



LMI 101: Facilitators

BCLMR
ONLINE

with Christian Saint Cyr, Publisher
BC Labour Market Report
www.LabourMarketOnline.com

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Housekeeping

1. The session will take just under three hours
2. If you have any questions, please include them in the **'questions tab'** or if you are watching a recording, please email: csaintcyr@labourmarketsolutions.ca
3. If you have any difficulty seeing or hearing, please check your sound and if this is working correctly, shut down the window and restart using a new browser.
4. All of the material we reference in this session is uploaded to: www.LabourMarketOnline.com/101docs

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www.LabourMarketOnline.com

We will be referencing resources in Labour Market Online but will provide alternative resources whenever possible for those participants who are not members.

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FACILITATORS MODULE OUTLINE

1. Introduction to Labour Market Information as it relates to Facilitators
2. Facilitator LMI Competencies / Competencies for all career professionals
3. Labour market tasks and responsibilities for Facilitators
4. Major trends and projections for the labour market
5. Integrating labour market research for career professionals
6. Research, websites and resources for Facilitators
7. Engaging under-represented groups in the labour market

(...continued)

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FACILITATORS MODULE OUTLINE

(continued)

8. Labour market trends and considerations in education and training
9. Tools and resources to research education and training
10. Self-employment trends, resources and integrating self-employment into your practice
11. Utilizing labour market information in career planning
12. Consideration and practices concerning employment maintenance
13. Relevance of labour market information in sound career development practice
14. Making Labour Market Information FUN
15. Final thoughts and next steps

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OBJECTIVES

1. Discuss the value of Labour Market Information
2. Address Best Practices
3. Explore the most recent LMI and trends

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FRAMEWORK

- Career Planning
- Education and Training
- Job Search
- Employment Maintenance

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LMI 101:

Facilitators

CORE LABOUR MARKET COMPETENCIES

1. Capable of speaking about labour market concepts in a manner which is relevant to individuals in career transition
2. Skills in developing graphics, tables and ice-breaker exercises highlighting labour market trends and data
3. The ability to develop activities and exercises utilizing labour market information

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LMI 101:

Competencies for All Career Professionals

CORE LABOUR MARKET COMPETENCIES

1. A conceptual understanding of the relevance of labour market information within the British Columbia economy and the major trends shaping our future labour market
2. Knowledge of the ten-year outlook for BC's labour market including trends within educational outcomes, labour market participation rates, regional projections, high-opportunity occupations and sectors-in-demand
3. Awareness of the tools and resources necessary for labour market research into job search, career planning and educational pathways
4. Techniques for evaluating the current state of the labour market and the ability to track significant announcements which will have an impact
5. An orientation towards making labour market information relevant for individuals in career transition

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Labour Market Research

A Day in the Life of a Facilitator

- Reviewing recently released labour market information and new industry research looking for articles that have broad appeal
- Break down employment data and other new research to create engaging visual presentations
- Create icebreakers and group exercises that utilize LMI in new and engaging ways
- Create presentations that draw correlations between LMI and job search, career planning and choosing education pathways

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Labour Market Research
A Day in the Life of a Facilitator

**Where do you use
LMI in your job?**

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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What is
**labour market
information?**

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What is labour market information?

Every time something happens in the economy, in government, in education and which impacts the day to day lives of citizens, there is a corresponding impact on the labour market.

- Economic growth
- Government Regulations
- Professional Designation Changes
- New Businesses
- New Training
- International Tariffs
- Demographic Changes
- Immigration Regulations
- Inflation
- Global Conflict
- Automation
- Scientific Research
- Government Grants and Programs
- Growth in the Gig Economy
- Changing Consumer Interests
- New Technology
- Global Health Crisis

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What is labour market information

to the person in Career Transition?

'It's the owner's manual'

It's everything they need for the productive organization of their career and life plans.

- What is the best education and training?
- Who are the most influential employers and preferred employers?
- Where is the best place to work?
- Where and how do you network?
- Is there mentoring and professional development?
- How do you stay current in your skill set?
- Where is your profession going?
- What are the prevailing wages and benefits?

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What is labour market information
to the person in Career Transition?

How do we help individuals care about labour market information?

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What is labour market information
to the person in Career Transition?



What factors do we need to consider if we're planning a vacation?

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What is labour market information to the person in Career Transition?



Vacation Factors:

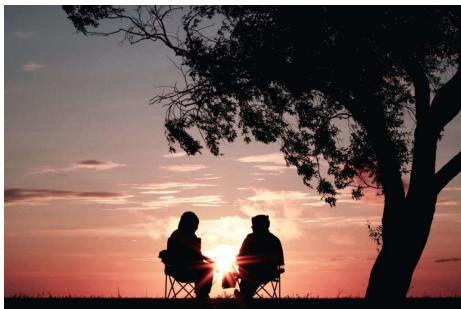
- Flights (duration / cost / connections)
- Accommodations (hotel vs. Airbnb, location, cost, amenities)
- Activities, buying tickets, transportation
- Dining, culture and shopping
- Travel Insurance
- Getting to and from the airport
- Packing, weather, passports
- Coordinating schedules, etc.

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What is labour market information to the person in Career Transition?



What factors do we need to consider if we find the person we're going to spend our lives with?

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What is labour market information to the person in Career Transition?



Life-Partner Factors:

- Personal compatibility
- Values, personality, temperament
- Life goals, desire to have children
- Values, faith, parenting styles
- Desire for travel vs. setting down roots
- Extended family, friends
- Plans for the future, career
- Dating vs. relationship persona

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What is labour market information to the person in Career Transition?

