondary career exploration module from 4-H Canada's Careers on the Grow! This module is an opportunity to learn more about what you want from your future career, discover new career possibilities, and consider how you're going to get from here to there. This module will provide you with resources and supports to help you prepare for your future career.

By the end of this module, you will connect with what you want from a future career, explore new career possibilities, and develop a plan to support you on your journey to your future career

How the Positive Youth Development formula supports your future career

At 4-H everything we do centres around ensuring you can strengthen and develop skills and abilities through the Positive Youth Development (PYD) approach. This globally recognized, and researchbased approach considers you an asset and partner in the community. This general approach and philosophy is incorporated into all our programming, including this career development module. The 4-H PYD formula, or "honeycomb" supports your development in becoming a responsible, caring, and contributing individual empowered to be successful!

The 4-H honeycomb identifies key assets that you build through 4-H programming. Don't be surprised to find these assets throughout this module identified as transferable skills. Transferable skills support success in all areas of life including work, volunteerism and even leisure activities. This connection between assets and transferable skills is just another way 4-H supports you in being successful in your future career!



How to use this module

Work through the module in the order presented and take time to complete the reflections at the end of each section. These reflections will help you consider your learnings around career options, yourself and how you can use this information. Take your time to complete the module and work through the activities at your own pace. You can also complete the module at the same time as a friend or with 4-H club members. Check in with each other to stay motivated, share insights you've found, and talk about what you're learning.

Your career journey is your own! There's no right or wrong journey or destination, so embrace this opportunity for personal growth and the chance to explore careers available to you!

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Reconnect with You

Post-secondary life is filled with competing priorities, demands on your time, expectations, and stress. It can be easy to lose sight of who you are and what you want. In this section, you'll complete activities to reconnect to who you are, what's important to you and what you want from your future career.



ACTIVITY 1 - Self-Assessment Quizzes

Career and self-assessment quizzes help you connect the dots between who you are and what you want from your future career. They can also help you identify and find new career paths available that you may not have considered before.

To find a career that's the best for you, you need to have a solid understanding of yourself on a personal and professional level. This includes what you like and dislike and how you work best. These preferences should also align with your career goals, values, interests and skills.

The Government of Canada's Job Bank website has quizzes you can take at no cost. Each quiz takes 5 to 10 minutes. You can complete these quizzes as many times as you like without creating an account or create a personal account for free and save your results.

The quizzes available are:

- Career Possibilities
 - > Interests helps you match your interests to careers that might suit you.
 - > Abilities helps you match what you're good at with career options using your top skills.
 - > Work Activities helps you explore how you work with people and things and provide career options to match.
- Explore your personality
 - > Multiple intelligences explore how you think and understand things.
 - > Learning style discover how you learn best whether visual, auditory or through hands-on experiences.
 - > Work values examine what you value when it comes to a work environment.

You can access these quizzes at jobbank.gc.ca/career-planning/quizzes

Want to learn more? There are other free online quizzes you can complete to learn more about yourself.

- 16 Personalities This personality test is based on the work of psychologist Carl Jung and will give you
 insights into personality traits related to mind, energy, nature, tactics and identity. The quiz is available at
 16personalities.com/free-personality-test
- My Next Move The O*Net interest profiler matches your interests with careers providing you with career options to explore. The profiler is available at **mynextmove.org/explore/ip**

- Entrepreneurial Potential Assessment This quiz will help you determine if you have the aptitude, motivation, and drive to run your own business. The quiz is available at bdc.ca/en/articles-tools/entrepreneur-toolkit/ business-assessments/self-assessment-test-your-entrepreneurial-potential
- 1. Complete several of the quizzes suggested above. (The more quizzes you complete the more information you have to help you!)
- 2. When each quiz is complete, read through the results and use the space below to record things that could be helpful on your career journey.

Quiz Name	Interesting and important results



ACTIVITY 2 - Career Goals

Even before you enter your future career, it's good to have an idea of things you'd like to achieve and accomplish. Not every goal needs to be big, like starting your own business or owning your own farm. Some may be simple goals like having a coffee chat with a different colleague each month or providing input on a project. Goals grow, develop, and change throughout your career. Be ready and open to your career evolving over time. At the start of your career journey, you should have ideas of what you want to do and where you want your career to go. This will help you create a plan to achieve your goals.

- Greg S. Reid

"A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dream come true."

