

Change Works Interactive

Module 1: The New Economy



“The whole pace of business is moving faster. Globalization is forcing companies to do things in new ways.”

Bill Gates

Change really is constant. Just think about it. Its not unusual today for individuals to experience anywhere between 5-7 career changes in their work lives. Different people have different reasons for making the leap. Perhaps there has been a change a change in the organization like restructuring or you have been let go. For some maybe it has been a situation that has become difficult to manage (a overbearing boss, a health issue, an unfilled dream that has impacted your purpose for working. Regardless, the change you are experiencing is often difficult and challenging. It can also be extremely rewarding and satisfying. Throughout our lives we have the opportunity to develop new goals, friendships or ways of thinking. We move through different phases of our life sometimes in quick succession and experience these changes. In some cases, it may be our relationships, in others our finances, or even our health. Heraclitus, the Greek philosopher may have said it best that, “change is the only constant in life.”



We are delighted that you have taken the opportunity to look at changing your career prospects. People generally aren't comfortable with making change. It often makes them worry and prompts them to start thinking of or asking a lot of questions. Try to keep an open mind. Read. Talk to people you trust. Your counsellor has the training and experience to help you navigate these tricky waters. You will probably find that there is lots of information that you will run across in your search. As you begin to sift through this information, you may find that your confidence grows when you use tools and strategies that have helped others. The way we have structured the material in our program allows us together to research, reflect, and consider pathways that will serve you best. Take a look at what's coming around the corner in our work.

We hope that through our modules you will have a better understanding of:

- 1) The New Economy**
- 2) Self Inventory: Knowing Yourself**
- 3) Developing Your Personal Brand**
- 4) Coping with challenges and setbacks**
- 5) Executing your plan**

You have really taken the first step to making changes in your current situation. What is really important is following a process. Think about it. Pick your favourite athlete or someone you know is really talented and at the top of their game. Odds are that they followed a process thoroughly. At Change Works, our process allows the client to typically complete sessions and maintain gains by completing assigned readings, reflections and homework. Career management is a lifelong process where we constantly reflect upon where we are presently; we gather information to help us, and we look at next steps that are both challenging and fulfilling to the individual. This process we have embarked upon should take anywhere from 5-7 sessions and homework usually will take you approximately 2 hours per week. Some clients choose to check in with their counsellor



periodically even after the formal sessions have been completed. That is completely up to you.

You ready for change? Let's get started! Before we dive in, let's look at some of the reasons for being involved.

Reflection: What do you think you would like to achieve from this process?

How will you know that you are successful in this process?

What does career success mean to you?

Why should I plan my career?



With career development, we continue to try to achieve a balance between what is expected in the workplace and our own personal wants and needs that are important to us. Other experts in the field of career development tell us:

- ✓ with career counselling your self-awareness develops which builds **confidence** that can impact many different areas of your life
- ✓ **stress and anxiety** often go hand in hand with career uncertainty. The more planning and direction I seek, the better off my mental health
- ✓ Career planning can help save you **time and money**. When I plan my career, I don't leave a major decision like this up to chance events
- ✓ People who proactively and strategically develop skills and identify available resources are **resilient more often**. They tend to be able to handle unplanned challenging situations transitions i.e. job loss, personal struggles.



- ✓ Planning your work life gives you a better sense of **control**. Strategic planning indicate they are more productive and satisfied overall

Here's what some job searchers will do:

Rely on unreliable sources	Leave things to chance	Procrastinate	Get down on themselves
Don't Conduct Market research	Trust a single data source/tool	Isolate themselves	Start some unhealthy habits

Reflection: Can you relate to any of these methods? Explain.

Taking a different approach!



Take a look at some of the following inspirational quotes for job seekers. Indicate which quote(s) really hit the mark with you. Why?

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you." - **Mary Kay Ash**

"If you can dream it, you can do it." – **Walt Disney**

"Make sure your worst enemy doesn't live between your two ears." – **Laird Hamilton**

"Do not bring people in your life who weigh you down. And trust your instincts ... good relationships feel good."- **Michelle Obama**

"Success consists of going from failure to failure without loss of enthusiasm." – **Winston Churchill**

"You miss 100% of the shots you don't take." – **Wayne Gretzky**

"You can't build a reputation on what you're going to do." – **Confucius**



"In the end, hard work is the true, enduring characteristic of successful people." - **Marsha Evans**

Thinking about Change



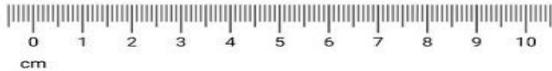
James Prochaska and Carlo Di Clemente (1977) from the University of Rhode Island devised a “**transtheoretical model of change**” that can help explain some concepts of behavioural change. The researchers indicated there are distinct stages that people could potentially go through. These stages of change can be easily applied to the job seeker. They are as follows:

- **Precontemplation.** Thought: “I’m not ready to start looking yet”
- **Contemplation.** Thought: “OK, I’m warming up to getting ready for a change”
- **Preparation.** Thought: “I think I might be ready to get going”
- **Action.** Thought: “I’m going to dive into the job search”
- **Maintenance.** Thought: “I have to keep at this process for at least a few months or I’m probably not going to be able to maintain progress.”