Helping Individuals with LMI

- Quantifiable choices are easier to research than major life choices - lends to pro/con lists
- An inability to consider all factors overwhelms logic and left-brain functions
- People would prefer to trust feelings and intuition
- People should trust feelings and intuition but verify with facts and research

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Staying on Top of Labour Market Trends

SEVEN TRENDS SHAPING OUR LABOUR MARKET

1. Globalization
2. Industry Shifts
3. Education and Technology
4. Health and the Environment
5. Aging Demographics
6. Growth of Self-Employment and Gig Economy
7. Changing Role of Government

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Staying on Top of Labour Market Trends

EXAMPLE

Outlook for Carpenters in British Columbia:

1. **Industry Shifts / Education and Training:** As more technology and new business practices are introduced carpenters will become more productive but also need higher levels of training and more ongoing training.
2. **Aging Demographics:** As Canada's population ages, new home construction may slow and there will be a corresponding increase in home renovations. This will also further the skills shortage and result in greater opportunities for new carpenters.
3. **Self-Employment and the Gig Economy:** As most trades can be easily quantified based on productivity, carpenters will more readily transition to self employment.

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Current State of BC's Labour Market

Job Openings in B.C., 2025-2035



2,937,000
Employed in 2025

+358,000
More people employed over the next 10 years

3,295,000
Employed in 2035

35%



65%

Total Job Openings (1,052,000)

- Expansion (365,000)
- Replacement (687,000)

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Current State of BC's Labour Market

Job Openings in B.C., 2025-2035



NEW LABOUR SUPPLY
2025 - 2035, B.C.

- 510,000**
Young people starting work
- 307,000**
New immigrants
- 66,000**
Inter-provincial migrants
- 883,000**
Total new labour supply

BALANCING THE LABOUR MARKET



Labour demand (1,052,000)

New labour supply (883,000)

- Increasing labour market participation for under-represented groups
- Investing in training and education
- Addressing skills mismatches
- Leveraging technology
- More people coming to B.C.

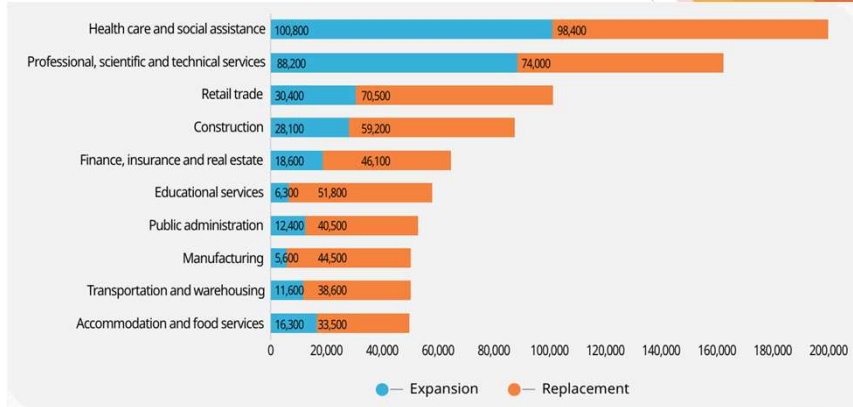
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



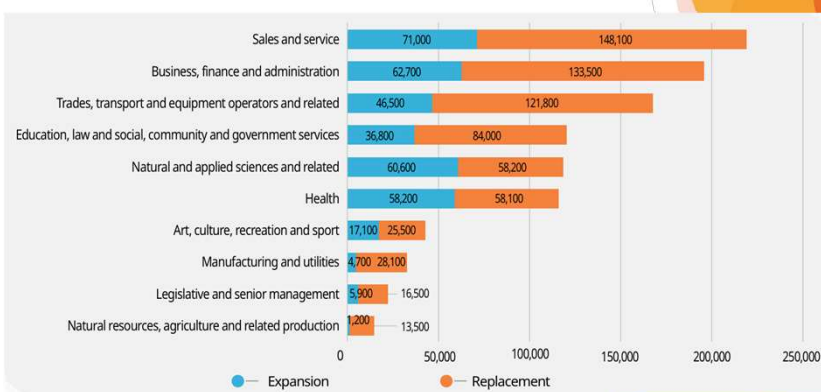
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



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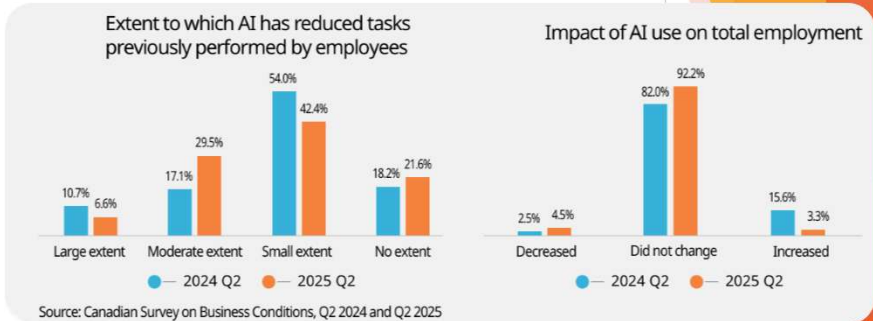
	0	1	2	3	4	5	6	7	8	9
100 High Opportunity Occupations	Management	Business	Science	Health	Social / Gov	Information	Sales/Service	Trades	Manuf. / Util.	Agric/Nat. R.
Bachelors/Professional Degree (56)	20	8	10	7	9	1	1	0	0	0
Percentage	35%	14%	18%	13%	16%	2%	2%			
College Diploma / Certificate (34)	7	8	6	7	3	1	2	0	0	0
Percentage	21%	23%	17%	21%	9%	6%	3%			
Apprenticeship (4)	0	0	0	0	0	0	0	4	0	0
Percentage								100%		
High School/Occ. Spec. Training (6)	1	1	0	0	0	0	2	1	1	0
Percentage	16%	16%					32%	16%	16%	
Less than High School Grad. (0)	0	0	0	0	0	0	0	0	0	0
Percentage										

