



Re-Employment Counselling for Clients from Shrinking Industries

RECORDED SESSION

Counselling Strategies for Occupational Transition

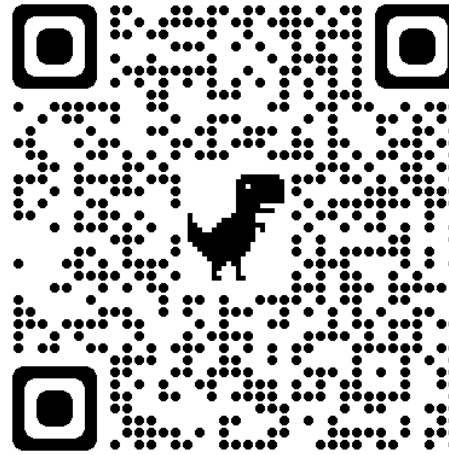
Fri, July 24, 2026 | 10 AM PDT (1 hour session)

Presenter:

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Future Webinar Offerings:

- **Sep 25, Oct 2 & Oct 9, 2026 – Career Advisor Training Course \$475 per person**
This is a 3-Day Online Course – Half days on Fridays (7.5-Hours in total: 2.5-Hours per day) <https://growcd.ca/career-advising-programs>
- **Nov 19 & 20, 2026 (Thurs & Fri) – Digital Career Counselling Fall Conference**
(2.5-Hours Live Webinar per day) *More information to come!*
- **February 2027 – AI & Career Development Conference**
- **June-Aug 2027 – CDS 2027 Career Development Skills Conference**

GrowCD's CDS Conferences Support Different Learning Styles





Session Agenda

RECORDED SESSION

- Industry Change Can Require a Different Re-Employment Approach
- Mapping Realistic Occupational Possibilities
- Practice Lab: Navigating an Industry Transition
- Question & Answer Session



Slides and a Session Recording link will be available post-session via email.
Captioning for session recordings can be set to other languages

Industry Change Can Require a Different Re-Employment Approach



A Different Re-Employment Approach

- Not all unemployment follows the same path; clients from shrinking industries often require different re-employment support.
- ***Re-employment often becomes an occupational transition*** rather than a traditional job search.
- Career Practitioners can play an important role in helping clients navigate this transition.



Shrinking Industries Can Cause Occupational Transition

Because of:

- Automation and AI
- Technological change
- Economic restructuring
- Policy or environmental changes
- Global competition



Labor Market Structural Change

May 2026: The Bank of Canada explains that the labor market is experiencing structural change, driven by factors such as demographic shifts, technological change, and trade pressures - not just the normal ups and downs of the economy.

“The weakness in employment over the past year has been concentrated in the sectors most exposed to trade with the United States. So, we need to make it easier for the affected workers to transition to other sectors, and to upgrade or broaden their skills.” <https://www.bankofcanada.ca/2026/05/canadas-labour-market-between-cycles-structural-change/>



What is Structural Change?

Unlike temporary economic ups and downs, ***structural change refers to lasting (long-term) changes in the labor market.***

It is called "structural" because the structure of the labor market is changing - not just the number of available jobs.

Some occupations decline, new occupations emerge and many existing jobs require different skills than they did before.

As a result, some workers may need to transition into new occupations rather than wait for their previous jobs to return.



Example Industries Undergoing Structural Change

- **Manufacturing:** automation, global competition and changing trade conditions
- **Commercial printing:** digital media and automated production
- **Forestry:** mill closures, market shifts, technology and environmental pressures



Example Industries Undergoing Structural Change

- **Traditional retail:** e-commerce, self-service technology and consolidation
- **Administrative support:** automation, digital systems and artificial intelligence
- **Coal and carbon-intensive energy:** climate policy, energy transition and declining use of thermal coal



Why Is This Re-Employment Counselling Different

Clients from industries undergoing structural change are often *navigating both job loss and career loss*.

We may need to *first* support clients who are experiencing:

- Labor market disbelief
- Loss of occupational identity
- Loss of expertise (professional value)
- Loss of confidence
- Loss of routine and belonging



Labour Market Disbelief

"My industry will come back."

Clients may ***struggle to accept*** that their previous occupation or industry has permanently changed, resulting in skill mismatches, fewer employment opportunities and difficulty considering new employment pathways.

