



Bridging Foundational, Digital and AI Skill Gaps for Long Term Unemployed Clients (LTU)

RECORDED SESSION

Rebuilding Workplace Readiness and Employment Competitiveness

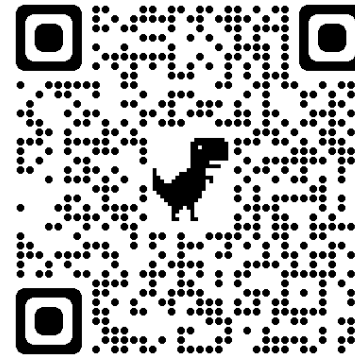
Fri, July 31, 2026 | 10 AM PDT (1 hour session)

Presenter:

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Lead Career Development Educator & Founder of Grow Career Development





Future 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) – Fall Digital Career Counselling Conference \$198 per person

- *Managing High Caseloads with Digital Career Counselling Strategies*
- *Maintaining Client Engagement Through Digital Service Delivery*
- *Coaching Clients for Human Advantage in an AI Labour Market*
- *Helping Clients Navigate Salary Negotiation in a Modern Labour Market*

February 2027 – AI & Career Development Conference

June - Aug 2027 – Summer CDS 2027 Career Development Skills Conference

GrowCD's CDS Conferences Support Different Learning Styles





Session Agenda

RECORDED SESSION

- Understanding the Challenge
- Identifying Layered Skill Gaps
- Bridging Skill Gaps
- Practice Lab: Applying the Framework
- 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

Understanding the Challenge



Workplace Change Can Create Skill Gaps

Workplaces continually evolve, requiring employees to adapt to new technologies, processes and employer expectations:

- Technology, digital tools and AI continue to reshape many occupations.
- Employers increasingly expect workers to adapt to changing workplace practices.
- Skills are developed through continuous learning, practice and workplace experience.



Workplace Change Can Create Skill Gaps

While employed, people receive ongoing exposure, practice, feedback and informal learning.

Many workplace skills *develop naturally through the small learning opportunities that accumulate during everyday work.*

Employees who remain employed often:

- Have time to adapt gradually to new technologies, workplace practices and employer expectations.
- Build skills through practice, problem-solving and experience.
- Increase confidence by applying and reinforcing skills over time.



Workplace Change Can Create Skill Gaps

Long-term unemployed clients often:

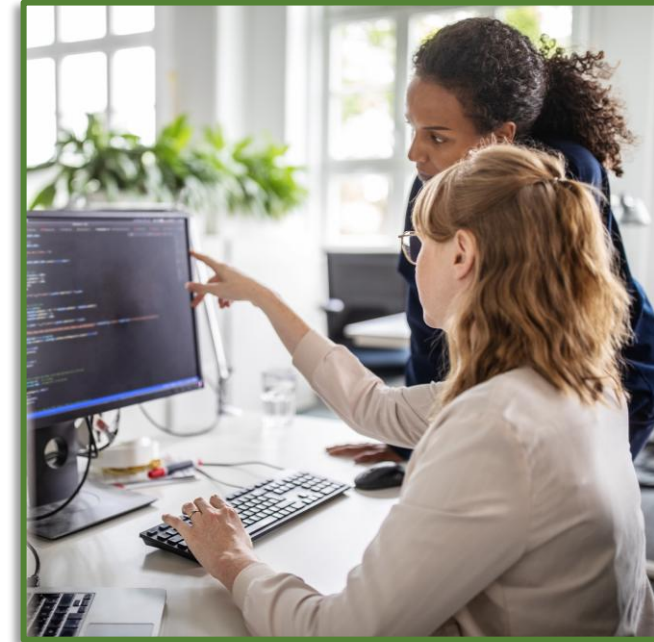
- Miss ongoing opportunities to adapt while away from work.
- May return to a workplace where months or years of change have accumulated.
- Are disproportionately affected because of fewer opportunities to adapt as changes occur.

This makes long-term unemployed clients more vulnerable to emerging skill gaps.