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Current State of BC's Labour Market

Impact of Artificial Intelligence



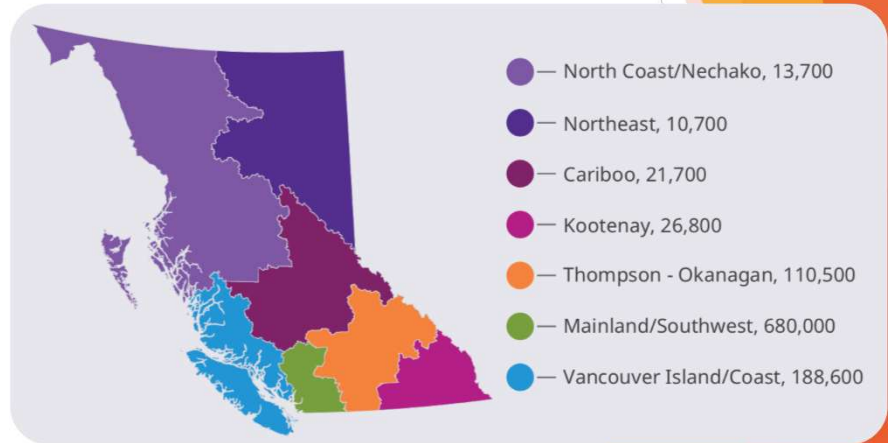
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Current State of BC's Labour Market



Impact based on Region



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Current State of BC's Labour Market



Impact based on Region

Region	Employment	Annual employment growth rate (%)	Job openings 2025-2035		
	2025	2025-2035	Expansion	Replacement	Total
Vancouver Island/Coast	471,500	1.3	64,800	123,800	188,600
Mainland/Southwest	1,906,100	1.3	260,900	419,100	680,000
Thompson-Okanagan	308,500	0.9	28,400	82,100	110,500
Kootenay	85,700	0.5	4,100	22,700	26,800
Cariboo	82,600	0.3	2,200	19,500	21,700
Northeast	36,800	0.5	1,900	8,800	10,700
North Coast/Nechako	46,200	0.5	2,500	11,200	13,700
British Columbia	2,937,000	1.2	365,000	687,000	1,052,000

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How do we make it relevant to those in career transition?

- Ensure the information is meaningful and tied to career goals, job search objectives and plans for training and professional development.
- Help individuals embrace the value of doing their own research.
- Strive to have 'so what' moments with individuals.

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Labour Market Research

Client LMI for Facilitators

Labour market information is the million-dollar factor in your career. A sound career path vs. one prone to unemployment; the job that pays 10 to 20 per cent more; and the job that provides additional income that can be invested or pay for a home. This creates ripples throughout a person's career resulting in a million or more dollars in additional income and opportunities. If a person were to choose to become a dental assistant over the extra time and effort to become a dental hygienist, they won't earn nearly as much over their career and face greater employment instability.

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Labour Market Research

Client LMI for Facilitators

The key to integrating LMI is into curriculum is to find information that would be relevant to a broad group of individuals as well as information that is going to prompt people to conduct their own personal research; and to share the information in a way that is engaging. Job seekers don't care about the unemployment rate, the monthly labour force statistics or even how their community compares to another. They want to see LMI that has personal relevance. This might include comparing the employment outcomes of different occupations, salaries or the expected outcomes of different educational pathways.

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Labour Market Research

Research for Facilitators

- BC Chamber of Commerce
- BC Stats
- Business Council of BC
- Canadian Centre for Policy Alternatives
- Canadian Federation of Independent Business
- CERIC
- CD Howe Institute
- Community Futures
- Conference Board of Canada
- Fraser Institute
- Future Skills Centre
- Ipsos / Angus Reid
- Indeed Hiring Lab
- KPMG / PwC
- Labour Market Information Council
- Parliamentary Budget Office
- Robert Half
- Scotiabank, TD, RBC, CIBC, BMO Economics
- Statistics Canada
- the dais

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Labour Market Research

Top 5 LMI Resources for Facilitators

2025 BC Labour Market Outlook

www.workbc.ca/research-labour-market/bc-labour-market-outlook

WorkBC Explore Careers

www.workbc.ca/plan-career/explore-careers

B.C.'s Industries and Sectors

www.workbc.ca/research-labour-market/bcs-industries-and-sectors

Job Bank Labour Market Information

www.jobbank.gc.ca/trend-analysis

BC Labour Market Online

www.labourmarketonline.com

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Labour Market Research

Top 3 LMI Resources for Facilitators

Career Trek Videos

<https://www.workbc.ca/plan-career/career-trek-videos/21211/190>

Statistics Canada - Infographics

www150.statcan.gc.ca/n1/en/catalogue/11-627-M

What is the Labour Force Survey?

www.statcan.gc.ca/en/sc/video/history-lfs

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**How is the Census
relevant in a
workshop or
classroom
environment?**

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**Labour Market Research
A Day in the Life of a Facilitator**

