

LEARNINGCURVES

CONTINUING EDUCATION | JOB TRAINING | LIFELONG LEARNING

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THE ONTARIO MINISTRY OF LABOUR, IMMIGRATION, TRAINING AND SKILLS DEVELOPMENT WEBSITE

A VALUABLE RESOURCE FOR ADULTS LOOKING FOR WORK

BY WENDY TERRY

The Ontario Ministry of Labour, Immigration, Training and Skills Development website is a very useful tool. This is the ideal resource for newcomers to access up-to-date information and navigate the vast range of social programs available in Canada. Unlike many other government sites, this website will lead you directly to specific resources in your community. No need to be afraid of the unknown, we will walk you through the most difficult moments.

The best way to start is to type into google "Ministry of Labour, Immigration and Skills Development Ontario". Immediately on the screen (even before you click on any website), you will be able to see a box titled "More to Ask". One of the four links in this box is the Ontario Ministry

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CANADIAN WORKPLACE ETIQUETTE

BY LISA TRUDEL



Why is workplace etiquette important? What is the most important part? Is it saying "please" and "thank you" or dressing appropriately?

These 3 questions are often asked by newcomer job seekers, so to expand on what I know I sat down recently with

Angela Mohan, a Career Specialist with Achèv in downtown Toronto. Angela is originally from Trinidad and relocated to Canada in 2008. In her home country, she had a successful career in Human Resources which included performance motivation, so when she moved to Canada, she decided to return to College

to become a Career Counsellor. Angela graduated from George Brown College's Career Counselling Diploma program in December 2010 and has been busy ever since working as a Career Specialist providing information and motivation to job seekers. I asked Angela about workplace etiquette.

"Trinidad is a third-world developing country less than 7 miles off the coast of Venezuela. It only became independent from Britain in 1962, so all of my education and employment have been grounded in British workplace etiquette. Even though Trinidad is the birthplace of the steelpan drums and the renowned Carnival, J'ouvert, the gregariousness and sociability that are associated with the Caribbean are not encouraged in business workplace settings. So, I didn't have to change too much of my business etiquette except for one major thing. In Trinidad, the dress codes where I worked and went to school were very different from what I have experienced in Toronto. I used to wear lots of business attire that was conservative and tailored such as fitted and custom-made suits and tops. Nothing off the rack, and never any sleeveless tops or leggings

or capri pants. I would dress up for work! In Canada, I immediately felt over-dressed since many organizations including the Community Colleges where I studied and worked have very casual dress rules. It is as if every workday is Dress Down Friday! I realized I had to make a truly concentrated and significant change regarding what I wore to work in order to fit in."

I asked Angela why she thinks workplace etiquette is important. "It creates a mutually respectful atmosphere. People feel better about their jobs when they feel respected and being heard and understood is the basis of communication. Etiquette also conveys the type of professional you are and the values that nurture your self-motivation."

Finally, I asked Angela if she considered dressing appropriately or saying "please" and "thank you" the most important. "There are 5 more than these two!" Angela exclaimed. "When I assist job seekers, I always tell them about the top 7 workplace etiquette rules". Angela shared them with me, so I could share them with you:

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THE ONTARIO MINISTRY OF LABOUR, IMMIGRATION, TRAINING AND SKILLS DEVELOPMENT WEBSITE A VALUABLE RESOURCE FOR ADULTS LOOKING FOR WORK

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of Labour, Training, and Skills Development phone number. Phone Number! You can talk to a real person. You don't have to scroll through the website looking for the answers to your questions. Thank You, Ministry.

This box does not always show up, it appears to be rotated with other questions, so just keep checking. But if you don't want to bother, the number is 1-800-387-5656 Toll-Free or 416-326-5656 for the Employment Ontario Contact Centre.

The next step is to actually click on the Ministry website. There you can see nine category titles. For Learning Curves readers, we recommend clicking on these three:

- Get settled in Ontario;
- Services for Job Seekers;
- Education and Career Planning.

If the goal is to find a listing of settlement agencies, click on "Get settled in Ontario", then click on "Finding a Settlement Agency". The easiest way to search is by city. For that in the first Search box and enter your city. A list of settlement agencies shows up and If you click on an agency you are led to their website. Amazing.

At the bottom of this list of settlement agencies, there are three choices to click on. We recommend "Settlement Services by the Government of Canada". You can search for these by using the postal code and type of information you need.

The search for courses to learn English traditionally tops the list of the greatest interests of newcomers. I taught ESL for over 24 years

at Overland Learning Centre, a Toronto District School Board site. ESL is funded by the Ontario government but there are other sites to learn English at the TDSB which are funded by the Canadian government. LINC, Language Instruction for Newcomers is funded by the Canadian government, and is similar to ESL, English as a Second Language funded by the Ontario government. Many newcomers, found it hard to understand the main difference between these two types of English classes. Mainly, the only difference is which level of government is funding them.