- 1. Use the space below to create a mind map of future goals for your career.
- Start by putting yourself at the center. Branch off with career options you're considering, or categories like short- and long-term goals.
- From each initial branch, add more branches with related ideas, goals, and plans. If you're having trouble, go back to Activity 1 and review your findings from the self-assessment quizzes. Consider your interests, abilities, personal and work values.



Section 1 Reflection

Use these questions to reflect on your experience completing the activities in Section 1 of this career exploration module, what you've learned about yourself and your future career goals.

According to the World Economic Forum, the COVID-19 pandemic has been a reminder that a good job with a stable organization doesn't mean what it once did. The greatest employment skills as the global community moves through the COVID-19 pandemic is adaptability – the ability to pivot quickly, think in different ways to find creative solutions and look for new opportunities to build and grow skills.

What did you learn or realize about yourself and your goals for your future career?

How has your thinking about your future career changed or not changed? Why might that be?

Before starting this module, what did you feel when thinking about your future career? What are you feeling now?

What excites you when you think about possible future careers?

What worries you when you think about possible future careers? What steps can you take to help with these worries?



Career Flexibility

Studies suggest that members of Gen X stay at a job for 3.4 years on average. Members of Gen Y tend to stay in positions for just 2.7 years. The assumption is that this trend of frequent job/career movement will continue as Gen Z enters the workforce. In this section, you'll consider how to use your post-secondary education, skills, knowledge, and abilities in career sectors you may never have considered working in before.



ACTIVITY 1 - Transferable Skills

Whether looking to secure an entry position or change careers completely, transferable skills are more important than ever across all industries and careers. **Transferable skills** are abilities and qualities that can be applied and used in multiple environments such as work, volunteerism, and leisure activities. They're skills you can use in multiple environments regardless of the specific job or context. Transferable skills are often referred to as "soft skills".

	What are these skills?	What are some examples?
Soft Skills	Hard to measure	Communication
	Hard to define	 Responsibility
	Universal	 Problem-solving
	 Personal habits/traits shaping how you 	Organization
	work independently and with others	Teamwork
Hard Skills	Measurable	Coding
	Easily defined	Business analysis
	Specific	Farm equipment operator
	Technical knowledge or training	 Bookkeeping

According to the ODEC Skills Outlook 2021: Learning For Life report published by the Organization for Economic Cooperation and Development, the COVID-19 pandemic may have heightened the need for individuals to build skill sets that strengthen their resilience to change. The transferable skills that will support a specific job role will vary from role to role.

The World Economic Forum predicts that by 2022 at least 54% of all employees will need reskilling and upskilling to respond to changing work requirements. As a result, careers in the future will require that you're able to learn rapidly, are adaptable, can practice resiliency and take advantage of an entrepreneurial mindset. What do these skills all have in common? They're transferable skills!

Work environments, roles, and sectors were changing even before the COVID-19 pandemic began. According to the *Youth and COVID-19: Impacts on Jobs, Education Rights and Mental Well-Being* survey report released by International Labour Organization in 2020, youth aged 15-24 were about three times more likely to be unemployed than those 25 and over before the pandemic began. The COVID-19 pandemic is expected to create even more challenges for this age group as they enter careers.

The World Economic Forum provides some clarity on how those looking to enter careers can manage these challenges: adaptability and holding skills that adapt to multiple contexts. In essence, transferable skills.

The global recruiting company, Michael Page, identified the following list of the top transferable skills in 2021.

- Adaptability
- Teamwork
- Curiosity

Emotional Intelligence

InnovationProactivity

- Problem-solvingResilience
- Empathy
- 1. Review the list of transferable skills below. Rate how confident you are with your abilities in each one using the following scale:
- 1 Completely confident
- 2 Need more work
- 3 Not at all
- 2. For each skill, identify one way or place you're building or could be improving this skill. It could be through post-secondary studies, a job, volunteer work, or other extra-curricular activities.
- 3. For each skill, list one example of a time you've used this skill. It could be related to school, a job, volunteer work, extra-curricular activities, or your life in general. If an example doesn't come to mind, leave the space blank.

