

Strive to Thrive

Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Tips on Doing Your Own Career Research

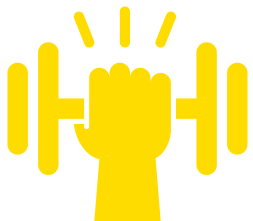
In addition to the coaching and support you will receive from the Business Career Hub (BCH), you will also need to do some of your own research.

Hiring Managers are always impressed when you have done extensive research on their organization and are prepared to can ask relevant questions about the industry, company and/or position. Some areas you should search include company websites, news sites, blogs and LinkedIn.com.

If someone in your network (other students, work colleagues, family/friends, LinkedIn connections) works for, or has knowledge of the company or industry, reach out to him or her. The individual will likely be able to provide you with information not generally available to the public.

Start with Your Own Self Assessment

Being aware of your own strengths is the beginning of any meaningful career search- your job is to align your strengths with the requirements of the role.



Understand Your Strengths



Align them with the role



Prepare your approach

There are many self assessments out there - here are a few **free options** available to you:

- Register in [TMU's 'Level Up' program](#) and complete the *StrengthsFinders* assessment (normally one would pay up to \$70USD for this assessment)
- Visit <https://www.humanmetrics.com/personality/test> and take this quick assessment for free - It is based on the *Myers Briggs Personality Type*.
- Utilize your results to start crafting your *value proposition* by positioning these strengths and qualities as they relate to your industry/role preference.

Researching the Industry

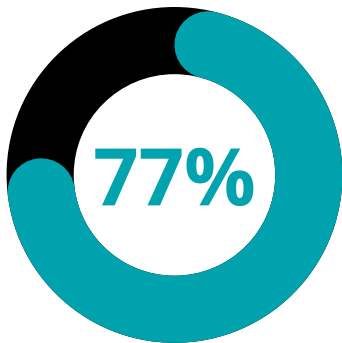
As you begin to research specific industries, be sure to keep in mind the following key questions:

- **What are the career prospects in each industry?** It is not enough to simply want to work in a particular industry, it is also necessary that there be open job opportunities available for you when you begin your job search.
- **How is the industry's overall economic health?** Determine if the industry is currently in a state of growth, stability, or decline.
- **What are the main trends and issues in the specific industry?** Give thought to what the challenges or opportunities for this industry might be.
- **Which occupations are in high demand in each industry?** Things change constantly within any given industry. While conducting your research, be sure to pay attention not only to the careers that are in high demand today, but what areas might be in demand in the future.

Researching Employers

Once you have determined which industries you are interested in, you can begin researching companies within those industries. Be careful not to simply list the 5 largest companies within a specific industry.

Include Small & Medium Sized (SME's) Companies



SME's created 77.7% of all jobs in Canada between 2002 and 2012

-Statscan

While large organizations may have a stronger brand, not everyone can, or will want to work for a large multinational corporation. Taking the time to do your research is important in aligning your skills, values, and experience to a specific industry or organization. Employer Research allows you to:

- Determine whether you are the right fit to an organization's mission, vision, and values.
- Find out if you are really committed to the company's services and/or products.
- Assess what kinds of jobs you are qualified to do.
- Showcase your knowledge of a specific industry or organization in an interview or networking meeting.

TIP: Attend a [BCH Employer Event](#) to learn more about industries and organizations, where you may relate to exciting opportunities to build your experiences.

General information you should uncover through research includes:

- Size of the organization
- Location(s)
- Products and services
- Organizational culture and values
- Growth opportunities for employees
- Training programs
- Employee input on business decisions
- Use of technology
- Travel opportunities
- Recent news articles related to the company

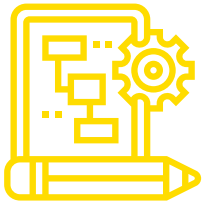


Researching The Role

You can now begin searching for positions within those companies. A good place to start is with the company job boards within their own websites. Keep in mind that this will only give you job titles and roles for positions that are currently available. To get a more complete view of the positions and job titles within the company, you will need to do additional research.

TIP: The LinkedIn company page allows you to view all the employees within a particular company along with their job titles and career paths. You do not need to have a complete LinkedIn profile to make use of this research tool, although you should create your own profile.

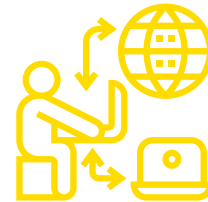
Keep track of the following information to make the most informed decision:



Job duties and responsibilities



Qualifications
(experience, skills,
education, certifications)



Work environment-
virtual, in-person, hybrid



Company values



Salary and benefits



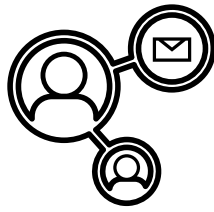
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Resources for Free

- [Ibis World](#) - an online database available through the Library at Toronto Metropolitan University
- [Statistics Canada](#) - North American Industry Classification System (NAICS) Code - the authoritative source on industry information in Canada, Mexico, and the US. Each industry code is useful to identify and search for an industry profile.
- [Industry Canada](#) – a useful website for information on statistics about specific industries, organizations in different sectors and much more.
- [The Alliance of Sector Councils](#) – a list of Canada’s Sector Councils Industry-led partnership organizations that address skill development issues and implement solutions in key sectors of the economy. Each sector provides a variety of information such as labour market reports, skill profiles, etc.
- [Human Resources Development Canada](#) – Labour Market Trends - an excellent site with links to a variety of sites providing very current labour market information and trend analysis.
- [National Occupational Classification \(NOC\) Code](#) - the authoritative resource on occupational information in Canada. Each occupational code is useful to identify and search for an occupation on other career exploration websites.
- [Hub Insights](#) - Strive to Thrive: Job Search Strategies report

Online Job Boards and Search Engines

The logo for TalentEgg, featuring the word "TalentEgg" in a pink, rounded font.The logo for Indeed, featuring the word "indeed" in a blue, lowercase, sans-serif font with a registered trademark symbol.The logo for Magnet, featuring a red hexagon with a white "M" inside, followed by the word "MAGNET" in a bold, black, uppercase font.The logo for LinkedIn, featuring the word "Linked" in black and "in" in white inside a blue square.The logo for SimplyHired, featuring the word "Simply" in pink and "Hired." in black.The logo for Workopolis, featuring a stylized city skyline in green and blue above the word "WORKOPOLIS" in a bold, green, uppercase font.The logo for JobPostings, featuring the word "job" in bold black and "postings" in a black, lowercase, script font.



Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



[Business Career Hub](#)



Career Consultant Contributor Sarah Anderson

Sarah is a Career Consultant with 5+ years of experience in the human resource, recruitment, and career services industry. She is passionate about helping clients communicate their value using a strengths-based approach to land meaningful work.



Student Contributor Nadeem Sweiss

Nadeem is a 3rd-year Marketing Co-op student, currently working as a Project Coordinator at the BCH. He is passionately interested in the business world exploring consumer behaviors and research & innovations.