**How open are
clients to doing LMI
research?**

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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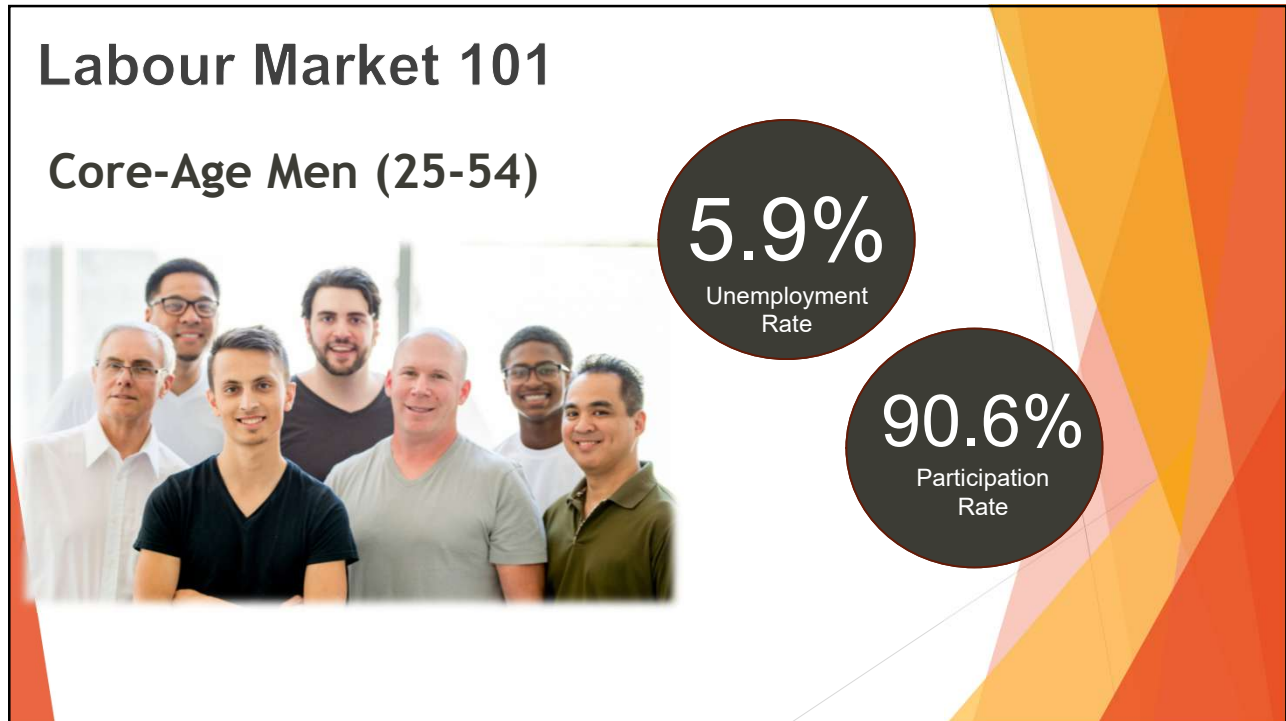
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Unemployment in Ontario

Unique Population	Unem. Rt.	Unem. Pop
Immigrants (5 yrs or less)	9.7%	51,765
Indigenous Canadians	10.1%	58,990
Those with Disabilities	8.1%	137,400
Women	6.1%	239,900
Youth (15-24)	14.2%	155,960

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Women





239,900
Looking for Work

75.4%	Participation Rate
5,195,540	Labour Force
3,917,400	Workers
4,785,100	Potential Workforce
867,700	Labour Force Shortfall

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Youth



155,960
Looking for Work

58.5%	Participation Rate
1,872,000	Labour Force
1,095,200	Workers
1,724,300	Potential Workforce
629,100	Labour Force Shortfall

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Education and Training Outlook

Facilitators | Strategies for Integration

One of the areas where career professionals have the greatest impact on people's lives is the effective utilization of education and training. While the data supports stronger employment outcomes for more highly educated and trained individuals, the greatest challenge in career development is encouraging job seekers to seek increase levels of education and training.

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Education and Training Outlook

Facilitators | Strategies for Integration

- Utilize social media and other networking to gather local LMI that would be beneficial for job seekers and those in career transition
- Create lists of LMI sources and categorize them based on tools related to job search, career planning, education / training and employment maintenance
- Develop training around conducting labour market information interviews for the purpose of validating research
- Have participants dissect job postings and job descriptions to gather relevant LMI, salaries, responsibilities, major employers, etc.
- Have participants develop their own 'owner's manuals' tracking LMI relevant to their own situation
- Gather LMI to establish best-practices in resume development, job search, career planning, etc.

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Education and Training Outlook

Case Managers | Website Resources

BC Student Outcomes
www.outcomes.bcstats.gov.bc.ca

BC Transfer Guide
www.bctransferguide.ca

British Columbia Council on Admissions & Transfer
www.bccat.ca

Canadian Information Centre for International Credentials
www.cicic.ca/

Education Planner BC
www.educationplannerbc.ca

Education Quality Assurance
www2.gov.bc.ca/gov/content/education-training/post-secondary-education/institution-resources-administration/education-quality-assurance

Skilled Trades BC
<https://skilledtradesbc.ca/>

International Credential Evaluation Service (ICES)
www.bcit.ca/ices/

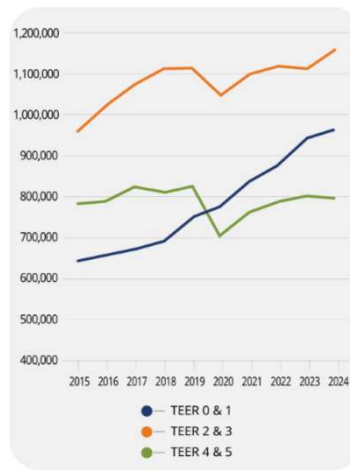
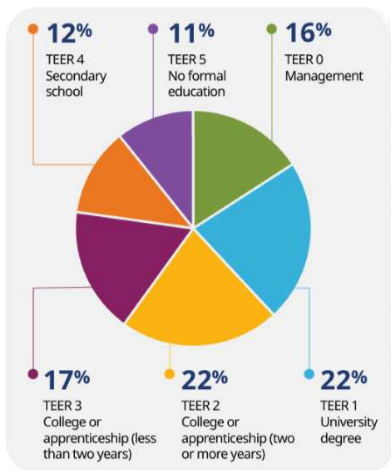
Skills for Success
www.canada.ca/en/employment-social-development/programs/essential-skills.html