Transferable skill	Rating (1-3)	Where/how you're building/improving it	Example of when you've used it
Accountability Being willing to answer for the outcomes of your choices, behaviours, and actions			
Adaptability Being able to adjust to new circumstances			
Collaboration Working together for a shared reason			
Communication Conveying information and ideas to others			
Conflict resolution Ability to find or help others find an agreeable solution to problems.			
Creativity Using imagination and original ideas			

Transferable skill	Rating (1-3)	Where/how you're building/improving it	Example of when you've used it
Critical thinking Analyzing, assessing, and evaluating facts to make judgements			
Cross-cultural skills Ability to understand, communicate, and effectively interact with people across cultures			
Curiosity Desire to know and interest in things.			
Emotional intelligence Ability to understand and manage your emotions			
Empathy Being able to put yourself in the position of others			
Flexibility Being able to adapt			
Initiative Being resourceful without always being told what to do			
Innovation Creating, developing, or using new products, processes, and services to improve things			
Listening Ability to accurately receive and understand messages in the communication process			
Leadership Abilities to guide, motivate, and direct others			
Multitasking Ability to manage multiple responsibilities by focusing on one task while keeping track of others			
Persuasion Ability to convince others			

Transferable skill	Rating (1-3)	Where/how you're building/improving it	Example of when you've used it
Proactivity Seeing issues before they happen or finding new opportunities before being asked			
Problem solving Finding solutions to difficult or complex issues			
Resilience Ability to withstand adversity and bounce back from difficult situations or circumstances			
Responsibility Ability to be counted on to do things right and hold yourself accountable			
Self-direction Making your own decisions and organizing your own work			
Social skills Understanding of how to behave in social situations to interact and communicate with others			
Strategic thinking Intentional and logical thought process focused on analyzing facts and variables that influence long-term success			
Time management Ability to organize and plan how to divide time between activities			



ACTIVITY 2 - Consider Other Sectors

With the unpredictability and disruption that the COVID-19 pandemic has brought to all career sectors, it's harder than ever to know what the future has in store for your career of choice. Having some alternate ideas and plans in your back pocket can be helpful if you decide to shift to a different career or career sector.

"In today's era of volatility, there is no other way but to reinvent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate."

- Jeff Bezos

Making a change in your career doesn't mean that the knowledge and skills you've gained in post-secondary studies or the experiences you've had will go to waste – quite the opposite in fact! This is when you access your transferable skills. It's about rethinking the skills and knowledge you already have, and then considering how these skills fit into other career sectors and finding where there's alignment with roles in those sectors.

- 1. Read through the table of career sectors below.
- Highlight in yellow the sector you're working/planning for a career in.
- Highlight in green sectors where you know or think there could be careers that align with your transferable skills, career goals, experiences, and interests.
- Highlight in **pink** any remaining sectors where you feel confident there would not be a career that would align with your transferable skills, career goals, experiences, and interests.
- 2. Go to the Government of Canada's Job Bank website: jobbank.gc.ca/career-planning
- 3. Enter one of the career sectors that you didn't highlight in the occupation section. Since you're not sure how to categorize these sectors, this is a great place to start learning more!
- One keyword should be enough to bring up a list of careers from that sector.
- Scroll through the list of careers. Select and read about those that sound like they might align with your transferable skills, career goals, experiences, and interests.
- 4. Make a list of possible "plan B" careers below. You can do more research into these at any time to learn more and better determine how well they align with your transferable skills, career goals, experiences, and interests.
- Remember you don't have to change your career journey for any of these options. Keep an open mind because you might be surprised by what you learn and find!

Accounting and taxation	Advertising, marketing, and public relations	Agriculture
Animal and veterinary science	Banking and financial services	Biological, chemical, and pharmaceutical sciences
Biomedical technologies and medtech	Business management and human resources	Charity and non-profit
Clerical and administration	Construction, architecture, and property	Computers and ICT
Creative arts and design	Education, teaching, and training	Energy and utilities

Engineering	Entrepreneurship	Environment and forestry
Fashion and beauty	Food and beverage	Government and politics
Healthcare	History, culture, and languages	Hospitality and events management
Information technology	Insurance	Law and legal
Leisure, sports, and fitness	Maritime, fishing, and aquaculture	Manufacturing
Media, film, and publishing	Music and performing arts	Physics, mathematics, and space sciences
Psychology and social care	Public services and administration	Sales, retail, and purchasing
Security, defence, and law enforcement	Skilled trades	Transportation and logistics
Travel and tourism	Other:	

Interesting "Plan B" Careers

Career	Career Sector	Skills alignment



Section 2 Reflection

Use these questions to reflect on your experience completing the activities in Section 2 of this career exploration module and what you've learned about your transferable skills and applying them to careers in other career sectors.