Functional Skills Built Through Everyday Work

- Learning updated software and digital systems
- Adjusting to new procedures, workflows and performance expectations
- Becoming familiar with changing industry terminology and practices
- Solving routine problems as they arise
- Responding to changing deadlines and expectations
- Working with different personalities, teams and customers
- Receiving informal coaching and feedback from supervisors and coworkers

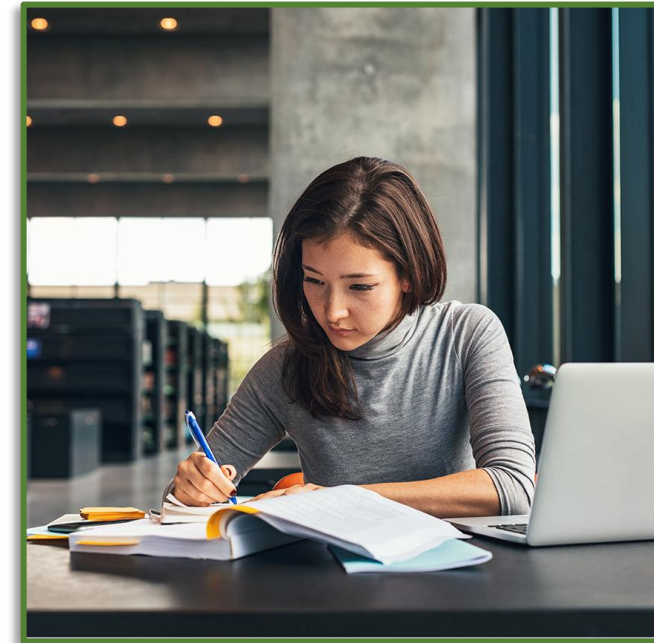


Skill Gaps for Long Term Unemployed Clients

Long-term unemployed clients may experience multiple or in this case, ***layered skill gaps*** that affect workplace readiness.

- Challenges in one skill area can contribute to barriers in others (e.g., limited foundational skills may struggle to learn new digital tools).
- Identifying multiple skill areas helps Career Advisors develop more targeted support plans.

The goal is not to address every gap at once, but to identify the priorities.



