

Career Resilience Roundtable Report

June 18, 2025 – Hosted by CERIC

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1. Overview

The Career Resilience Roundtable brought together over 100 participants from across Canada's career development ecosystem for an energizing and interactive peer learning event. The session was structured to foster collective discussion, practical sharing, and sector-wide strategy development centered around the new "Meet the Moment" messaging resource.

2. Who Was in the Room?

- **Sector Breakdown of Registrants:**

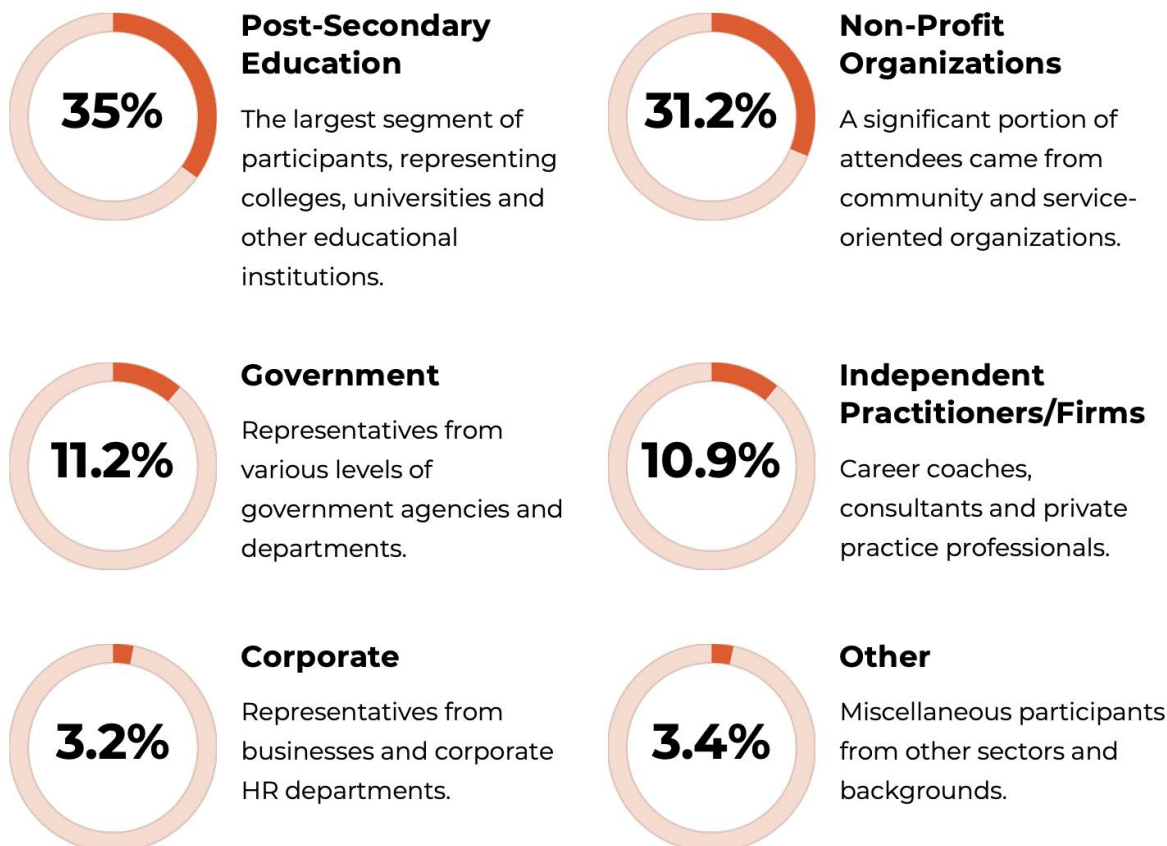


Figure 1 - The Career Resilience Roundtable attracted a diverse group of professionals from across Canada's career development ecosystem.

3. Event Flow & Participant Experience

Welcome & Framing:

Facilitator Keka DasGupta, CERIC's Board Vice-chair, opened with a land acknowledgment and framed the roundtable as a space for national dialogue, connection and practical peer-to-peer learning. She highlighted CERIC's advocacy role, and the dual nature of career professionals as crisis responders and long-term partners in uncertain times.

Resource Introduction:

Participants were encouraged to download, use and share the free ["Meet the Moment" resource](#), designed as a concise communications tool and call to action for career development.

Poll & Icebreaker:

Through Mentimeter and Zoom chat, participants shared:

- **Key message to communicate:** “Empowering next steps” was the most resonant theme, along with “Strengthening careers & communities,” “Trusted expertise,” “Navigating uncertainty” and “Championing decent work.”
- **One-word career narrative for Canada:** Adaptability, empowerment, growth, hope, possibilities and inclusion were among the most frequent.

Breakout Discussions (Round 1):

Prompt: *How are you already using (or planning to use) Meet the Moment messaging in your work? With which interestholders?*

Groups brainstormed and entered ideas into Mentimeter for upvoting.