If you continue to scroll down from the listing of Settlement Agencies you come to a heading "After You Arrive". Here, they refer you to another service where you can ask a real person, in over 150 different languages about community, social, health-related, and government services in your community. Call 211. Have a look at their website. www.211ontario.ca. They even operate 24 hours a day, all year long. A real person who speaks your language, any time! Thank You 211.

One of the most helpful in-person services for newcomers is CLARS Centre. (Coordinated Language Assessment and Referral System Centre) These are adult learning information centers. When coming to a new country it is invaluable to get to a center where you can be tested and referred to a list of services in your community. You talk to a person who knows the Canadian adult education system, face to face. Often newcomers try to understand the

Canadian educational system with a framework in mind that comes from their home country, frustrating. The employees of the centre help to choose the most suitable place for studying, including focusing on your English Level or desire to get back into the profession or change career path. These CLARS centres were set up under the Kathleen Wynne government, the first Ontario Premier who had been an ESL teacher.

To find a listing of CLARS Centres continue to scroll down past the "After You Arrive" title, after several headings you come to the title "Learn English and French". Click on the underlined text: Find out if you are eligible for this free program. Then under the title "Take English and French as a Second Language". click on highlighted text: Get information about English as a second language class for adults. On this page click on number 5 "Language Assessment Centres". Aha! There is a list of CLARS Centres.

The above thread from the "Get Settled in Ontario" has led you to the Education and Training, Adult Learning page of the Ministry website. Often, we miss key pieces of information if we don't know the thread to follow. But there is often a more straight-forward thread.


Now, we are going to go straight to the Education and Career Planning category column on the first page of the Ministry website. There is one of eight categories listed on the front page of the Ministry website and one of three that we recommended our readers look at. One is "Education and Career Planning".

Then click on "Adult Learning". There you see seven categories. Click on "English as a Second Language". Now we are back to the web page we just found through the "Get Settled In Ontario" search. Click on 5 again and you are back to a listing of Language Assessment Centres, CLARS Centres.

Now get back to the "Adult Learning" page, and click on "Ontario Bridge Training programs". These programs help immigrants to continue working in their careers after immigration. If you click on the service agency you are linked to their website. You get to talk to a real person face-to-face at these service agencies.

Now get back to the first page of the Ministry website and choose the category "Services for Job Seekers", then click on "Employment Ontario". There are many agencies that offer these services. So, they do not list them all. By choosing Number 4 "Get Help From" you get to fill in a contact and profile form. When you send this, an agency near to you will get back to you.

By clicking on Number 5 "Contact Employment Ontario" you see the phone numbers first listed in this article. By calling these, you talk to a real person and they put you in touch with an Employment Ontario Centre near you.

Have a look at this Ministry website, it puts you in touch by phone, email, or in person with agencies and their counselors who can help you find your way. 

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LEARNING CURVES

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60 River Street, Unit 49 Toronto, ON M5A 4G5

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e-mail: learningcurves@hotmail.com.

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THANK YOU, DEBORAH!

Learning Curves is honored to write a special tribute to Deborah, who is retiring as our editor after dedicating seven years of her time to our newspaper. Deborah's passion for journalism and her commitment to delivering accurate and unbiased news has been an inspiration to all of us. Her attention to detail, her ability to spot errors, and her skill in crafting compelling stories have helped to elevate the quality of our publication to new heights.

As a mostly volunteer-published newspaper, Learning Curves relies on the contributions of individuals like Deborah, who generously donate their time and skills to the cause. Without volunteers like her, we would not be able to provide the level of content and quality that we do. But Deborah's contributions go far beyond her editorial skills. She has been a mentor and friend to many of our staff members, always willing to offer advice, support, and encouragement. Her positive attitude and can-do spirit have made her a joy to work with, and she has been an important part of our newspaper family.

As Deborah moves on to new challenges, we want her to know that she will be sorely missed. Her legacy at our newspaper will endure, and her impact on

our publication will be felt for years to come.

On behalf of everyone at Learning Curves, we extend our heartfelt gratitude to Deborah for her years of service. We wish her all the best in her future endeavours, and we hope that she will stay in touch and continue to be a part of our extended family. Thank you so much, Deborah!



THANK YOU, MINA!

Mina Wong has been a member of the Board of Directors of the Workers' Educational Association of Canada since 2014. All charitable organizations depend on active Board members. Mina certainly was one. We will miss her.

