Psychology
Students Exploring Careers

Candice Stoliker, Career Educator, University of Toronto
I am…

- Complete the statement “I am…” in three different ways. It can be:
  - roles you have taken on,
  - your thoughts,
  - personal characteristics

- Share your reaction to your ‘career-card’
Agenda

- Self-Directed Career Management
- Your Career & Your Narrative
- Skills & self-marketing for an ‘psychological’ career
Self-Directed Career Management Model

What can I do with a degree in psychology?

- GOOD NEWS:
  - You can do whatever you want.

- BAD NEWS:
  - You can do whatever you want.
Connecting the Dots

“You can’t connect the dots looking forward...”

—Steve Jobs

http://www.kevinspidel.com/tag/gautama-buddha/
Share a Story of Success

Think about your experience as a psychology student:

- What are you most proud of in retrospect? Why?
- What skills did you use or strengthen?
- What were you trying to accomplish or what was the result?
- Why does this come to mind?

Share your story with a partner.

Listeners: record key information you hear about strengths, interests, values, or other personal qualities.
Skills & Transferable Skills

The ability, coming from one’s experience, knowledge, practice or aptitude to do something well.
Skills Desired

In January of 2014 Canadian Council of Chief Executives were asked: “In general, when evaluating potential entry-level hires, which of the following attributes matter most to your company?”
Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

**KEY**
- Drivers — disruptive shifts that will reshape the workforce landscape
- Key skill needed in the future workforce

**Extreme Longevity**
- Increasing global lifespans change the nature of careers and learning
- Trans-disciplinarity

**Computational World**
- Massive increase in sensors and processing power make the world a programmable system
- Design Mindset
- Virtual Collaboration

**Superstructured Organizations**
- Social technologies drive new forms of production and value creation

**Rise of Smart Machines and Systems**
- Workplace robotics nudge human workers out of rote, repetitive tasks
- Sense-Making
- Novel and Adaptive Thinking

**New Media Ecology**
- New communication tools require new media literacies beyond text
- Social Intelligence
- Computational Thinking

**Globally-Connected World**
- Increased global interconnectivity puts diversity and adaptability at the center of organizational operations
- Cross Cultural Competency
- Cognitive Load Management
### Time to Play Matchmaker

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<th>Yuki</th>
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<td>- Went into psychology because she likes applied science</td>
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<td>- Collaboration</td>
<td>- Research</td>
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<td>- Interpersonal skills</td>
<td>- Insightful</td>
<td>- Detail-Oriented</td>
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Job Opportunity

TalentCor London is currently recruiting for a Content Marketing Manager. This position is a 1 year contract with potential to turn Full Time Permanent.

Responsibilities/Tasks and Duties:

- Formulates and implements web and digital strategies in support of brand objectives
- Initiates, plans and manages integration and maintenance of online communities
- Writes, produces, edits and publishes digital content and manages distribution
- Ensures consistency and relevancy of brand communications online
- Acts as the face of the brands to the consumer in the online environment
- Engages and manages relationships with bloggers and online forums
- Leads website, blog and social media development, ensuring ongoing optimization and accuracy
- Monitors effectiveness of online programs and presents findings
- Establishes digital projects are completed on time and within budget
- Proactively identifies, recommends and implements opportunities to build awareness, expand presence, and leverage new technologies
- Reviews, interprets and monitors online data for trends and opportunities
- Researches, recommends and enforces style and content standards
- Works closely cross functionally to optimize current market and consumer trends
- Partners with trade and product marketing teams to develop customer specific digital marketing programs
- Works closely with the Business teams to identify and optimize e-commerce opportunities
- Conducts social media listening and provides recommendations for the product line
- Develop strategies and content to serve needs of channel customers online
- Assists brand team by identifying relevant new programs, products and line extensions

Basic Qualifications:

- Bachelor's Degree from an accredited University
- Minimum three (3) years of marketing experience
- Public relations, communications, content marketing, or publishing experience or education
- Proven Social media influence most important
- Excellent verbal and written communication skills
- Proactive team player

Preferred Qualifications:

- Relevant post-graduate studies
- CPG marketing experience
- Understanding of photoshop and/or digital design principles
- Experience leading cross-functional teams or in a matrixed environment
- Strong strategic and analytical skills

If you are interested in applying for this position please email your resume to Christine Oakley at coakley@talentcor.com.

We would like to thank all applicants who apply however only those qualified will be contacted.