As Career Practitioners:

- Acknowledge the client's attachment to their previous occupation and industry.
- Explore how labor market conditions have changed without dismissing the client's experience.



Labour Market Disbelief

- Use current labor market information to support realistic career conversations.
- Gradually introduce new occupational possibilities while respecting the client's readiness for change.

Get help from others :

- **AI** - ask for industry articles or industry organizations and other resources that detail the changes to the client's industry
- **Network** - have clients speak to their network or other clients from the same field on how the industry is currently changing



Loss of Occupational Identity

"This is who I am."

- Clients often define themselves through their occupation. When that occupation disappears, they may feel they have lost part of their identity rather than simply their job.

As Career Practitioners:

- Recognize clients may be grieving loss of a professional identity.
- Help clients separate who they are from what they did for work.
- Encourage exploration of strengths, values and transferable experience beyond a single occupation.



Loss of Expertise (Professional Value)

"My experience doesn't seem to matter anymore."

Years of specialized knowledge may feel less valuable when demand for an occupation declines. Clients may struggle to recognize how their expertise applies elsewhere.

As Career Practitioners:

- Help clients identify transferable skills rather than job titles.
- Reframe previous experience as an asset in related occupations.
- Demonstrate how existing expertise can create multiple career opportunities.



Loss of Confidence

"Can I really succeed in something different?"

Clients may doubt their ability to learn new skills, compete with other applicants or adapt to a different occupation, even when they have valuable experience.

As Career Practitioners:

- Normalize uncertainty during career transitions.
- Reinforce previous achievements and transferable strengths.
- Help clients build confidence through realistic, achievable career exploration.



Loss of Routine and Belonging

"I miss my workplace and the people I worked with."

The loss of daily structure, purpose, social connection and belonging can make career transition more difficult.

As Career Practitioners:

- Acknowledge the impact of losing workplace relationships.
- Encourage activities or familiar work that rebuild structure & maintain engagement.
- Recognize that rebuilding confidence often begins *before* finding new employment.



Counselling Priorities During This Transition

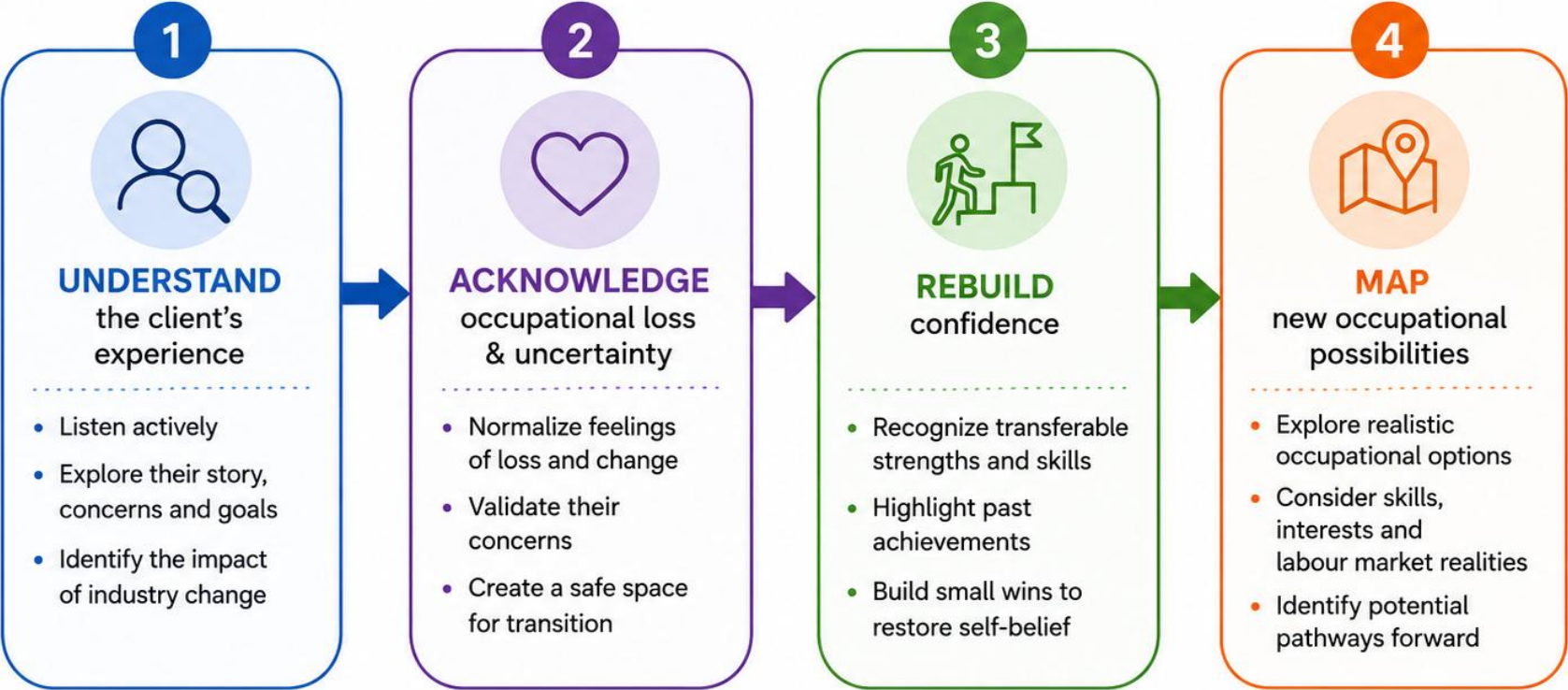
- **Understanding** the client's experience before exploring new occupations.
- **Acknowledging** the emotional impact of occupational loss and uncertainty.
- **Rebuilding confidence** by recognizing transferable strengths and previous achievements.
- **Broadening occupational thinking** through gradual exploration of realistic possibilities.