Private Training Institutions Branch
www.privatetraininginstitutions.gov.bc.ca

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Current State of Ontario's Labour Market

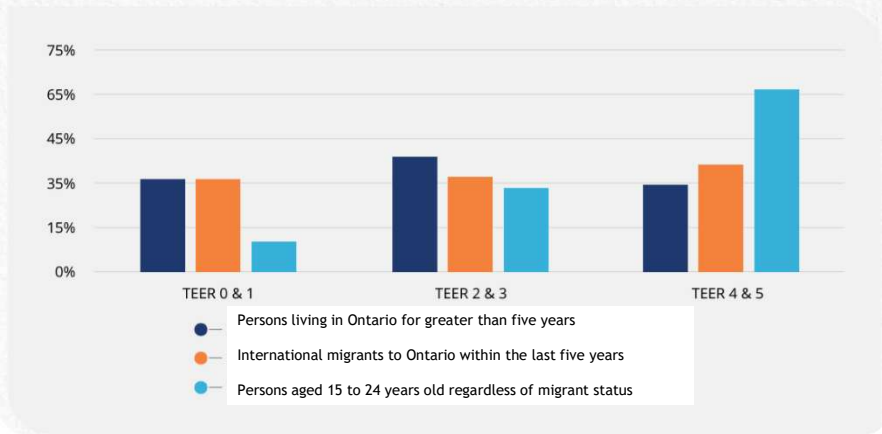
Job Openings Based on TEER



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Current State of Ontario's Labour Market

FIGURE 2-3: EMPLOYMENT SHARE BY TEER CATEGORIES AND SELECTED POPULATION GROUPS



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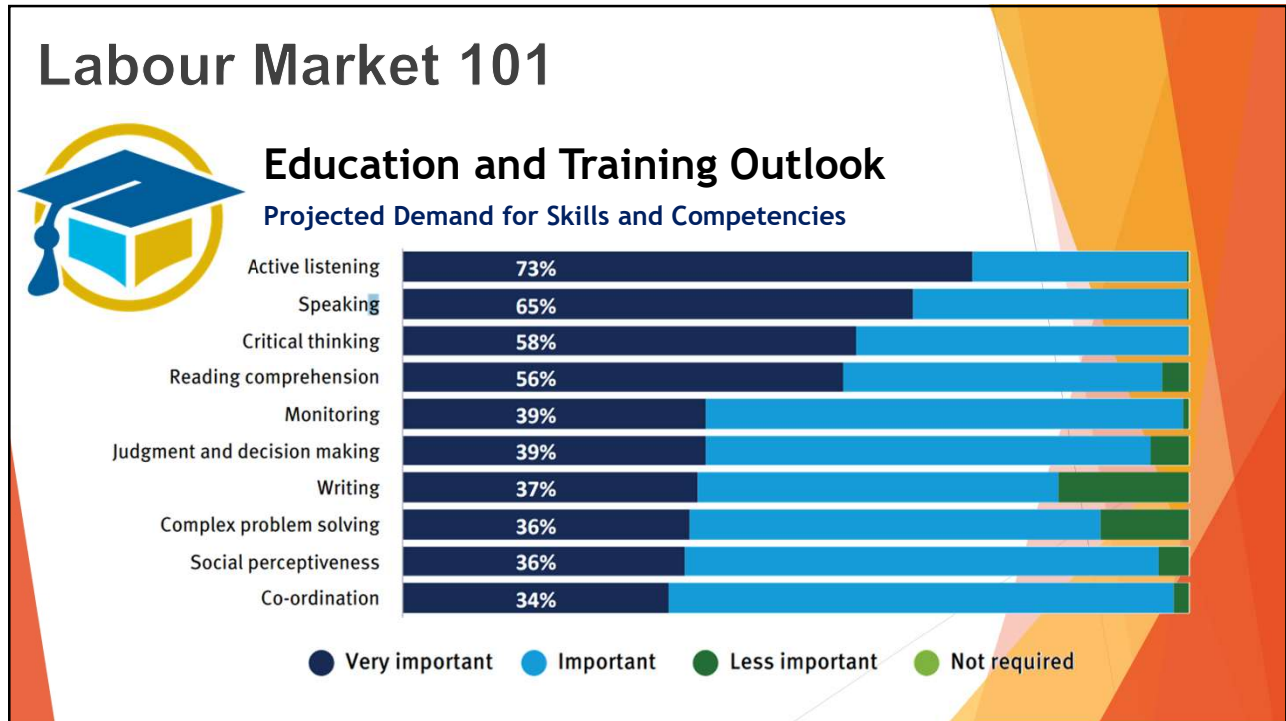
Education and Training Outlook