Apply URL: http://www.talentcor.com/managerprotra.aspx?action=apply&jobId=62233&source=Workopolis&serviceClientId=5

View all current TalentCor job postings | Learn more about TalentCor
Job Description

The Vision of Baycrest is to transform the experience of aging through leading innovations in brain health, wellness promotion, and approaches to care that enrich the lives of older adults.

The Rotman Research Institute at Baycrest currently has an opportunity for a RESEARCH ASSISTANT Level I for a One-Year Contract With the Potential to Extend Non-Union - Full Time - 70 Hours Bi-weekly

Reports To: Dr. Brian Levine

The Rotman Research Institute is seeking a full time Research Assistant for a federally funded cognitive neuroscience research program on frontal lobe functions and cognitive rehabilitation. This interdisciplinary research focuses on self-awareness, self-regulation, memory, and real-life functioning and the relationships of these variables to brain structure and function. Lines of research include psychometric testing, neuroimaging, and rehabilitation of patients with brain disease.

Responsibilities:

● Manages the assigned database(s).
● Conducts data scoring and analysis.
● Prepares stimuli for studies.
● Recruits and tests subjects.
● Assists with the collection and analysis of neuroimaging data (fMRI, ERP).
● Performs neuroimage analysis.

Qualifications:

● Four (4) year Honours Bachelor Degree in Psychology, Neuroscience or a related field with a background in cognition and/or neuroscience or a three (3) year General Bachelor of Science Degree in Psychology or a related field with a background in cognition and/or neuroscience, with a minimum of one (1) year of related experience or a Master's Degree in Psychology with no experience.
● Clinical experience with neurological populations or experience with neuroimage analysis is preferred.
Other considerations?

- Beyond your skills, what else might help guide you to your next occupation?
  - Your values
  - Knowledge
  - Experience
  - Interests
Job Search Strategies

- Approached Employer
- Job-postings
- Family and/or Friends
- Employment Agency
- Career Centre

- Work Contacts / Network
- Internet-based Job Search
- Company Websites
- Careers Fair / Info Session
## Careers To Explore

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<tr>
<th>Health and Human Services</th>
<th>Business</th>
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<tbody>
<tr>
<td>- Research Assistant</td>
<td>- Market Research Analyst</td>
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<td>- Youth Worker</td>
<td>- Human Resources</td>
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<tr>
<td>- Caseworker</td>
<td>- Advertising Account Manager</td>
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<tr>
<td>- Community Liaison Worker</td>
<td>- Communications Officer</td>
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<tr>
<td>- Vocational Rehabilitation Counsellor</td>
<td>- Editorial Assistant</td>
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<td>- Psychometric Assistant</td>
<td>- Consulting</td>
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<tr>
<td>- Social work</td>
<td>- Sales Representative</td>
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<td>- Psychotherapist</td>
<td>- Training/Leadership</td>
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<td>- Real Estate</td>
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<td>- Public Relations Consultant</td>
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<th>Public and Non-profit Sector</th>
<th>Entertainment</th>
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<tr>
<td>- Fundraiser</td>
<td>- Producer</td>
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<tr>
<td>- Volunteer Coordinator</td>
<td>- Assistant Director</td>
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<tr>
<td>- Public Information Officer</td>
<td>- Publisher</td>
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<tr>
<td>- Admissions Recruiter</td>
<td>- Market Researcher</td>
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<tr>
<td>- Policy Advisor</td>
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<td>- Labor Relations Specialist</td>
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<td>- Social Policy Researcher</td>
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<td>- Registrar</td>
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Post-Graduate Certificates

- Psychometrics
- Hincks-Dellcrest Centre
- University of Toronto School of Continuing Studies:
  - Human Resources
  - Project Management
- Humber College, George Brown College; postgraduate programs:
  - Marketing Management
  - Web Development
Graduate Programs

- Experimental Psychology
- Social Work
- Counselling Psychology
- Clinical Psychology
- Psy. D. Programs
Turn your skills & experience to statements

Accomplishment Statement

Action Verb + What You Did + Result/Objective
Accomplishment statements

Writing:
Wrote 10 articles on a wide range of topics, which were published in a quarterly student newspaper

Analysing:
Analyzed market trends to forecast the price of oil in April with 90% accuracy

Customer Service:
Led daily tours for up to 6 groups of visitors with 98% customer satisfaction rate
Next steps & resources

- Career Centre
  - Continued access to all services for 2 years after graduation
  - Workshops
  - Advice, support and guidance
  - CLN
- Department & University Initiatives:
  - Mentorship Program
  - Backpack to Briefcase