She has contributed a column to Learning Curves for years, telling the story of adult learners she has met over the years in her role as an adult educator. These stories give our readers inspiration. Even when all may have not been perfect, it worked out for the student profiled. Mina has agreed to carry on with these stories for Learning Curves. See www.learningcurves.org for back issues and Mina's stories.

The picture of us is from our 100th issue celebration of Learning Curves. Mina and I encircled the room with all 100 copies. Our first issue was in January 1999. We have published for 25 years. You can see one displayed clearly on the wall in the background of the photo. The display allowed celebrants to walk about and reminisce as they did. You can see this full 100th issue picture story in our Winter 2018 issue on our www.learningcurves.org site.

Our 100th issue celebration was held in the room at Saint Luke's Church where we held our Board of Directors Meetings

for over 19 years. Before each meeting as we came together, Mina played the church piano. There are many memories of Mina and we are so grateful for her contributions. We will miss you, Mina. Thank you so much.



Wendy Terry, WEA Director and Past President (left), stands with Mina Wong, contributor and member of the WEA board. (right)

CAN'T FIND THE WINTER ISSUE OF LEARNING CURVES? GO ONLINE.

Learning Curves along with many of its partners in education and community services, has been affected by COVID-19. Our Winter issue drop-sites continue to be affected. Unfortunately, we cannot effectively cover our usual distribution of the paper: a print run of over 16,000 located at over 650 sites in Toronto and the GTA.

We would be happy to send you hard copies of the Spring issue or drop them off. Simply contact us at learningcurves@hotmail.com.

We thank all our readers, and our advertisers without whose support Learning Curves could not have existed for the past 20+ years.

Look for us in all the usual places as the province opens up. Many of our back issues are online at www.learningcurves.org

LEARNINGCURVES 

Top 5 Reasons to Advertise in Learning Curves

1. We are the only community newspaper dedicated to adult learners in Toronto and the GTA. One in every five adults participates in adult education.
2. We have over 600 distribution points including all Toronto and GTA libraries as well as schools, colleges, universities, community programs and employment resource centres, apprenticeship offices and many neighbourhood, community and recreation centres and other sites.
3. Our readers are new Canadians, youth returning to school, working and unemployed people trying to upgrade or change careers, seniors, employment counsellors, teachers, and employers.
4. Our editorial is informative and insightful - profiling programs and learners and government policy for adult learning. Our articles are posted and handed around.
5. We offer online ads and our rates are very affordable

LEARNINGCURVES

HIDDEN ORIGINS OF THE HIDDEN JOB MARKET PT1.

BY JESSE PRESTON

During the summer I was sent an article published by Flex Jobs claiming to have debunked the hidden job market concept. This has been defined as 80% of jobs being hidden and never advertised and sometimes people use an iceberg analogy to describe it. While it was an interesting read, I felt that it failed to tell the whole story or establish a link between the hidden job market and the concept of the “weak ties” study and the expert quoting it.

Specifically, it claimed that Richard Bolles, author of “What Color is Your Parachute” was the source of the statistic in 1980. However, being a history buff, I remember running into the 1977 edition where Richard Bolles said that the concept came from an earlier source.

As he wrote, “Heaven knows, there are enough insiders who have said in print that this hidden job market is what the job hunter ought to be aiming at.” So clearly the source must have been a lot earlier than 1977.

Inspired to see if it was real, I started to research the origins of the Hidden Job Market concept and this 80% statistic. And after a 200-hour-long search. I found both. Here is the historical account of the creation of the concept of “hidden jobs”, its adoption into usage, the origins of the statistic, and how the original definition of the hidden job market changed to what we think of today.

Story of the Hidden Job

The concept of hidden jobs started between 1950 and 1951 in Iowa. Mrs. Myrtle Hubbard, a schoolteacher, and chairman of the local Women's Association started a summer jobs program called Teen-Ager Employment Services to help youth with finding work. Due to a lack of industry in Iowa, there were few summer employment opportunities which led to an epidemic of “juvenile delinquency”.



How to Keep a Job
by Coronet Instructional Films, 1949

While creating this project the teenagers that expressed interest in the program had an idea to create a basic training program similar to army basic training, but for job seekers. The program was called “How to Win Jobs and Influence Bosses” and was co-developed by business owners and teenagers and written in “teenager talk”. News articles would go on to remark about the graduates of the program. “Teen-Agers, the whole town all hunt for “hidden jobs” that might be overlooked.”

The case for the starting point

The term “hidden jobs” was used prior to 1950, but it was used to describe a situation where more work was required than originally thought. It was mainly used in the context of ship repair work in WW2. So, we didn't count these because they are not referencing job searches.