Identifying Layered Skill Gaps

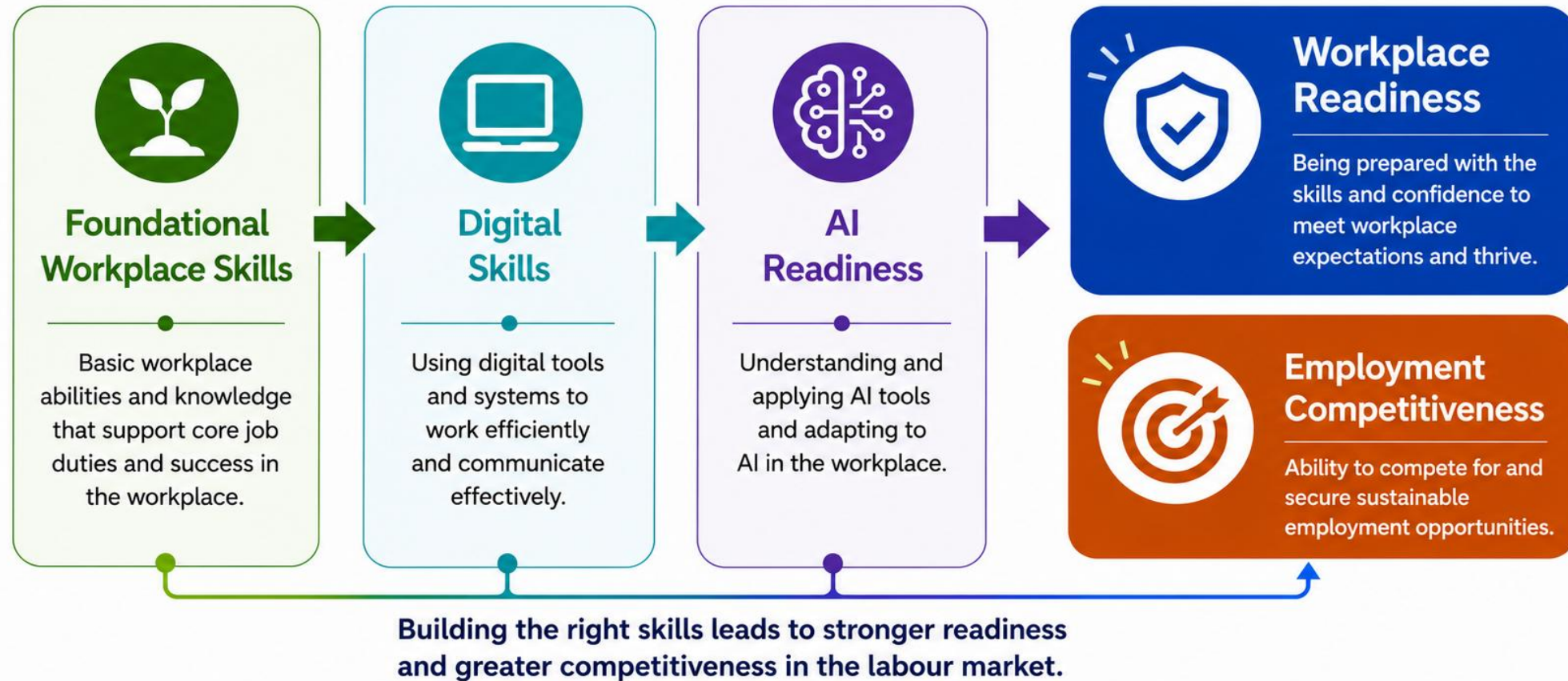


How Skill Gaps Become Layered

- Long-term unemployed clients rarely experience one isolated skill gap. More commonly, ***small gaps develop across multiple areas***, reducing workplace readiness over time.
- Individual gaps may appear minor on their own. Together, they can reduce workplace readiness and employment competitiveness.
- Career Advisors need a structured way to identify and prioritize these layered skill gaps.



Skills and Workplace Readiness for Long Term Unemployed Clients



Foundational Workplace Skills

The core workplace skills and knowledge needed to perform the essential duties of a client's target occupation.

Assess by using these resources:

- Occupational requirements e.g., National Occupation Classification (NOC) profile <https://www.jobbank.gc.ca/trend-analysis>
- Current job postings and employer expectations
- ***Recent workplace practices and industry changes (past colleagues, industry associations, internet search or AI etc.)***



Foundational Workplace Skills

Basic workplace abilities and knowledge that support core job duties and success in the workplace.

Foundational Workplace Skills

Career Practitioners Can Help:

- Identify the foundational workplace skills required for the client's target occupation.
- Compare the client's current skills with occupational requirements using the NOC and job postings.
- Help clients recognize transferable workplace strengths they already possess.
- Prioritize the skill gaps most likely to affect employment outcomes.
- Develop targeted strategies to strengthen workplace readiness.



Foundational Workplace Skills

Basic workplace abilities and knowledge that support core job duties and success in the workplace.



SUMMARY

Administrative Assistant in Canada

Find key facts and figures about working as an administrative assistant. The following information is applicable to all Administrative assistants (NOC 13110).

-  Summary
-  Description
-  Wages
-  Prospects
-  Jobs
- ☒ Requirements
-  Competencies
-  New search

 Description

 Prospects

Administrative assistants

Description

Administrative assistants perform a variety of administrative duties in support of managerial and professional employers. They are employed throughout the private and public sectors.

Work week duration

Administrative assistants usually work between 35 to 40 hours per week.

 Between 35 to 40 hours

Job duties

Here are some of the main activities and tasks that Administrative assistants have to perform, and some of the physical demands they involve:

- Prepare, key in, edit and proofread correspondence, invoices, presentations, brochures, publications, reports and related material from machine dictation and handwritten copy
- Open and distribute incoming regular and electronic mail and other material and coordinate the flow of information internally and with other departments and organizations
- Schedule and confirm appointments and meetings of employer
- Order office supplies and maintain inventory
- Answer telephone and electronic enquiries and relay telephone calls and messages
- Set up and maintain manual and computerized information filing systems
- Determine and establish office procedures
- Greet visitors, ascertain nature of business and direct visitors to employer or appropriate person
- Record and prepare minutes of meetings
- Arrange travel schedules and make reservations
- May compile data, statistics and other information to support research activities
- May supervise and train office staff in procedures and in use of current software
- May organize conferences.