Projected Demand for Skills and Competencies

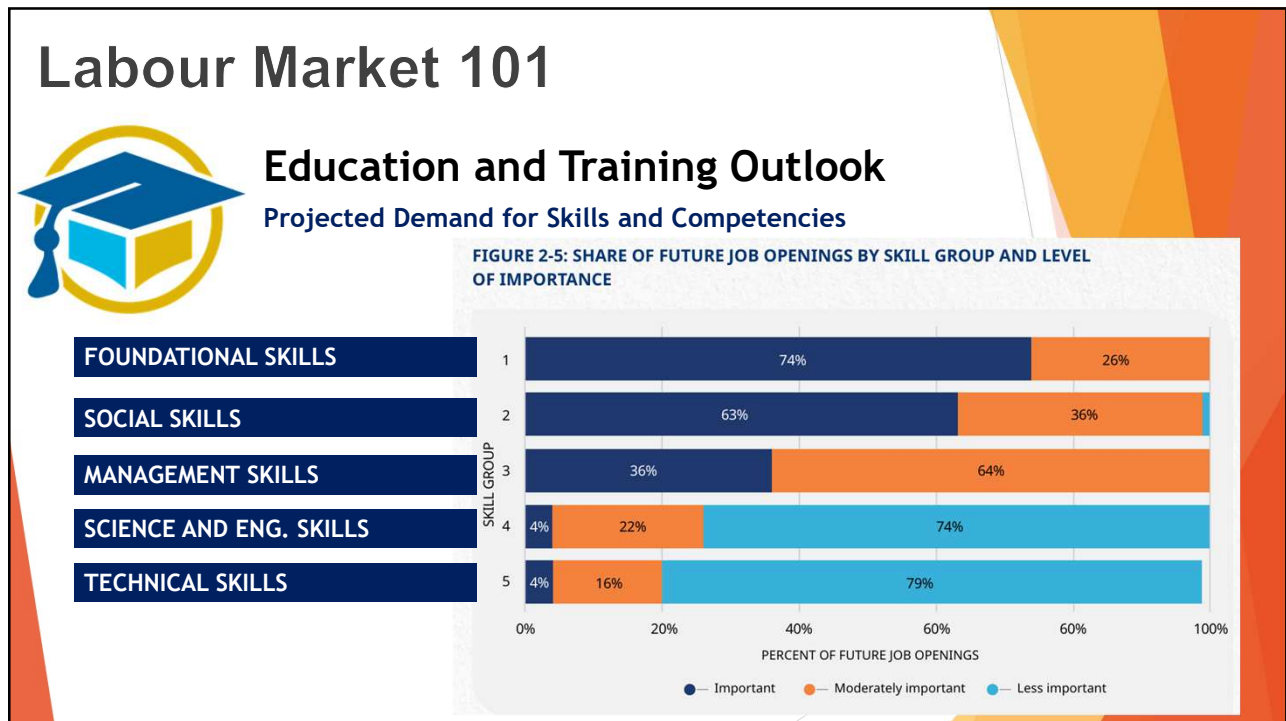


Highest Level of Education	Ontario		Change
	2016	2021	
No certificate; diploma or degree	1,935,355	1,799,890	-7.0%
Secondary (high) school diploma or equiv.	3,026,100	3,204,170	5.9%
College; CEGEP / non-university cert. or dipl.	2,298,715	2,389,205	3.9%
University cert. or dipl. below bachelor level	242,005	268,480	10.9%
University degree at bachelor level or above	2,872,085	3,528,600	22.9%
Bachelor's degree	1,911,530	2,307,685	20.7%
University diploma above bachelor level	189,370	224,820	18.7%
Degree, medicine; dentistry; vet'nary, optom.	79,760	90,530	13.5%
Master's degree	593,645	786,440	32.5%
Earned doctorate	97,790	119,125	21.8%

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Self-Employment and the Gig Economy

Preparing those in Career Transition

Economic uncertainty, an ongoing skills shortage and a desire for more flexibility is fueling an increased interest in self-employment. This demonstrates workers are seeking traditional self-employment opportunities as well as pursue contract and app-based employment to provide better financial rewards and more control.

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Self-Employment and the Gig Economy

Case Managers | Website Resources

BC Business Registration
www.bcregistry.gov.bc.ca/en-CA

BC Chamber of Commerce
www.bcchamber.org

BC Innovation Council
<https://bcic.ca/>

Business Council of British Columbia
www.bcbc.com

Community Futures British Columbia
www.communityfutures.ca

Ease of Doing Business
www2.gov.bc.ca/gov/content/employment-business/business/ease-of-doing-business

Futurpreneur Canada
www.futurpreneur.ca

WeBC
<https://we-bc.ca/>

WorkBC - Self Employment
www.workbc.ca/plan-career/explore-careers/self-employment

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Self-Employment and the Gig Economy

Rethinking the gig economy



What's attracting workers?

-  It overcomes geographical barriers to work.
-  There's little bias around age or inexperience.
-  It allows those with disabilities to work on their terms.
-  It offers greater flexibility for people with responsibilities outside work, such as caregivers and parents.

Deloitte.

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Self-Employment and the Gig Economy