The Brookfield Institute's 2020 report, Yesterday's Gone, stated that in the wake of the COVID-19 pandemic, individuals are reevaluating personal and economic priorities with many questioning their values, long-held assumptions about work and careers, as well as rethinking their career paths. The report also noted that individuals may be happier working fewer hours, earning less and shifting work norms.

What did you learn or realize about your transferable skills and these skills in general?

How has your thinking about your future career changed or not changed? Why might that be?

Has your thinking changed about career options in career sectors that you hadn't considered before? If so, how? If not, why do you think that might be?

Are there any career options from your Interesting "Plan B" list (from activity 2) that you want to learn more about? How do you see your transferable skills applying? If there aren't any, how might your transferable skills help you in other areas of your life other than your future career?

What transferable skills do you think you need/want to keep building as you continue your career journey? What steps could you take to ensure you're continuing to build these skills?



In this module, you have reconnected with yourself, considered career goals, and explored transferable skills and possible career sectors where you could potentially find a career that aligns with your goals, values, skills, and interests. In this last section, you'll be challenged to create a personal pledge, take steps to continue growing your knowledge on your career path, and consider how you can use your network to connect with someone in the top careers you're considering to learn more about these possible careers.



ACTIVITY 1 - Personal Pledge

This career exploration module got you started. Now it's up to you. Complete the pledge on the next page. Commit to continuing the work to prepare for future career success. Post your completed pledge somewhere you'll see it often. Review it regularly. Update it when and if you need to.

"Create the highest, grandest vision possible for your life because you become what you believe."

- Oprah Winfrey

Use the space below to jot down notes and ideas for what you want to include in your personal pledge.

Create your personal pledge on the next page.

CANADA PEI	RSONAL PLEDGE
I	(name) hereby pledge to take the following step
to continue building my	knowledge, understanding, skills, and preparedness for future career success
1.	
2.	
3.	

I recognize that I'm not on this journey alone. I can connect with the following people to get help and support when I need it:

1.	
2.	
3.	

My career journey and future career choices are my own. I recognize that there are many paths to get there and no set timeline to my journey. I pledge to honour my path, my beliefs, and be kind to myself along this journey.

I pledge to be open to the insights, advice, feedback, and wisdom of caring adults in my life. I will honour and respect their experiences as their own. I will do my best to remember that their support comes from a place of care, a desire to see me succeed and a willingness to help.

(signature)

(date)



ACTIVITY 2 - Networking 101

Networking is a powerful tool for career development and professional success. Having a strong network can support you in looking for new and different career opportunities, connect you with others in your industry, and support personal and professional development. Strong networking skills have the potential to save you time, help you move your career forward, or shift to a completely new career.

"Networking is more about farming than it is about hunting."

- Ivan Misner

Marissa King and Balázs Kováca's research for Harvard Business Review found that professional and personal networks are shrinking as a result of the COVID-19 pandemic. Now more than ever it's vital to remain intentional about maintaining connections to casual acquaintances.

Your network won't just evolve and support your professional success without some work from you.

Your network can and should be made up of a variety of people including anyone you interact with who could potentially offer you professional assistance and guidance.

- 1. Create a list of those people you can think of who are part of your network already. Make a note of how they may be able to support you on your career journey.
- Don't worry if your network doesn't feel very "official". As you grow and engage with your network it will begin to feel more real and purposeful.
- Remember to consider family, friends, coworkers, contacts from extra-curricular programs, teachers and professors, and people you know from your community.

Name	How they can support my career

It's helpful to have an assortment of people in your network. Your goals and needs will change at different points in your career. When this happens, you may want to reach out and connect with specific people who can help you with certain questions or needs.

- 2. Consider one of your current career goals and your list above. Identify who would be best to support you in achieving this goal? Add them to the table below.
- 3. Who might it be helpful to add to your network to support this goal? Add these ideas to the table below.
- It's okay if you don't know someone specifically. Identify anything about this kind of person, such as their job role or career sector that you know.

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Who do I know that could help me	Who could help me that I'd like to add to my network

Growing and maintaining your network is a continual task. People who devote time and effort to their network can reach out to them when they need help and have a greater chance of getting support. Keeping pleasant and friendly relationships with your extended network makes all the difference. From polite emails to say hello or connecting for coffee, even virtually, are all simple ways to ensure you have a strong supportive network.

Knowing what you have to offer back to your network is equally important. Effective networks require some give and take so the relationship benefits both people. If you have something helpful to offer, it's more likely others will be willing to help you.