Foundational Workplace Skills

Observable Indicators - Clients May:

- Report having limited or outdated experience with key workplace responsibilities.
- Express uncertainty about performing one or more of the core workplace skills listed.
- Recognize that some required workplace skills are unfamiliar or have changed since they last worked in the occupation.



Foundational Workplace Skills

Basic workplace abilities and knowledge that support core job duties and success in the workplace.

Digital Skills

The ability to use the digital technologies required to perform the duties of a client's target occupation and participate effectively in today's recruitment process.

Career Practitioners Can Help:

- Identify the digital technologies and skills required for the client's target occupation.
- Compare the client's current digital skills with workplace and recruitment expectations.
- Prioritize the digital skill gaps most likely to affect employment.
- Develop a realistic plan to strengthen digital workplace readiness.



Digital Skills

Using digital tools and systems to work efficiently and communicate effectively.

Digital Skills

Observable Indicators - Clients May:

- Have limited experience with the digital tools commonly used in their target occupation.
- Feel uncomfortable using online job search platforms or employer recruitment systems.
- Struggle to complete online applications or upload required documents.
- Have difficulty participating in virtual interviews or online workplace communication.
- Avoid opportunities because of digital technology requirements.



Digital Skills

Using digital tools and systems to work efficiently and communicate effectively.

AI Readiness

The ability to understand, use and adapt to AI technologies that support work tasks, job searching and career development.

Career Practitioners Can Help:

- Identify whether AI knowledge or skills are relevant to the client's target occupation.
- Compare the client's current AI awareness and capabilities with emerging workplace expectations.
- Help clients develop confidence using AI appropriately for employment and career development.



AI Readiness

Understanding and
applying AI tools
and adapting to
AI in the workplace.

AI Readiness

Observable Indicators - Clients May:

- Be unfamiliar with how AI is being used in their target occupation.
- Feel unsure or hesitant about using AI tools for work or job searching.
- Express concern about AI replacing jobs without understanding its practical workplace applications.
- Have unrealistic expectations of AI or rely on it without critical evaluation.
- Miss opportunities to use AI to improve resumes, cover letters or interview preparation.



AI Readiness

Understanding and
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AI in the workplace.

Key Considerations

Not Every Client Needs Support in Every Area

- Layered skill gaps vary from client to client.
- Focus on the skills most affecting employment.
- Prioritize achievable progress over addressing every gap.
- The next step is creating a manageable plan to bridge those priority gaps.



Bridging Skill Gaps

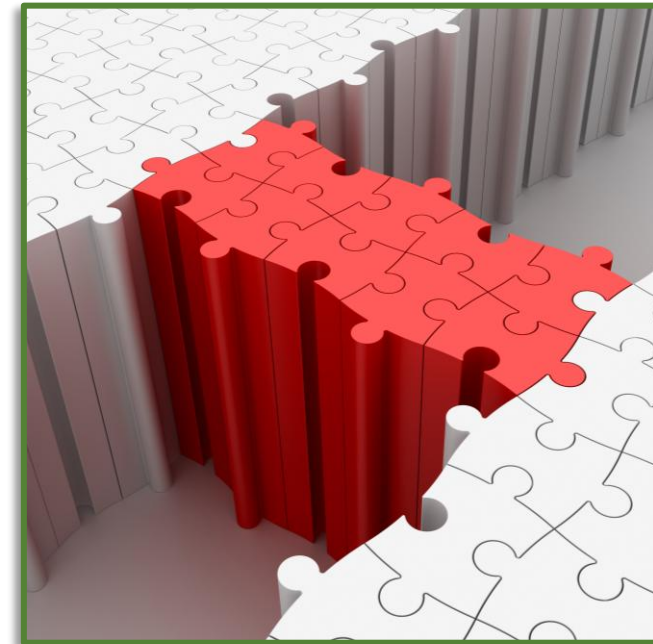


Start with Priorities, Not Perfection

Clients *rarely* need to address every skill gap before returning to work.

- Identify the skill gaps creating the greatest employment barriers.
- Focus on one or two priority areas first.
- Consider the client's employment goals, confidence and program timeframe.

Progress is more important than perfection.