Before clients can map new occupational possibilities, they often need support becoming open to the idea of occupational change.

COUNSELLING PRIORITIES DURING OCCUPATIONAL TRANSITION

A supportive counselling approach **builds readiness** before **mapping** new occupational possibilities.



BEFORE CLIENTS CAN MAP NEW OCCUPATIONAL POSSIBILITIES,
they often need support becoming open to occupational change.

Mapping Realistic Occupational Possibilities



From Occupational Loss to Occupational Possibilities

Once clients begin *accepting that returning to the same occupation may not be realistic*, the next step is exploring where their experience can take them.

When supporting clients from industries undergoing structural change, we can use a directed approach:

- **Structured Career Exploration** = Generate possibilities
- **Occupational Mapping** = Narrow and organize possibilities



Structured Career Exploration

Structured career exploration is the process of exploring occupations, industries and career directions that **currently fits** *the client's experience, strengths and interests*.

Practical strategies include:

- Exploring ***adjacent occupations*** that use similar knowledge, skills and experience (including transferrable skills)
- Identifying ***different industries*** where transferable strengths are valued.
- Comparing ***alternative work settings*** (e.g., public, private, non-profit, education, healthcare).



Structured Career Exploration

Practical strategies *continued*:

- Using ***career exploration resources and AI*** to generate additional occupational possibilities.

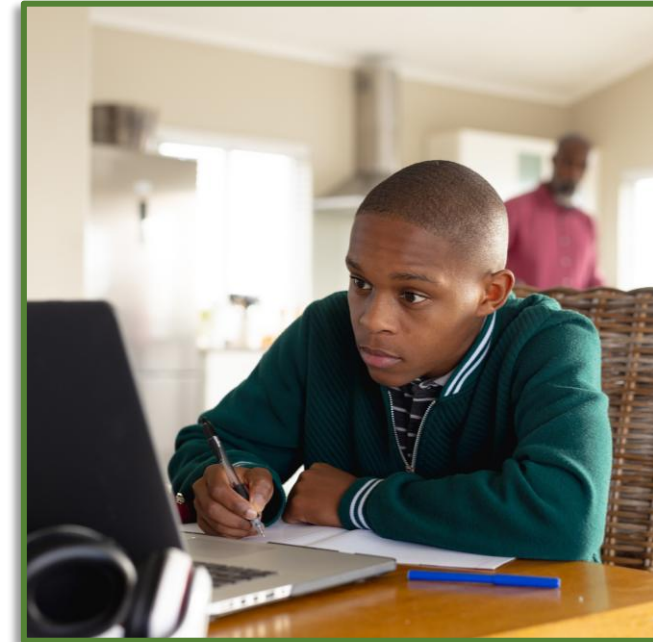
Sample AI prompt for ChatGPT:

Act as an experienced Career Development Practitioner in Canada. Based on the client's previous occupation as a position in industry, key responsibilities, transferable skills, ___ years of experience, degree/other education, interests and preferred work environment, generate **5 realistic occupational options**. Include adjacent occupations, opportunities in different industries, and roles that require minimal retraining. Include for each occupation: why it is a good fit, transferable strengths, additional training or certification that may be beneficial. <https://chatgpt.com/share/6a6272b4-c404-83e8-86dc-f85f5bd64c2c>



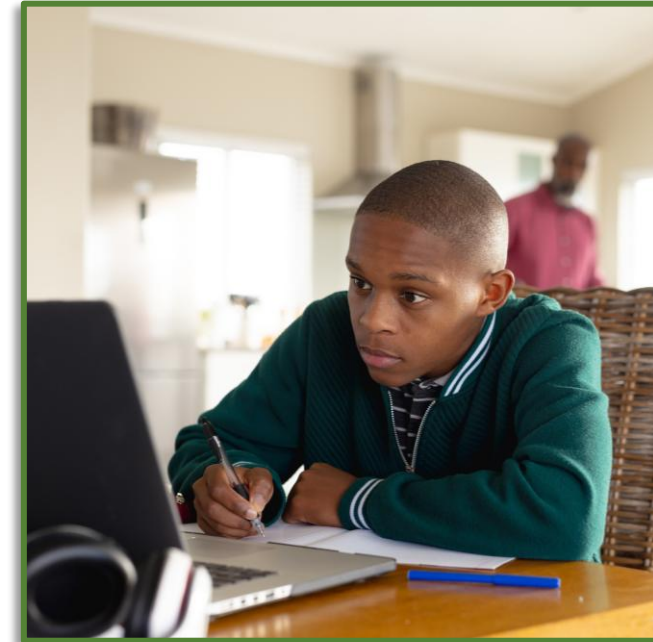
Various Career Exploration Resources

- **National Occupational Classification (NOC):** Explore occupation descriptions, job duties and related occupations. <https://cnp.edsc.gc.ca/>
- **Labor Market Information (LMI):** Identify occupations with demand, growth, wages and regional employment trends. <https://www.jobbank.gc.ca/trend-analysis>
- **Job Bank Essential Skills Profiles** – Explore the essential skills and typical workplace tasks required for specific occupations. <https://www.jobbank.gc.ca/essentialskills>
- **Employer Career Pages:** Discover how employers describe roles, qualifications, pathways & emerging employment opportunities.



Various Career Exploration Resources

- **Industry Associations:** Explore industry trends, certifications, professional standards, specialized occupations and networking opportunities.
- **Job Posting Trends:** Analyze current postings to identify in-demand skills, common qualifications, employer expectations and emerging occupational patterns.
- **AI (e.g., ChatGPT, Perplexity AI, Claude, Copilot):** Generate additional occupational ideas, identify transferable skills, explore related industries and brainstorm alternative career pathways.