The first time we do see the words “Hidden Jobs” as a job search term is in the context of graduates from the Iowa 1951 program and it is already in quotation marks, so we know that people from this program were using it as a proper term. So, we are sure it's in the training manual.

While the training booklet seems to have been lost in time, we know a lot about it from secondary sources.

We know...

- The idea came from teenagers
- Local business owners and teenagers had a hand in content development.
- Language in this booklet was unique because it was written in “Teenager talk”
- Soft skill development was a component of the program. The videos they used were from “Coronet Instructional Films”, which included initiative and cooperation. (two skills needed for networking)
- Graduates not only looked for “Hidden Jobs” but there were cases where teenagers created jobs by making business cases to employers for hiring them.
- There was a lack of opportunity in Iowa which was why the traditional job search methods weren't working. So, a new creative approach was needed.
- It spread to other states after the project's story appeared in the 1953 May edition of Reader's Digest, titled “These Teen-Agers Get Summer Jobs”. Soon the Teen-Ager program was flooded with requests for information. So they shared their training materials, which spread to vocational offices as far away as California and Florida.

This is a pretty strong case, but I have one more final point. It is speculation based on the name of the training booklet. “How to

Win Jobs and Influence Bosses” sounds a lot like several of Dale Carnegie's books “How to Win Friends and Influence People” and “Public Speaking and Influencing Men in Business” So, one could expect there to be some influences from Dale Carnegie's work. In two of his books, he talks about hidden opportunities and treasures from within. From there, it's not a terrible leap to the term “hidden jobs”. But again, this last point is speculation as we would need to have the actual booklet to prove this.

Early adoption

The term “hidden jobs” was quickly adopted by employment professionals. It was used in a 1956 article in the “Employment Securities Review” titled “A New Aid for Counseling and Selective Placement” and again in the 1963 hearings before the US Congress called “Nation's Manpower Revolution”. Both advocate for better labor market information. The former is to give persons with disabilities more knowledge to find better, more suitable employment opportunities and the latter is about labor force planning. And finally made it in the 1965 “US Department of Health, Education and Welfare” handbook in regards to training and work experiences under “Project V,” which suggested this type of job search required special training.

Adding “Market” to Hidden Jobs

The full-term “Hidden Job Market” seems first appears in a job ad in Dec 1962 in the Sunday Herald and again in Jan 1963 with more information.

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Sunday Herald 27 Jan 1963

"investigate the "Hidden-Job Market!" Confidential coded system never reveals your name... .now your desire to see what the "hidden market" has to offer you... .You remain anonymous at all times when you apply for better-paying positions through James C Sinnigen."

So, the first time the words “hidden job” and “market” are ever used together is in the context of a job ad for a recruitment agency. This is not a one-off, we found many examples over a few years from different recruitment companies. (1975, 1979, 1981, 1985).

So, it follows that it is a myth that jobs in the hidden job markets have no postings or ads at all. Otherwise, the first usage is a contradiction, because the first references to hidden job markets were ads in newspapers.

This proper usage of the term is to describe jobs that are accessible via third parties. Staffing agencies and recruiters often post positions but rarely advertise the employer by name or it's a general position for multiple companies. For example, “General Labour Wanted, positions in Scarborough, North York, and Etobicoke”. The same can be said of today's employment service providers or educational programs that have co-op placement because you don't know who their employers are unless they tell you. Another example is, if I wanted to work for the local cookie factory, I would need to apply via a particular staffing company that has an exclusive recruitment agreement. The jobs are hidden because I couldn't even know where to apply except by asking the employer for the name of the staffing firm. The examples found are mainly executive recruitment which is normally kept confidential for many reasons.

So, if recruiters and their advertisements are part of the hidden job market, are they also a part of that 80% statistic?

To be continued on page 9.

Jesse Preston is an Employment Specialist with Epilepsy Toronto. He can be reached at jesse@epilepsytoronto.org

WELCOME IRYNA!



I'm a newcomer from Ukraine. Last year became very challenging for me, as I was forced to leave my stable and settled life due to the occupation of my hometown by Russian troops. Nine months ago, my family landed in Canada and our lives started from scratch. As never before, it became crystal clear to me that we can only take our own knowledge and experience with us even to the other side of the planet. And I again appreciated the importance of education. After graduating from university, I thought that my student years were behind me. But over the past months, I have embarked on the path of education again - first I took English courses, and then I decided to expand my professional knowledge, and now I am studying to get a Canadian certificate.

Being a mature student, working part-time, and raising my amazing daughter at the same time can be challenging sometimes, but I feel I'm on the right path, and investing in my own education is the best type of investment there is. Learning new things every day is such a pleasure for me! I am very happy to be part of the great Learning Curves team and I will do my best to make you, dear readers, fall in love with adult education and see, that it is possible to become a better professional at any age!