Plenary Debrief:

Select spokespersons volunteered to report back with the following standout themes:

- **Mental health support:** Seen as a critical part of the work with both jobseekers and employers.
- **Empowering clients:** Reframing uncertainty as opportunity, especially with jobseekers, international students and clients with barriers.
- **Championing decent work:** Advocating for work that supports human flourishing, not just any job.
- **Collective language:** The need for shared language to better communicate the field’s value to funders, policymakers and the public.

Breakout Discussions (Round 2):

Prompt: *What ideas do you have for advancing these messages collectively—as a field or network? What gaps or opportunities do you see?*

Advancing the Message Collectively: Gaps & Opportunities

Breakout discussions highlighted several ways the field can work together to advance the Meet the Moment messaging:

- **Adopt a Shared Language:** Use consistent messaging across organizations to build a stronger, unified voice for career development.

- **Broaden Engagement:** Increase outreach to employers, policymakers, educators and the general public, who may not fully understand the field's impact.
- **Share Success Stories:** Collect and communicate real-life examples to inspire others and show tangible results.
- **Leverage Social Media:** Use digital platforms to raise awareness and connect with wider audiences.

Gaps identified include limited public awareness and inconsistent use of messaging, while **opportunities** exist to collaborate across sectors, embed messaging into daily practice, and advocate together for greater influence and recognition

Closing Reflections:

Participants were asked: *What's one action you'll take in the next month based on today's discussion?* Sharing actions helped seed practical next steps.



Communicate More Widely

- Regularly share success stories and messaging on social media and in meetings.
- Build processes or platforms to collect and share stories and outcomes.
- Use "Meet the Moment" language in organizational and external communications.



Engage New Audiences

- Increase face-to-face outreach with employers and local communities.
- Share messaging with educators, high school career staff and startups.
- Communicate directly with politicians and decision makers.



Build Sector Capacity

- Train teams in using the new messaging and resources.
- Foster cross-sector engagement (non-profits, government, educators, corporates, independent practitioners).



Highlight Decent Work

- Advocate for quality work and positive working conditions, not just placement.
- Use data and stories to illustrate broader impact.

Figure 2 - Ideas for Collective Action and Sector Advancement

4. Key Takeaways and Insights

What Resonated Most?

- **Empowering Next Steps:** The message that career professionals empower Canadians to take their next steps—especially in uncertainty—was the strongest among them.
- **Value of Trusted Expertise:** Participants highlighted the importance of communicating the profession’s deep, experience-based expertise.
- **Strength in Collective Voice:** There is a need to amplify the field’s impact through shared, consistent language, especially when engaging with policymakers, funders and the public.
- **Mental Health and Human Connection:** Growing demand for mental health-related counselling skills and the importance of holistic support came up frequently.
- **Championing Decent Work:** The sector wants to move beyond “any job” to support work that is meaningful and equitable.

Breakout Room Insights – Direct Applications

- **For Jobseekers:** Use messaging to help clients reframe uncertainty and build resilience; promote transferable skills and self-confidence.
- **For Employers:** Incorporate messaging in outreach to show how career professionals enhance workforce adaptability; highlight the field’s role in navigating labour market shifts.
- **For Policymakers/Funders:** Communicate career development as a public good and economic safety net, advocating for investment in the sector.
- **For Students/Educators:** Use the resource to help new professionals articulate and advocate for the field.
- **For the General Public:** Use social media and community channels to raise visibility and understanding of the profession’s societal value.

5. Ideas for Collective Action and Sector Advancement

- **Communicate More Widely:**

- Regularly share success stories and messaging on social media and in meetings.
- Build processes or platforms to collect and share stories and outcomes.
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- **Engage New Audiences:**

- Increase face-to-face outreach with employers and local communities.
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- **Build Sector Capacity:**

- Train teams in using the new messaging and resources.
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6. What Participants Said They Will Do Next

A sample of actions shared in the chat:

- Share the “Meet the Moment” resource with staff and colleagues.
- Plan workshops for students and grad students based on key messages.
- Incorporate messaging into career curriculum and institutional strategies.
- Post “Meet the Moment” talking points weekly on LinkedIn.

- Communicate sector value to funders, politicians and the wider public.
- Collect and share more success stories and positive outcomes.
- Build collective engagement with employers and community partners.

7. Resources & Next Steps

- Download the Meet the Moment resource for free at ceric.ca/MeetTheMoment
- Beyond Decent Work Playbook - to join the national campaign for career development - <http://ceric.ca/BeyondDecent>
- 10 Ways Employers Can Address Their Talent Needs by Partnering with Career Development Professionals - <https://ceric.ca/10ways>
- Media Relations Training Program for CDPs: <http://ceric.ca/MediaRelations>

8. Acknowledgments

Thank you to all participants for your candour, ideas and energy. This summary was prepared based on your live contributions, chat messages, poll responses and breakout room discussions.

Let's continue to “meet the moment” together by sharing these messages and building the value of career development across Canada.

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