Rethinking the gig economy

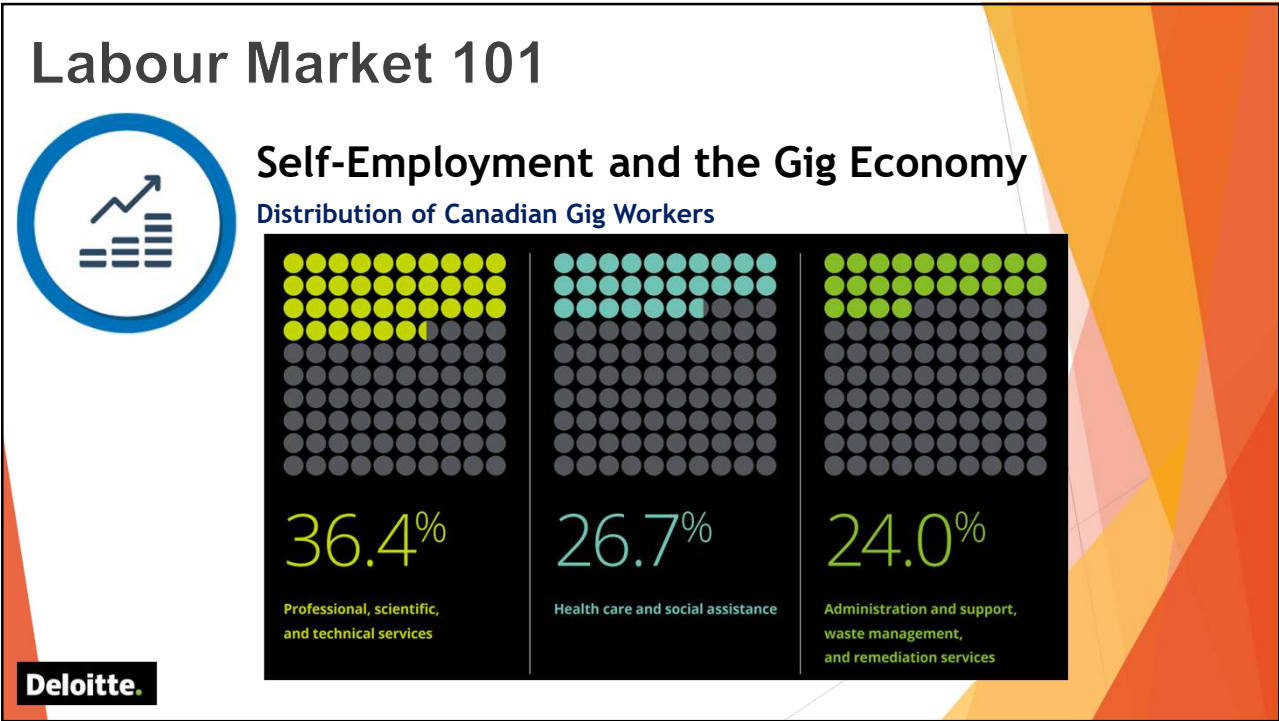


True or false:

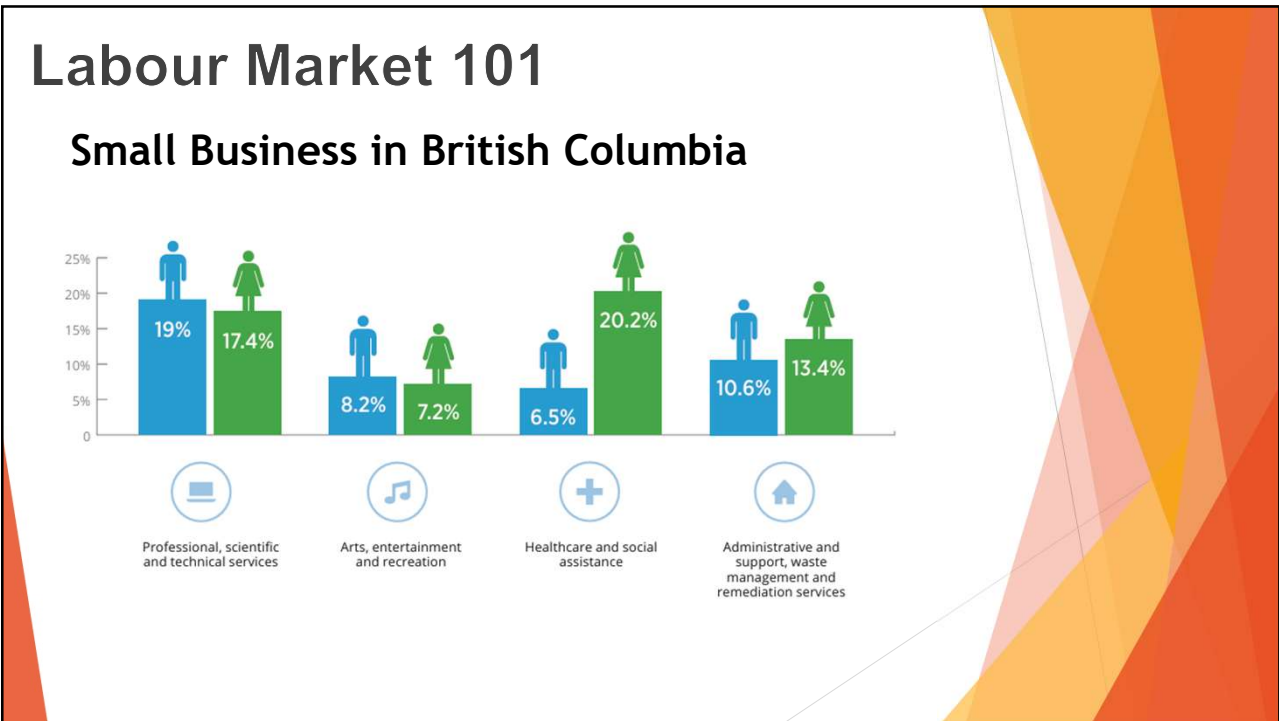
-  **True**
Gig workers face discrimination when trying to access financial services, like getting approved for a mortgage.
There's still stigma associated with gig work, and gig workers can be denied access to financial products that people in full-time employment are more readily granted.
-  **False**
There's a formalized classification for gig workers and they are granted worker rights in the same way as full-time employees.
Gig workers don't enjoy the same workplace policy and compliance protections.
-  **True**
The gig economy spans industries and sectors—it's not just for ride-share drivers.
The gig economy is growing across multiple sectors, with many workers finding it a better alternative to contract or full-time employment.
-  **False**
The gig economy is a last resort for people who can't find full-time employment.
Many gig workers find that flexible work arrangements better suit their lifestyles.