Hello everyone! My name is Iryna Paltseva and I'm very proud to introduce myself to you as the new editor of Learning Curves. I'm really looking forward to the opportunity to contribute my energy and broad personal experience to Learning Curves. I was born and raised in a family of school teachers so the subject of education and self-education at any age is near to my heart.

CANADIAN WORKPLACE ETIQUETTE

BY LISA TRUDEL

CONTINUED FROM PAGE 1

- 1) Dress code: In Toronto, employers have the right to establish workplace dress codes they believe are needed for the safety and function of their business as specified by the Ontario Human Rights Code. Some companies might have a conservative dress code yet that is becoming increasingly rare. Others might prefer a much more casual dress code and it can be acceptable to wear a t-shirt and leggings. Always ask what the dress code is before you start your job. Every company has different rules.
- 2) Punctuality and time management: Canadian employers appreciate punctuality and will usually not wait more than 10 minutes if you are late for an in-person appointment or remote meeting. Being late for employment or volunteer work is considered very unprofessional and could harm your dreams of advancement or securing an impressive reference.
- 3) Business hours: The typical work week in Toronto is Monday to Friday, from 9 AM to 5 PM, however, longer and different work hours can be common in some sectors. It is important to know the Ontario Employment Standards Act which outlines the maximum hours per week an employee can work with one company: 48 hours. The Employment Standards Act and other valuable resources can be found at www.workersactioncentre.org. Always know your rights as a worker in Canada.
- 4) Phone and voice mail etiquette: Remember the 3 "always": Always answer phone calls in a friendly manner. Always have a clear voicemail message using your own voice. Always check

- your voicemail messages several times a day.
- 5) Leaving phone messages: When leaving a message state your first name and last name, and phone number, clearly and slowly. If someone needs to listen to your voicemail message more than once, they might never connect with you again.
- 6) Email etiquette: Most business connections in Canada are done by email. If you are job searching, you should be reading your emails several times a day. Always try to respond immediately since not replying can mean that you are unprofessional and disinterested.
- 7) Following up and calling back: If you don't call an employer or networking connection back, it might equal a costly mistake that you cannot rectify. If someone contacts you and you do not call them back you lose credibility. Always return phone calls and emails.

There are many more expected etiquette business rules in Canada. However, start with these 7 points and make them your foundation if you want to succeed in your career. To learn more about business etiquette, career planning, or job search, contact your local Employment Ontario-funded Career Centre and find out if you meet the criteria to use their free services.

This article was written by Lisa Trudel, Career Specialist with Achèv at 100 Lombard Street in downtown Toronto. You can contact Lisa at ltrudel@achev.ca



Top 5 Reasons to Advertise in Learning Curves

1. We are the only community newspaper dedicated to adult learners in Toronto and the GTA. One in every five adults participates in adult education.
2. We have over 600 distribution points including all Toronto and GTA libraries as well as schools, colleges, universities, community programs and employment resource centres, apprenticeship offices and many neighbourhood, community and recreation centres and other sites.
3. Our readers are new Canadians, youth returning to school, working and unemployed people trying to upgrade or change careers, seniors, employment counsellors, teachers, and employers.
4. Our editorial is informative and insightful - profiling programs and learners and government policy for adult learning. Our articles are posted and handed around.
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NEWCOMER SHOCK: HOW TO SWITCH TO ENGLISH IN DAILY LIFE AS QUICKLY AS POSSIBLE

BY IRYNA PALTSEVA

On February 24, 2022, 43.5 million people in Ukraine found themselves waking up in their worst nightmare – the biggest war in Europe in the last 70 years. At 5.30 in the morning, deafening explosions from air strikes were heard almost throughout the country. Over the past year, Ukrainians have seen it all – massive tank offensives, the bombing of civilian infrastructure, the destruction of power plants, the capture of cities, and massacres and torture. Millions of people have been forced to leave their homes and seek refuge in other countries. Fortunately, the civilized world quickly reacted to the humanitarian crisis and provided significant support to the Ukrainians. Canada was one of the first to develop a special program and hospitably open its doors to Ukrainians. Over the past year, more than 160,000 Ukrainians entered Canada (of which about 60,000 entered the province of Ontario), and another 700,000 visa applications are still being processed.

This is one of the largest waves of immigration in Canadian history in recent decades. All these people need housing, food, and work. Ukrainians are not refugees; therefore, they do not have access to a

number of social programs, and the state does not provide free accommodation. In the very first days upon arrival in Canada, Ukrainians need to rent a house and find a job as long as the opportunity to pay for their existence. And all this in a new country, under great stress, and most often without knowing English or French.