Reflection: What stage of this model do you think you are in presently? Explain.



Reflection: Where are you on the Change Scale?



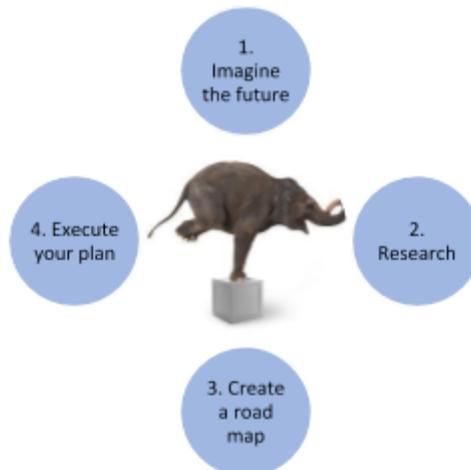
On a scale of 0-10, with 0 being the lowest level of motivation and 10 being the highest, where do you think you are today? **Why do you think this is the case? Has this motivation changed in the past couple of months?**

Can you think of some significant changes that you have had to make in your life thus far? What were they? How did you find the strength to change?

The Change Works philosophy:



- 1. Imagine what the future looks like.** By doing this, you will boost your confidence;
- 2. Research** the latest trends and sources. By doing this, you can navigate the landscape more efficiently;
- 3. Create a road map.** By doing this, you set and reach attainable milestones; and finally
- 4. Execute your plan,** you gain more control of your life!





The Process of Career Counselling at Change Works

Part 1: Imagine the future

Every time we learn a little more about ourselves, we move forward. This may be something that is new for you or maybe you have done some reflections about what makes you tick in the past. Look at it an opportunity for validation about who you are or how you are evolving. Use your counsellor as a resource. Try not to make assumptions. You will always be encouraged to reflect between sessions and keep learning.

The following components comprise knowing one's value. Each of these areas is very important to consider in making a career decision.

Values – Refers to things that you consider to be important to you. These are the things in our life that keep us feeling happy and motivated.

Interests - A specific area or to which a person is drawn because they are curious about it. Am I passionate about an area of interest or perhaps a cause or area of study that is close to my heart?

Strengths- The quality that allows us to deal with problems and setbacks effectively

Personality – Our personality helps us realize our value. Although everyone is different in some ways, it is important to realize our unique combination of emotional, attitudinal, and behavioural patterns.

Ambitions- When we have the desire to achieve desire to achieve something through hard work the odds of getting there increase.

2) Research

At Change Works Interactive, we encourage the client to begin to investigate different career options in order to develop informed choices. We take pride in being able to provide you with useful research resources and will coach you as you begin to complete information interviews with individuals employed in the areas that you have begun to narrow down.



3) Create a road map

You may find that by doing research, using assessments or through informational interviewing that you begin to generate different ideas. Labour Market Information is invaluable. It gives the job seeker information on employment, demographics and labour regulations. Think about what your personal network can help you with and your own personal brand you are developing.

4) Execute your plan

Knowing both your strengths and your weaknesses can assist you. Gaining more control helps us feel more confident and hopeful. Let's plan together a new outcome or story that better suits who you are.

First, some background as we will explore the concept of the New Economy and how we can best navigate

What is the New Economy in Canada?



We are hearing more about the New Economy but what exactly does that mean? In a relatively short period of time we have moved from an *industrial economy* to a *knowledge economy*. *Some of the biggest changes we have witnessed in these shifting sands have been trends* in globalization, demographics, how we socialize and live and the technology we have adopted. Each factor has impacted the work we perform in different ways and will continue to do so in the not to distant future.

The **Old Economy** generally had us working for only a few companies in our lifetime, with a career trajectory based on a few areas of expertise. These times provided us with stability and a sense of sustainability. The trajectory was essentially linear and predictable. Between 1940-1970 Canada's labour force consisted primarily of men working in full time jobs with benefits usually in manufacturing or trades allowing them to support a family along with benefits to cover unexpected expenses and save for retirement.



That pathway, as we have become keenly aware, has disappeared giving way to more part time, contract and often precarious work.