Key Factors to Consider During This Process

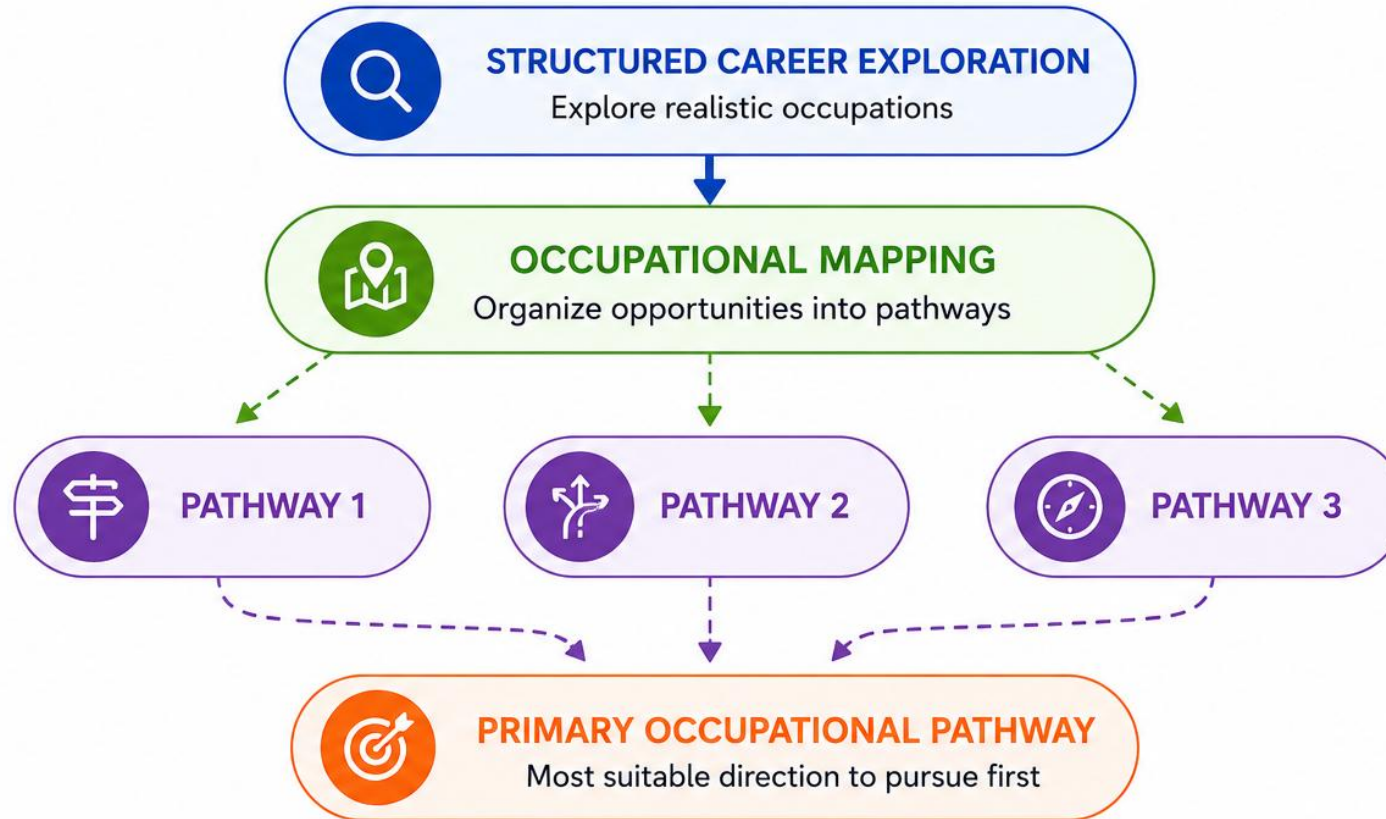
- **Service timeframe** - Help clients understand that occupational plans should fit within the employment program timeframe.
- **Client circumstances** - How do finances, health, family responsibilities, transportation etc. influence choices?
- **Occupational preferences** - How closely does the client want (or need) to stay connected to their previous occupation?
- **Salary expectations** - Will the new occupation meet the client's financial needs or require adjustments?
- **Realistic skill-bridging needs** - Which gaps can realistically be addressed now, and which may become future upskilling?



OCCUPATIONAL MAPPING

RECORDED SESSION

Occupational Mapping organizes information gathered during structured career exploration into **several realistic occupational pathways** before identifying a **primary occupational direction**.



Explore broadly. • Organize thoughtfully. • Focus purposefully.

Practice Lab: Navigating an Industry Transition



Client Scenario – Zoom Poll

- Mark, 49, worked for 18 years as a print production technician. Over the past several years, his company experienced declining demand as more customers moved to digital services. Following another round of downsizing, his position was eliminated six months ago.
- Mark has been applying for similar jobs but has found that many positions have disappeared or require skills he does not have.
- He tells you: "I've done this job my whole career. I don't know what else I'd be qualified to do."



Client Scenario – Zoom Poll

During your first appointment, you learn that Mark:

- Enjoyed solving production problems and coordinating daily workflows.
- Frequently trained new staff and maintained quality standards.
- Is comfortable using workplace technology but has never used AI tools.
- Is open to learning new skills if they lead to realistic employment.
- Needs to return to work within the next few months due to financial commitments.

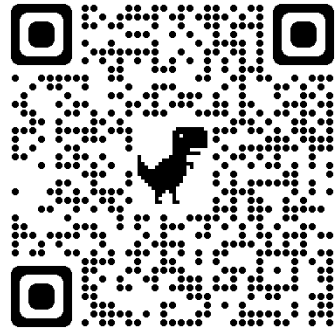


Please provide feedback - Zoom Survey Link:





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