The peculiarity of newcomers from Ukraine is that all these people aren't prepared for immigration. This means that there is no accumulated money, no knowledge about the customs and traditions of the country, and no psychological readiness to move. Most people do not have a sufficient level of English even for domestic needs. That is why almost all English courses for newcomers (LINC and ESL) turned out to be simply overcrowded with Ukrainians at all levels. My family also went this way, I studied LINC courses for 5 months, which allowed me to feel much more confident in an English-speaking environment.

The inability to competently express one's own thoughts turns out to be one of the main problems for adapting to a new country. Of course, with a strong desire, one can arrange their life within the diaspora

and not use English almost at all. But then, even after a few years, they won't be able to feel really comfortable in Canada.

The need to sit down at a desk again in adulthood also comes as a shock to many. But, unlike adolescence, when many studied not because they really wanted to, but because their parents told them so, motivation decides a lot. The benefits of learning as an adult lie in a clear understanding of the goals, as well as in the ability to highlight the main thing and correctly allocate one's own time. For everyone who wants to switch to English as quickly as possible in Canada, I recommend not to neglect such life hacks:

- Translate the settings of the phone, laptop, mail, and social networks into English
- Try to make acquaintances outside their diaspora
- Watch movies, and series in English with subtitles
- Watch or read the news in English at least once a day for 15 minutes
- Go to the library and take an interesting book, read at least 1 page a day
- Do not be shy to practice speaking wherever possible (in a store, pharmacy, cafe, or at work).

As for parents of school-age children, they don't need to worry. Children easily integrate into a new environment, and, as a rule, begin to speak English fluently much earlier than their parents.

Does learning English as a second language require determination, assertiveness, and regularity? Yes. But is it possible to learn English from scratch as an adult? Yes, definitely! And over the past year, thousands of Ukrainians confirmed this by deeds, not words.

This article was submitted by Iryna Paltseva. She is a Ukrainian Freelance Writer who relocated to Canada under the CUET (Canadian-Ukraine Authorization for Emergency Travel) program. You can contact her at: irashel3@gmail.com.

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HIDDEN ORIGINS OF THE HIDDEN JOB MARKET PT. 2 CONTINUED FROM PAGE 4

ORIGIN OF THE 80% STATISTIC OF THE FORD FOUNDATION SURVEY

BY JESSE PRESTON

Bernard Haldane first uses the 80% statistic about hidden jobs in an article about job seeker re-employment from Aug 1966. It's important to note that this does not refer to the hidden job market at this point.

"We constantly remind him that, according to a Ford Foundation survey, 80 percent of existing job openings are hidden and never show up in the employment office or want ad listings."

The Ford Foundation-funded survey he is referring to is the pilot project conducted by the National Industrial Conference Board to gather labor market information from businesses that were done in Rochester NY. The results of which came out in the same year.

We know this is the original survey of that statistic as this is the pilot project and literature from the "1965 Proceedings on Interstate Conference on Labour Statistics", which states that this survey is of great interest before launching a nationwide survey. Up to this point, there has never been data collected directly from employers like this. So, there are no other possible surveys for this quote.

Now that we have the original survey, we can understand what makes up the 80% and the percentage breakdown for each.

Note: this adds up to more than 100% as employers are advertising in multiple places for the same job.

A. Private Employment Agencies	18.7%
B. Rochester Machine Industrial Placement Service	24.9%
C. Executive Search Organizations	5.9%
D. State Employment Agencies	27.4%
E. Schools or College Placement Bureau	36.1%
F. Unions	3.6%
G. Prof. of Employee Associations	1.9%
H. Employer Associations	2.5%
I. Newspaper Advertisements	25.1%
J. Other Ads (Radio)	5.8%
K. Walk-In, Gate Hires, Interviewing, File Search, Contacts	68.0%
L. Employee Referrals	6.3%

Source Material: Report on the NICB Study. In *The Measurement and Interpretation of Job Vacancies* (pp. 405-445). NBER, Survey Data Rochester NY, 1966

How did we get the 80%?

In the report, they tested to see if job postings were a predictable metric for collecting labor market information. It was not. Their analysis shows that 25.1% of all the jobs hired by 27 companies surveyed appeared in the newspaper.

Professional, semipro, and managerial workers	30.1%
Clerical and Sales Workers	9.3%
Service Workers	84.6%
Skilled Workers	25.8%
Semiskilled Workers	10.6%
Unskilled Workers	8.6%

Source Material: Report on the NICB Study. In *The Measurement and Interpretation of Job Vacancies* (pp. 405-445). NBER, Survey Data Rochester NY, 1966

Service jobs were the largest category within the 25.1% at 84.6% of the total service jobs hired were posted in the newspaper.