- 4. Identify some ways that you can build networking into your schedule each week.
- The more specific you are, the more likely you'll follow through. Whether it's reaching out to a new contact, emailing a current contact to stay in touch, or meeting with a contact for coffee (in person or virtually), give yourself a task to accomplish and hold yourself accountable in a way that makes sense to you.

Networking Ideas			

Networking can be intimidating and nerve-wracking for many. Here are some simple tips to keep in mind to make it the best experience possible.

- **Have a goal in mind** What is it that you want to achieve and how could this relationship help you achieve that goal?
- Prepare Whether you're attending an event where you can meet new contacts or are meeting a contact one-on-one, spend time getting ready. Consider effective ways to start a conversation, know what you're interested in learning about and think about how you present yourself.
- Focus on quality over quantity Remember what you bring to the relationship when you connect. Try and make it as meaningful and personal as possible. Having fewer, quality contacts in your network, especially when you're just starting, is going to help you more than hundreds of contacts you don't have a quality relationship with.
- **Follow up** If you don't get an immediate response don't panic! Everyone's busy. Wait 3-5 days and then follow up. Be respectful of boundaries and avoid "stalking" a potential contact.
- **Listen** When you connect with someone new, be present for the conversation, and listen for understanding. Show genuine interest and take the time to get to know them better. You'll build a stronger relationship and separate yourself from others by being authentic and open.
- **Remember it's not all about you** Be open to connecting your contacts with each other and offering your help when you can. This not only builds your network, but it shows your connections that you want to see others succeed as well.



ACTIVITY 3 - LinkedIn

LinkedIn is the largest business-focused platform designed specifically for networking and professional purposes. It's one of the most powerful tools available to help you network efficiently on a large scale. In addition to networking, your LinkedIn profile allows you to showcase your experience and expertise to a professional audience. Unlike personal social media accounts, LinkedIn is all about you professionally and needs to be treated with care.

"Connecting expands possibilities – in work and in life – for ourselves as well as for others."

- Adele Scheele

There are many reasons to create and maintain a LinkedIn profile.

- Getting exposure to hiring managers and recruiters
- Showing your knowledge, expertise, and leadership experience
- Researching potential careers, new opportunities, businesses and companies, trends and innovations, professional learning opportunities, and career-related news
- Finding and answering job postings
- Getting others who've seen your skills in action to recommend or endorse you, providing social proof to your skills and talents
- Joining groups of like-minded individuals, with careers or professional interests and goals to build your network.
- 1. Watch 4-H Canada's Career Development Webinar *Building and Utilizing Your LinkedIn Profile*. The webinar can be accessed at **4-h-canada.ca/growingcareers/webinars**

2. Identify at least three actions you can take to create, update, and/or improve your LinkedIn profile. Note why each is important and how it can support your future career goals.



3. Create a plan to complete the actions identified above.

Action	Plan	



Section 3 Reflection

Use these questions to reflect on your experience completing the activities in Section 3 of this career exploration module and what you've learned about networking and the importance of a LinkedIn profile.

"Research...demonstrated that employees who spend 15 minutes at the end of the day reflecting about lessons learned performed 23% better after 10 days than those who did not reflect."

— Why you should make time for self-reflection (even if you hate doing it), *Harvard Business Review*

What did you learn or realize about networking, LinkedIn, and their importance to your career journey?

How has your thinking about your future career changed or not changed? Why might that be?

Think about your thoughts and feelings about networking and a LinkedIn profile before completing this section of the module. Have your thoughts and feelings changed? If so how and why might that be? If not, why do you think that might be?

What if any concerns or questions do you still have about networking and using your LinkedIn profile? Who might be able to help you with these questions or how could you find answers to these questions?

How could you continue to grow your network and use LinkedIn to support your career journey moving forward?

CAREER EXPLORATION MODULE: POST-SECONDARY

Congratulations!

You did it! Congratulations on completing the Cultivating Career Opportunities module from Careers on the Grow.

We encourage you to share what you've learned with your club leader, fellow members, and friends. Support each other along your individual journeys! Celebrate your hard work together.

Remember, this isn't the end. It's only the beginning of your journey. That journey will be what you make it. Keep working on your plan, preparing, and building the skills and knowledge you need. It's your future, it's your career path. Good luck making it what you want it to be!





Certificate of Completion

This certificate is presented to

For completion of the Careers on the Grow Career Exploration Module – Post-Secondary, Cultivating Career Possibilities

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Shannon Benner Chief Executive Officer 4-H Canada



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