In the **New Economy**, we have been forced to search out and execute multiple jobs and careers, and the responsibility now rests on our shoulders, not the organizations'. The skills that we are asked to develop and be comfortable with is truly mind boggling! Employees who can add value to the company are valued and respected. Employee or employers move more frequently if they feel at any time if perceive they are no longer benefitting from the relationship. It is more common to see work as an activity dominated by automation of industry, declining unionization, and the onslaught of precarious employment, as we fully immerse ourselves into the digital economy.

Reflection: How has the *New Economy* impacted you in terms of preparing for trends in globalization, the changing job market in Canada or with technology?

With that change in The New Economy comes some common terms that we should familiarize ourselves with. Review the following as we prepare for our next steps:

Agile Workforce: a knowledge-based group of workers who are able to adapt to suit the changing business environment.

Artificial Intelligence: the ability of a digital computer or robot to perform tasks that humans once did i.e. driverless cars

Baby Boomers: the demographic cohort proceeding Generation X. Also defined as those born between 1946 and 1964 creating opportunities for some employment seekers who may be asked to fill some those roles brought about by retirement.



Consultants: Widely considered an expert or an experienced professional in a specific field possessing a wide knowledge of the subject matter. By hiring a consultant, people would have a deeper level of expertise in such fields as education, marketing, IT, accounting etc.

Discrimination: Discrimination is an action or a decision that treats a person or a group badly for reasons such as their race, age or disability.

Diversity: gender, age, sexual orientation, family status, education level, socioeconomic status, religion, and ability. Tolerance is key to understanding diversity issues.

Entrepreneurs: are people who organize and operates a business and who tend to take on greater than normal risks in order to do so.

Freelancers: make decisions to do particular pieces of work for different organizations, rather than working all the time for a single organization.

Gen X/Y: This group is also known as Millennials and precedes **Generation Z**. Age ranges for this group typically begin in the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years.

Gig Economy: a free market system in which temporary positions are common and organizations contract with independent workers for short-term engagements like a musician or entertainer might do.

Independent Contractors: A worker for an organization who is a nonemployee. These people typically pay their expenses and manage their own benefits.

Knowledge Economy in this economy the accessibility of the information available is key, rather than production. Lifelong learning is a must.

Portfolio Career as an alternative to full time employment, the worker opts for a series of part-time jobs with different employers that when added up collectively equate to a full-time position.

Seasonal workers those hired on a on a temporary basis-could be related to weather or the season, within an industry (such as the holiday season in retail).