But if we consider that Mr. Haldane is only talking about career-type roles and not jobs in general, then we do not count the overall number of 25.1%. So, we must remove the service jobs and the unskilled labor roles. Then you get 18.9% of jobs advertised in the newspaper. Therefore about 80% are not advertised in the Rochester Newspaper. However, there is a major issue around these numbers that does require a bit of an explanation.

The Devil in the Details

Mr. Bernard Haldane used a similar figure before 1966 but in the context of an estimate that 80% of jobs are filled by personal recommendation, which is very different from saying that the jobs are not advertised at all. We know from Chris Miner's 1963 book, "How to get an Executive job after 40" that there was likely disagreement even about that figure.

Mr. Haldane in his 1960 book "How to Make a Habit of Success", goes into more detail, stating that this statistic is about jobs with a salary of \$600 a month. (which would be \$6,040 by 2022 standards based on inflation) The exact breakdown is

- 80 percent hire from personal recommendations
- 15 percent hire from ads in the newspaper
- 5 percent hire from employment/recruitment agencies

Basically, Mr. Haldane was already invested in the 80% number when the Ford Foundation survey came out and he used the survey to support his previous conclusions... But there is a huge problem. If you read the report from the Rochester Survey, we see the following on page 12.

"In Rochester, one would not expect a close relationship between the help-wanted index and job vacancies because the larger employers mostly engaged in manufacturing are affiliated with the Industrial Management Council which requests its members not to advertise for employees in the Rochester Newspapers"

In other words, that statistic, 80% of jobs are never advertised is... **DEBUNKED!**

Yes, it's a real number but it's just not usable outside the context of Rochester 1960s due to the agreement of the larger companies to use Rochester Machine Industrial Placement Service instead of newspapers. We just can't say "80% of jobs"... If you were to adjust for this, you could argue that the combined total that could be advertised in the newspaper would be 46.4% of jobs using the same categories.

But how did this myth and statistic become the definition of the hidden job market?

Changed meaning

At the time the shorter video version of this article was shot, we didn't know a 1970 source had been found by Matthew Wilson. (Check out his hidden job market post) It shows Mr. Bernard Haldane was teaching job seekers that 80% of all good jobs are in

the hidden job market and never appear in newspaper ads or employment agencies.

Mr. Richard Irish was also a major source for publicizing the 80% statistic and a mentee of Mr. Haldane, we are going to talk about his book "Go Hire Yourself An Employer".

I am using secondary sources from the same year as I have the revised 1978 version and not the original 1973 edition.

Mr. Irish claims "80% of the country's judgment jobs (the context judgment means decision maker) are filled through an old boy's Network, a system of referrals closed to anyone who's pounding the pavement." "Most employers fear quite stupidly the unwashed masses." End quote. Interestingly, the survey he is quoting did not distinguish between walk Ins and contacts.

On page 79 Mr. Irish says:

"These are the jobs that exist in the minds of those few people who make a place work. They have power and make decisions, don't look for any pre-packaged job descriptions. Most operating people don't have time for such nonsense."

Just to give an idea of how low the caliber of this book is. Ellen Hume criticizes the book in her article which I have been using as my secondary source. "the ins and outs of the Hidden job market are outlined in Irish's Slim little volume Go Hire Yourself An Employer, much of it is "hogwash" and would enrage anyone who isn't white, male and worshipful of the ivy league". End quote

"Hogwash" is a pretty accurate description. The book is filled with bad career advice such as...

- Don't thank the employer for a job offer, it's purely a business transaction. And His remedies to beat the job search "blahs" are just epic such as...
- Spend money on yourself even if it means going into debt
- Stay away from other jobless so they don't depress you
- Start an affair
- Stay clear of government referral offices which are staffed largely by people who can't find a job.

After 1973

Going forward, there is an explosion of claims from different people about how to access 80% of jobs in the hidden job market. To the point that the author of what Color is Your Parachute writes in the 1977 edition.

"Heaven knows, there are enough insiders who have said in print that this hidden job market is what the job hunter ought to be aiming at."

Over the next 40 years, the hidden job market would become the subject of countless news articles and quoted by new generations completely divorced from its context. (See Matthew Wilson's post for a range of examples).

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CONTINUED ON PAGE 10

HIDDEN ORIGINS OF THE HIDDEN JOB MARKET PT. 2

ORIGIN OF THE 80% STATISTIC OF THE FORD FOUNDATION SURVEY

BY JESSE PRESTON

CONTINUED FROM PAGE 9

How could we think about hidden jobs?

