Guiding Principles of Career Development



THE WORD "CAREER" COMES FROM THE LATIN FOR CART OR CHARIOT (CARRUS), A MEANS TO CARRY YOU FROM ONE POINT TO ANOTHER. A CAREER IS ABOUT THE LIFE YOU WANT TO LEAD - NOT JUST A JOB, OCCUPATION OR PROFESSION. IT INVOLVES DECIDING AMONG POSSIBLE AND PREFERRED FUTURES. IT ANSWERS: "WHO DO I WANT TO BE IN THE WORLD?," "WHAT KIND OF LIFESTYLE AM I SEEKING?" AND "HOW CAN I MAKE AN IMPACT?"

AS CANADIANS, WE LIKE THE METAPHOR OF A **CANOE** TO REPRESENT OUR CAREERS – WE USE IT ON OUR JOURNEY, WE STOCK IT WITH THE TOOLS WE NEED, AND WE PROACTIVELY **STEER IT TO OUR DESTINATION**; SOMETIMES WE FACE RAPIDS, AND AS THE ENVIRONMENT CHANGES SO MIGHT OUR COURSE.

PURPOSE

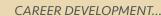
THIS DOCUMENT IS INTENDED TO BRING GREATER CLARITY AND CONSISTENCY TO NATIONAL CONVERSATIONS ABOUT CAREER DEVELOPMENT. THE GUIDING PRING UNDERPIN CERIC'S VISION TO INCREASE THE ECONOMIC AND SOCIAL WEALTH OF CANADIANS THROUGH CAREER COUNSELLING AND CAREER EDUCATION. THEY ARE A STARTING POINT TO INFORM DISCUSSIONS WITH CLIENTS, EMPLOYERS, FUNDERS, POLICY-MAKERS, FAMILIES AND OTHER STAKEHOLDERS, AND AS A BASIS FOR COLLABORATION.

BENEFITS

RESEARCH SHOWS CAREER DEVELOPMENT IS ASSOCIATED WITH MANY EDUCATIONAL,
SOCIETAL AND FINANCIAL BENEFITS. INDIVIDUALS REALIZE GREATER WELL-BEING
AND SATISFACTION IN LIFE. SCHOOLS LIFT STUDENT SUCCESS AND GRADUATION RATES.

ORGANIZATIONS FILL SKILLS GAPS AND IMPROVE EMPLOYEE
ENGAGEMENT AND PRODUCTIVITY. GOVERNMENTS REDUCE
UNEMPLOYMENT, BOOST SOCIAL MOBILITY AND STRENGTHEN ECONOMIC
GROWTH. AGAINST THE BACKDROP OF AN INCREASINGLY FREELANCE
ECONOMY AND THE RAPIDLY SHIFTING NATURE OF WORK,
CAREER DEVELOPMENT MATTERS MORE THAN EVER.









ENTAILS DETERMINING
INTERESTS, BELIEFS, VALUES,
SKILLS AND COMPETENCIES –
AND CONNECTING THOSE WITH
MARKET NEEDS.



SHOULD BE SELF-DIRECTED:
AN INDIVIDUAL IS RESPONSIBLE FOR
HIS OR HER OWN CAREER. BUT IS
NOT ALONE — WE ALL INFLUENCE
AND ARE INFLUENCED BY OUR
ENVIRONMENT.

INVOLVES UNDERSTANDING OPTIONS, NAVIGATING WITH PURPOSE AND MAKING INFORMED CHOICES.



MEANS MAKING THE MOST OF TALENT AND POTENTIAL. HOWEVER YOU DEFINE GROWTH AND SUCCESS - NOT NECESSARILY LINEAR ADVANCEMENT.



IS OFTEN SUPPORTED AND SHAPED BY EDUCATORS, FAMILY, PEERS, MANAGERS AND THE GREATER COMMUNITY.



CAN BE COMPLEX AND
COMPLICATED, SO CONTEXT IS KEY—
THERE MAY BE BOTH INTERNAL
CONSTRAINTS (FINANCIAL, CULTURAL,
HEALTH) OR EXTERNAL CONSTRAINTS
(LABOUR MARKET, TECHNOLOGY).



IS DYNAMIC, EVOLVING AND REQUIRES CONTINUOUS ADAPTATION AND RESILIENCE THROUGH MULTIPLE TRANSITIONS.

