

Meet the Moment: The Essential Value of Career Development in Uncertain Times

This document equips Canada's career development professionals with curated messaging to showcase your essential value in today's volatile economy. These messages will help you articulate how your expertise addresses [urgent concerns of jobseekers and other clients](#) facing threats from new tariffs, workplace AI transformation and cautious hiring practices. They will also empower you with strategic language to connect with employers and policymakers. Meet the moment by positioning yourself as a vital partner in addressing today's career and workforce challenges.

Why this resource, why now

In this [moment of profound economic uncertainty](#), people across all sectors are feeling upended. As we confront a second major economic disruption in just a few years – following closely on the heels of the pandemic – [career development](#) is shifting from a periodic consideration to an indispensable ongoing practice. CERIC developed these targeted communications to demonstrate how career services help people navigate immediate transitions while building long-term resilience in an increasingly unpredictable landscape.

While career professionals have traditionally been viewed as advisors during crisis points (job loss, injury or other forced career changes) this reactive, “fail-first” model represents only part of the value we offer. The current environment presents an opportunity to advance the conversation.

“Made in Canada” should include building human talent

Economic restructuring requires investing in people as much as in products. Supporting Canadian talent development strengthens workforce adaptability and ensures long-term economic resilience. As a new federal government takes office, the window for shaping priorities is now open.

This resource equips you with consistent messaging to articulate your value as both first responders to career crisis and long-term partners in building workforce capacity. These messages enable [Canada's 40,000-60,000 career development professionals](#) to shape public discourse on work, learning and economic adaptation. They also provide practical guidance for individuals building career mindsets to succeed amid workforce disruption. Now more than ever, career development is not a luxury – it's a necessity.

Applying these messages to your practice

Career professionals can use these messages in multiple ways. When communicating with clients, frame your services as both immediate problem-solving and long-term career resilience building. Consider tailoring this content for your website, social media presence and marketing materials. This document also serves as a useful discussion starter among colleagues to develop unified messaging that advocates for career services as a public good across your network. To further strengthen your communications, incorporate research findings and success stories that demonstrate impact.

Key Messages



1. Your Economic Safety Net in Uncertain Times

- With the threat of recession looming alongside tariff impacts and [AI transformation](#), career guidance isn't optional – it's a necessity for all people in Canada.
- Career development professionals help you make informed decisions, adapt to evolving job markets and find stability amid uncertainty.
- Developing practical career management skills and adaptive career mindsets equips you to [pivot when necessary](#) and stay resilient in the face of disruption.



2. Trusted Expertise for a Changing World of Work

- Career professionals are your allies in career navigation, with specialized knowledge of employment trends, [changing skill requirements](#) and emerging job opportunities.
- As [trained experts](#) with backgrounds spanning counselling, coaching, education and workforce development, we understand the changes happening in the world of work.
- You can [find us](#) in schools, colleges, universities, non-profit agencies, private practice or sometimes within an organization's HR department.



3. Helping You Navigate Uncertainty with Confidence

- Career development professionals work with you to transform complex challenges into clear, personalized action plans when your next steps feel unclear.
- We offer practical strategies for reskilling, upskilling and identifying transferable skills – helping you stay competitive, explore new career paths and [prepare for what's next](#).
- Our support also helps you manage the stress and uncertainty of layoffs or precarious employment, building your ability to move forward with confidence.



4. Championing Decent Work, Not Just Any Work

- Career professionals support your pursuit of decent work and beyond – secure, fulfilling and with a living wage – recognizing that financial stability is a top priority today.
- We can also provide strategies to [grow within your current role or organization](#), enhancing job satisfaction while advancing your aspirations and your employer's objectives.
- Our guidance empowers you to lead positive change in your workplace and contribute to a more meaningful, equitable future.



5. Supporting Career Growth at Every Stage

- Career development isn't only for students or those facing job loss – it's a [lifelong investment](#) that benefits individuals at every stage of life and work.
- We provide guidance whenever you're ready to take your next step – entering the workforce, advancing in your field, or changing directions in response to upheaval.
- Ongoing career planning, including an [annual checkup](#), builds resilience to economic shifts and helps you sharpen your skills and adapt to new opportunities.



6. Empowering You to Shape What's Next

- If you're feeling stuck or overwhelmed, you're not alone. We work with you to reframe setbacks as stepping stones to new possibilities.
- Career paths are [no longer linear](#); our expertise enables you to design flexible, proactive approaches that embrace uncertainty.
- Whether you're adapting to change or planning for growth, we help you map a future that builds on your strengths and allows you to move toward your next career goal.



7. Strengthening Careers, Communities and Canada

- When you develop a sustainable career, you not only create your preferred future but also bolster your community and contribute to the country's economic resilience.
- Partnering with a career development professional helps you reinforce your skills and navigate new directions in an [evolving world of work](#).
- By committing to your own career development, you engage in a public good that advances opportunity, inclusion and a more prosperous Canada for everyone.

Moving forward together

Career development is both a personal investment and a public good that strengthens our collective resilience. As Canada navigates rapid economic change, your expertise becomes increasingly vital. By articulating your impact through these consistent messages, you position career services as essential infrastructure for workforce adaptation. Use this messaging to lead conversations, connect with peers, and [advocate confidently](#)—knowing that your work not only supports individual transitions but also shapes a better future for all people in Canada.

THESE CAREER DEVELOPMENT MESSAGES REFLECT MULTIPLE VOICES FROM CERIC.