

# What is Labour Market Information (LMI)?

Labour market information is the information you need to make a wise match between your work goals and the types of work opportunities that are available.

## Finding a match between you and a potential career opportunity

To start, it is important to **know yourself**. What are you **good at**? What are your best **strengths and competencies**? What tasks do you **like to do**? Where do you want to work (**geographically**)? What type of **work environment** do you want to work in? What are your **values** (for example: work hours, environmental interests, workplace culture)?

## What information should you research?

### What is happening in the industry?

- ☐ Are there professional associations that I need to be a part of to be considered for a job? Are there references to these in job postings? (Example: OACETT)
- ☐ Are there organizations that I need to be a member of in order to be hired? (Example: College of Nurses)
- ☐ Are there specific certifications that employers are looking for? (Example: PMP)
- ☐ Are there specific pathways that people follow as they get started in the field and then progress through to reach more professional roles? (Example: for Engineers; OACETT to PEO)

### Researching specific companies

- ☐ What are the company values?
- ☐ Do they support professional development of their employees?
- ☐ Do they have opportunities to be promoted to higher skilled jobs?
- ☐ Do they have competitive salary and benefits?
- ☐ Could you learn something there that you could not access elsewhere?
- ☐ What hours/shifts are required?
- ☐ Is travel required?

### Information specific to the role you are applying for

- ☐ What skills and competencies are required to be successful?
- ☐ What specific tasks and responsibilities will be required?
- ☐ What level of team work will be required?
- ☐ Are there repetitive tasks, time sensitive tasks or busy times of the year (like taxation season)?
- ☐ Are they looking for a specific fit for the team?
- ☐ What does a day in the life of this worker look like?

## How do I find Labour Market information?

### Internet research

1. Use your favourite **Job Search website** such as “google jobs” or Indeed to find possible employment opportunities. Carefully read the posting to look for required certifications, information on associations, hours, competencies and other information you need.
2. Research the company by going to the **company website** to look at their mission statement, values, other job openings and company locations.
3. **Create a profile** on the employer websites to be considered for future opportunities.
4. Once you have found possible companies, **search them on LinkedIn** and follow them so that you will automatically see their job postings in your feed.
5. Use LinkedIn to research skills, competencies and information that would provide insight on a future job you might apply to. **Look at profiles of the employees of that company.**
6. **Link with Human Resource** professionals at potential employers.
7. When you discover **associations, memberships or certifications** that you might need, visit their websites to verify the steps to meeting these goals.
8. Visit **reviews of the companies** on site such as Indeed Company Reviews or Glass Door to see what past employees say about the company.

### Personal Interactions

1. The best way to find out information about a company is to talk directly to a current employee. This would be an **Information Interview** (see tip sheet on Informational Interviews) Talking to current employees gives you up to date information about the work environment.
2. Attend **open houses, employer events, hiring fairs at the College, in the community** or directly at the company to gather information. Many employers come on campus to provide info sessions or attend career/job fairs. Sometimes, companies will host open houses for the community to show off what they do, watch the company website for this information. They may not want to talk about hiring you at an open house or when they offer tours but these events would allow you to get inside the company to learn more about them.
3. Reach out to your **personal network**, ask family and friends either in person or through social media if they know people at certain companies or if they have friends and family that have worked for that company to gather information. This could lead to an Information Interview.