Deloitte.

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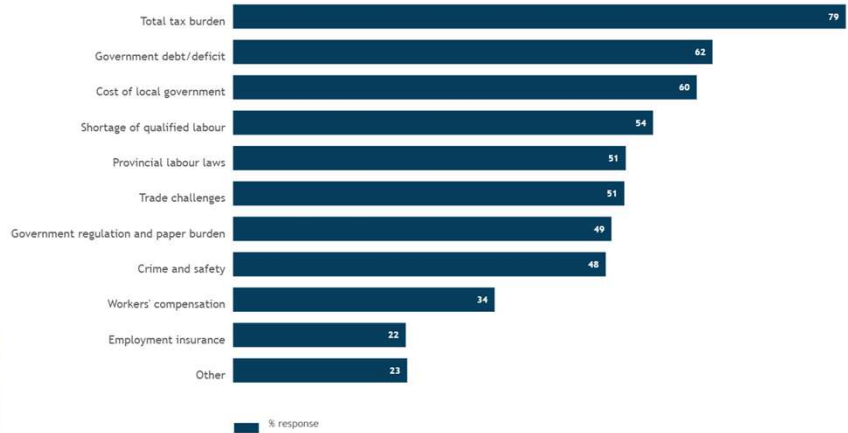


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Small Business in British Columbia

Small businesses' most important issues, BC, Q4 2025

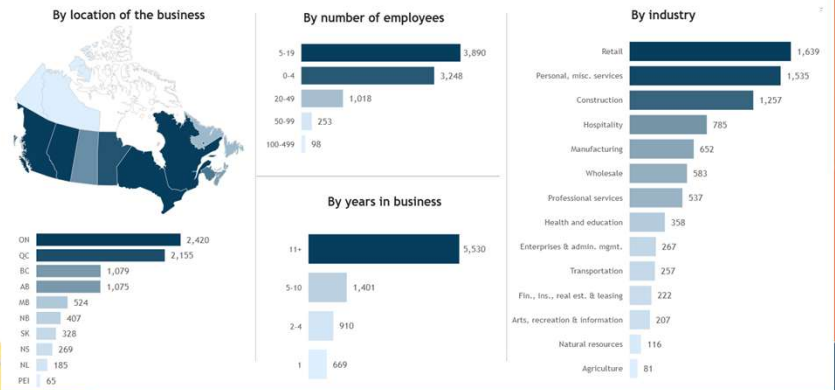


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Small Business in British Columbia

Small businesses' most important issues by sample distribution, Q4 2025



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Small Business in British Columbia

Presenting self-employment options in a classroom setting



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Career Planning

Preparing those in Career Transition

At the onset of a multi-generational skills shortage, this is an opportunity for people to better identify their temperament, personality, values, skills, aptitudes, academic potential, personal goals and ambitions to craft career plans that better suit their abilities and plans.

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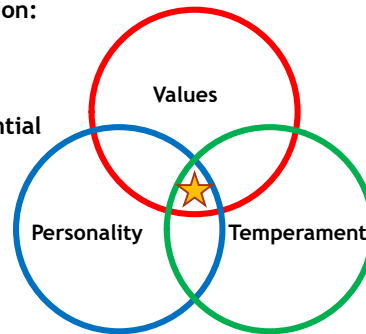


Career Planning

Preparing those in Career Transition

Taking into consideration:

- Interests
- Aptitudes
- Skills
- Academic Potential
- Learning Styles



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Career Planning

Preparing those in Career Transition

Career Discovery Quizzes

<https://careerdiscoveryquizzes.workbc.ca/>

Career Cruising

www.careercruising.com

Career / Lifeskills Resources

www.career-lifeskills.com

Job Bank Career Planning

www.jobbank.gc.ca/career-planning

Ontario School Counsellors Association

<https://osca.ca/career-planning/>

O*NET OnLine

www.onetonline.org

Psychometrics Canada

www.psychometrics.com

Typefocus

www.typefocus.com

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Employment Maintenance

Supporting Those Post-Career Transition

Multiple jobs over a short-period of time can be a sign of employment maintenance challenges which need to be addressed to successfully transition into sustainable employment. As the unemployment rate falls, it becomes more critical to address employment maintenance in an effective career plan.

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Labour Market Information | All in One-Area

Revisiting the Framework



Career Exploration

Skills Development

Job Search

Employment Maintenance



www.labourmarketonline.com

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Making Labour Market Information Fun

Strategies for Facilitators

Labour market information is most often associated with dry statistics, abstract trends and high-level data lacking personal relevance. To address this, career professionals need to focus on: (1) personal relevance in job search, career planning and choosing education; (2) information that is current and local; and (3) encourage individuals to buy into a bigger ‘yes’.

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Making Labour Market Information Fun

Strategies for Facilitators

- Create true or false lists, testing people’s general LMI understanding
- As an icebreaker, utilize charades or Pictionary and have people guess different occupations
- Have people guess salaries in a ‘Price is Right’ contest
- Have people place on occupation on a hat and in a group environment, have people guess their occupation
- Create a board in the workshop room, vividly displaying surprising LMI
- Create a crossword puzzle, Wordle or word jumble illustrating different words in the labour market

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The important role of

Facilitators

Do to the time they get to spend with their participants and the benefits of group dynamics, facilitators often have more influence with participants than other career professionals. If helping people embrace a bigger 'yes' for themselves leads to action, facilitators are in a strong place to see individuals really embrace LMI.

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Labour Market 101:

Facilitators



LinkedIn



If you have a question about today's session, please email:
csaintcyr@labourmarketsolutions.ca

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