

# Developing your Fleming Career Brand

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Career development skills are critical and will support your personal and professional development as a student and beyond. Throughout your Fleming College experience, we are committed to helping you build a successful career brand. In recognition of this, career messages have been developed based in the Fleming Legacy, that identify how you can grow your career development skills while a student and beyond graduation.

## LEARN

### **Dare to dream. >>> *Be open to all career possibilities.***

- Adopt a growth mindset, your evolving career will be non-linear and unique.
- Look beyond postings and titles. Focus instead on skills and abilities required in your industry.
- Be proactive, explore the labour market and find pathways to work that fit you and your lifestyle.

### **Expand your knowledge and skills. >>> *Build on your program and experiences.***

- Explore your interests and abilities, identify your career drivers and how you will utilize them to create your work.
- Cultivate and learn to articulate your industry specific skills to potential employers.
- Align your experiences with those that will enhance and develop skills required in industry.

## BELONG

### **Develop yourself along with others. >>> *Give back to the community.***

- Engage in community service learning. Utilize volunteering and extracurricular activities to build skills, gain experience, and develop references.
- Create opportunities to utilize skills acquired at school that connect to work and employment.

### **Create learning communities. >>> *Find support for your career path and goals.***

- Find and continually build your supportive, intentional career network. Include peers, faculty, staff and community members who can all be a part of your career success.
- Recognize the importance of your network in ongoing learning, career building and professional development.

### **Be inventive. >>> *Use your education to create new opportunities.***

- Investigate opportunities that will allow you to develop skills and abilities that will set you apart from your peers.
- Think creatively and be resourceful. Rethink your vision of 'work', consider entrepreneurship and other non-conventional work to make up your portfolio career.

## BECOME

### **Build a better future. >>> *Be successful on your terms.***

- Define goals related to your career path. Think proactively about career responsiveness.
- Be proactive with your career development. Take advantage of opportunities presented through placements, internships, co-op, mentorship, and other experiential learning activities.

### **Enjoy the journey. >>> *Embrace the skills and knowledge around you.***

- Access resources both on and off campus, discuss your career plans with faculty, staff, peers, employers to gain their perspective and expertise.
- Tell your story. Document your achievements and utilize tools that both reflect on your journey and allow you to prove your specialized skills sets to industry.