

## Home (Landing) Page LMI Video Script

You may still be in high school or currently attending a college or university or possibly heading directly into the job market, and you are trying to find out what the job opportunities may look like for you. You've begun thinking about your options and you're trying to determine a starting point for exploring those options.

The good news is there is a lot of information out there - it can be overwhelming so figuring out what that information means and how you can use it is a good initial step.

So welcome to making sense of Labour Market Information, also known as LMI. Let's start with some LMI basics such as "What exactly is labour market information?"

- LMI is information about jobs and the people who do those jobs.
- LMI can tell you about jobs that are available right now and ones that may be available in the future.
- LMI can be used to help you reflect on your interests and the skills you have and how they can be applied in the job market.
- LMI can also help you identify important skills you may need to develop so that you can achieve your career goals.

Whether you live in Newfoundland and Labrador or Prince Edward Island, Nova Scotia or New Brunswick, LMI is available that is unique to each of your provinces. Information can be found on provincial and federal government websites that can tell you a lot about specific types of jobs employers are looking to fill, the skills, qualifications, education or training required for those jobs, salary levels and very importantly, it can help you learn about jobs that are in demand or jobs that may even be declining. All of this information can be found in real time.

What you'll also learn by examining LMI, is that there are good jobs in many industry sectors in each of the Atlantic provinces, some of which you may have not heard of before. And as times change, these jobs will change and new job opportunities will come about. The world is evolving and it is essential that you be ready for this change by understanding how your skills can be transferable - it is challenging to predict the exact skills that may be needed in the workforce in 10 years time, which means that above all, being adaptable and resilient is extremely important to prepare you for changes that lay ahead.

While LMI can be found on government sites, you also need to think about the types of conversations you can have with career influencers in your lives - your teachers and school counsellors, family members, employment centre and postsecondary career advisors, industry recruiters, mentors in your community and more - with their input and advice, you can determine which information is relevant for you and what you need to help you plan your career path.

While all of the Labour Market Information you gather is important, there are a few tips you should consider when you start to critically think about and use LMI to determine what is meaningful for you and your future

- Make sure the information is coming from a reputable source, such as a government website. Sector councils also offer reliable information on the employment trends and needs in each of their specific areas.
- A single source of Labour Market Information should be used with caution; look at different resources and sources that can support you in exploring your options.
- Take advantage of experience and expertise in your own backyards - don't be afraid to ask questions to find the answers you really need to support you. This is an ideal opportunity for you to develop your networking skills!

Remember, understanding and effectively using LMI can empower you with the confidence and knowledge you need to make big decisions about your future.