From Skills to Workplace Tasks

RECORDED SESSION



Recommend Accessible Upskilling Pathways

Choose learning opportunities that are ***practical, accessible and aligned with employment goals.***

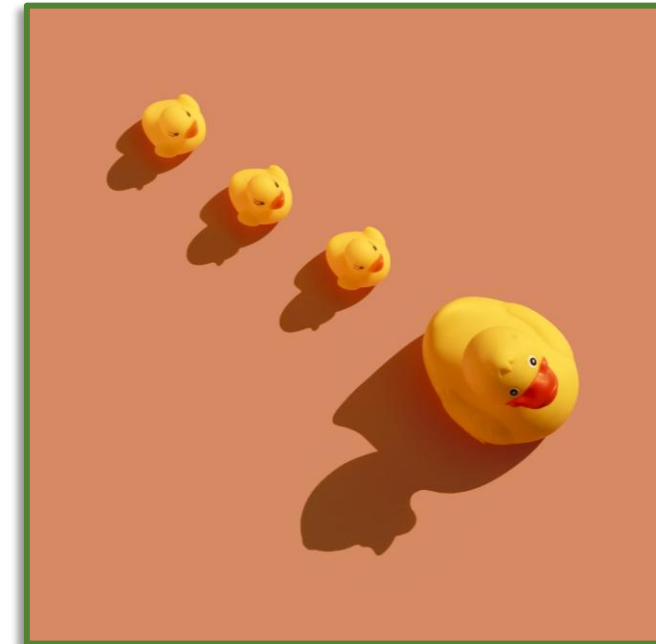
- LinkedIn Learning or other digital skills training (YouTube)
- Employer onboarding or workplace training
- Community education programs
- Practice activities during counselling sessions
- Gradually introduce digital or AI tools used in job search and employment.
- Teach clients to write effective prompts and verify AI-content.



Build Confidence Through Small Wins

Confidence grows through successful experiences, not information alone.

- Break learning into manageable activities.
- Practice new skills during appointments.
- Celebrate progress and reinforce success.
- Gradually increase the level of challenge.
- Encourage regular application of new skills.



Avoid Overwhelming Clients

Instead of:

- Five online courses
- Long homework lists
- Multiple new technologies
- Trying to fix every weakness
- Generic learning plans

Consider:

- One priority skill
- One practical workplace task
- One learning resource
- One opportunity to practice
- One follow-up discussion



Practice Lab: Applying the Framework



Client Scenario – Zoom Poll

- Jessica, 39, has approximately 8 years of experience as a Marketing Coordinator across three organizations, including 4 years with her most recent employer. She took 16 months away from work to support a family member and is now preparing to return to a similar marketing role.
- During your appointment, you review the NOC profile and several current Marketing Coordinator job postings together.



Client Scenario – Zoom Poll

Across the postings, employers commonly require:

Foundational Workplace Skills

- Plan and coordinate multi-channel marketing campaigns.
- Create and adapt marketing content for different audiences and platforms.
- Analyze campaign performance and recommend improvements.
- Collaborate with internal teams, external partners and vendors.
- Manage multiple projects while meeting competing deadlines.



Client Scenario – Zoom Poll

Digital Skills

- Microsoft 365
- Canva or Adobe Express
- Google Analytics
- CRM platforms
- Social media management platforms

AI Readiness

- Microsoft Copilot or ChatGPT
- AI-assisted content creation
- AI-supported campaign planning
- AI-assisted market research
- Evaluate and refine AI-generated content before publication



Client Scenario – Zoom Poll

As you review the job requirements together, Jessica says:

"I've worked with most of these digital tools, but I know marketing technology changes quickly. I'd like to understand which platforms and digital skills employers are expecting today."

"I've used ChatGPT occasionally to brainstorm ideas or draft content, but I'm not sure how marketing teams are using AI now or what employers expect candidates to know."

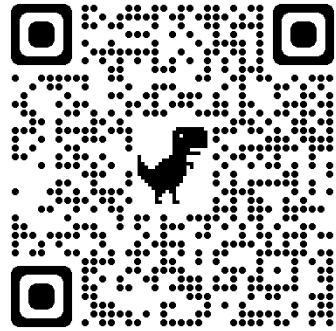


Please provide feedback - Zoom Survey Link:





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