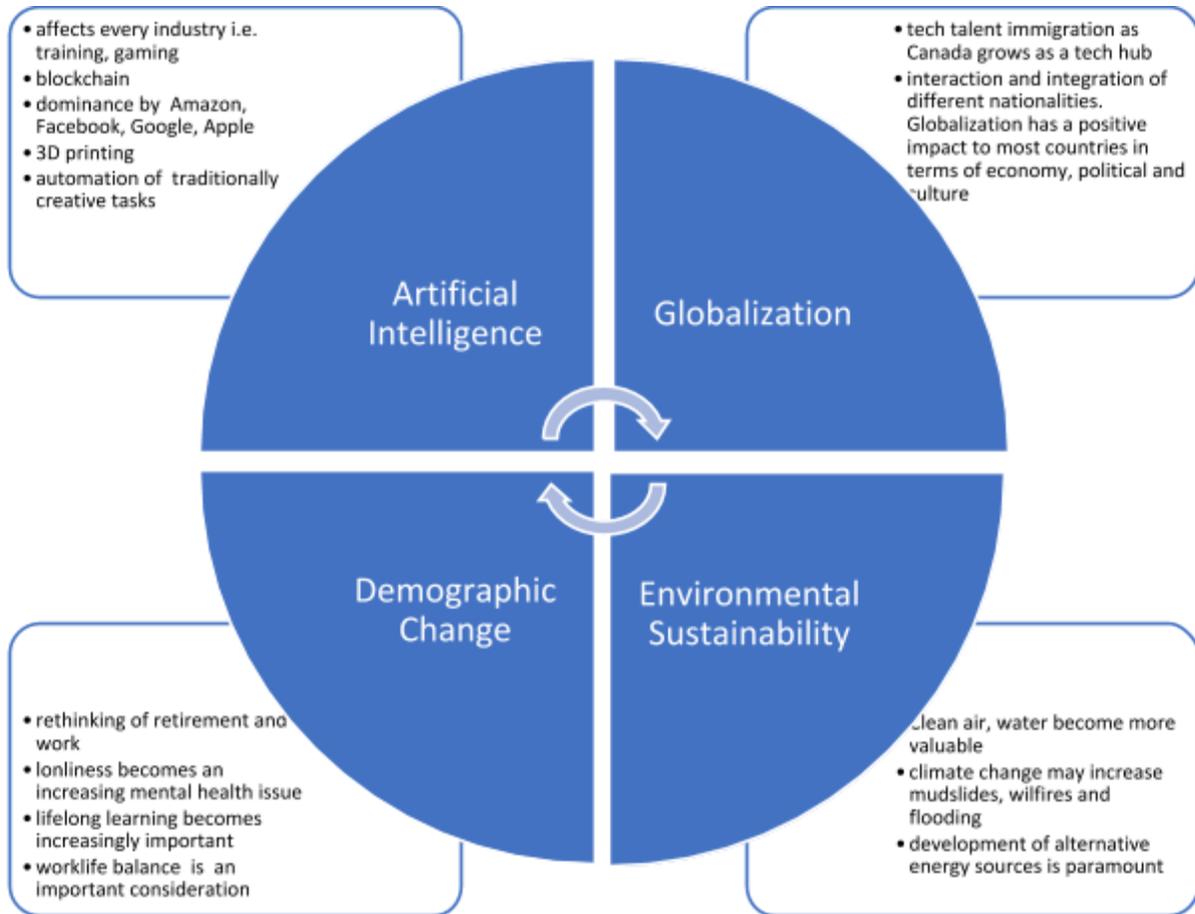


Technology The tools and machines used to solve problems or do new things.

Reflection: Which term(s) listed above do you feel will take on a larger significance in the future for you as you navigate the new economy? Explain.

Trends affecting Canadian Job Seekers (Brookfield Institute, 2018)

- 19.6 million people were either employed or looking for work which is over 65% of the country’s population.
- Of these 21% are over the age of 55
- 14% are young people between 15 and 24 years old
- Nearly a quarter of Canada’s labour force are immigrants.
- Biggest employers: Healthcare, Social Assistance, Retail Trade, Manufacturing, Construction, and Education
- Ontario leads employment growth although B.C. has fastest growth and lowest unemployment
- 98% of employment growth is in urban areas (2018)



The Change we are seeing in worker attitudes and beliefs:

<p>Traditional Beliefs</p>		<p>The New Economy</p>	
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<ul style="list-style-type: none"> ▪ Personal sacrifices are often for the good of the company 	<ul style="list-style-type: none"> ▪ Team contributions and adaptability are respected
<ul style="list-style-type: none"> ▪ Climbing the corporate ladder equals success 	<ul style="list-style-type: none"> ▪ Engaging in meaningful activities equals success
<ul style="list-style-type: none"> ▪ Organizations focus on employee development 	<ul style="list-style-type: none"> ▪ Organizations focus on personal development
<ul style="list-style-type: none"> ▪ Individuals seek security by acquiring skills the organization values 	<ul style="list-style-type: none"> ▪ Security is linked to personal competence and adaptability
<ul style="list-style-type: none"> ▪ The organization is responsible for the employee’s career development 	<ul style="list-style-type: none"> ▪ Success in the new economy involves lifelong learning



<ul style="list-style-type: none">▪ The longer the years of service; the better the security	<ul style="list-style-type: none">▪ Workers can expect to switch roles often
<ul style="list-style-type: none">▪ The organization will take care of us	<ul style="list-style-type: none">▪ Career development rests with the individual
<ul style="list-style-type: none">▪ Structure is based on a hierarchy of positions	<ul style="list-style-type: none">▪ Partnerships, networks, contracts and alliances are important

Reflection: Do you feel like you fit in better with the new economy or the old economy. Are there some changes you might need to consider? Describe what they may be.

Giving some thought to my next steps:



We are natural born storytellers. Our perceptions about events, other people as well as ourselves allow us to identify our own values, skills and knowledge they have to live these and confront whatever problems we come up against. If we don't like the story that we have created, we can always choose to write a new one.

The same idea holds true with our career choices. We try to make informed choices, but we are the ones who ultimately choose whether we follow the path we had originally plotted or take a new route completely. The following are a series of reflective questions to help get you thinking about your purpose and next steps as we continue to navigate the new economy.



Reflection: Finish the following statements:

“I lose track of time when I am” _____

“If I knew I couldn’t fail, I would” _____

“I feel great about myself when I am” (name two things)

(1) _____

(2) _____

“If money wasn’t an issue, I’d love to spend my time” _____

“I am really good at”

(1) _____

(2) _____

(3) _____

“Three things other people say they admire about me”

(1) _____

(2) _____

(3) _____

“If I weren’t afraid of what others thought of me, I would”



“My favourite three things to do in my spare time are”

1) _____ 2) _____ 3) _____

“Three people who inspire me the most are”

1) _____ 2) _____ 3) _____

Recommended Resources:

Joseph Liu “The Seven Stages of Career Change”

<https://www.youtube.com/watch?v=83LPVejujw>

TED talks: Sarah Hinawi: How to succeed in the gig economy

<https://www.youtube.com/watch?v=3GQEst0lo9U>



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