To start we need a clear definition that is honoring the original concept.

Here is how I would define the Hidden Job Market now...

1. Jobs/opportunities that are marketed or discovered through contacts, networks, or agencies, completely independent of formal company ads/postings
2. Could include created jobs, not advertised jobs, pending jobs, internal jobs, employee referrals, or jobs through 3rd parties such as employment service providers/recruiters/staffing firms/unions/schools/training programs/associations and the like...

In a nutshell, these opportunities are hidden because you need to talk with people to find them.

Recent Statistics

We should also use more recent and cleaner statistics. The CERIC national business survey was conducted in 2021. It shows that the hidden job market (as I just defined it) is alive and well.

According to CERIC, businesses use the following channels for recruitment.

- 67% of Employee Referrals
- 63% Offered training and advancement for entry to mid-level employees

- 59% Social Media Recruitment (not sure if this is head hunting or just ads)
- 52% Identified Internal Candidates
- 36% Used Community employment agencies
- 30% Hire from a co-op or internship program
- 24% Outsource to recruitment/search firms (staffing)

We see that employee referrals are still one of the top recruitment methods for hiring skilled labor. So, getting to know people from your dream job/company is still one of the best ways to access the hidden job market. Strategies could include:

- Informational interviews
- Networking events
- Mentorship programs

Other methods include having a good LinkedIn profile, so recruiters can find you. Using 3rd parties such as employment service providers, educational institutions, and staffing firms.

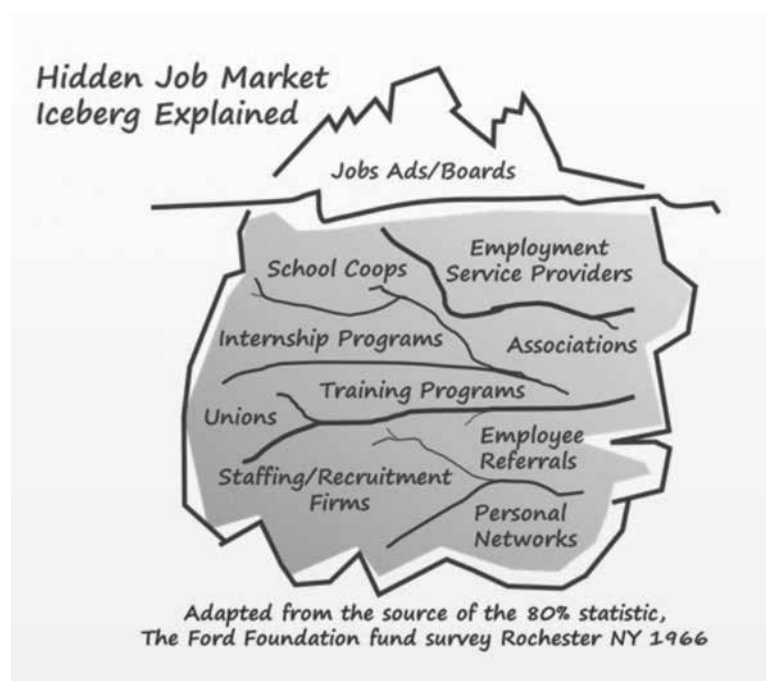
Since employers use several different sourcing methods, the job seeker should engage with a diverse set of methods or at the very least find out which methods their employer of interest uses and focus on those. These could be accomplished by simply asking “how do I apply?”

The Final Point – The Iceberg

As for the iceberg analogy, I think it's okay to keep it, so long as we use it to discuss the importance of using other job search methods beyond ads alone. And forget the 80% BS (Bogus Stat... just in case you thought that stood for something else). Also, as we saw with

the Rochester data, we should refrain from making these kinds of statistical numbers into hard and fast rules as they will change from year to year and local market to local market.

Jesse Preston is an Employment Specialist with Epilepsy Toronto. He can be reached at jesse@epilepsytoronto.org



MAGGIE AND 2023

A NEW CHANCE FOR PEACE AND HAPPINESS

A SHORT STORY BY MINA WONG

When her mother passed away from a stroke last fall, Maggie Galanis suddenly felt surreal without Diana's presence. But after thirty-six years with melancholic and volatile Diana, Maggie's life would turn a new page. She wanted to reset regretful moments lived in Diana's shadow, and start anew from decades of grief and turmoil.

Maggie's only shared these thoughts with Fran Holden, her friend from college. In turn, Fran's support has given Maggie tremendous courage each day toward a calmer and happier life.

Both Maggie and Fran have worked for law firms after college, but their lives are so different that many people wonder how they can be friends. Maggie's never sustained an intimate relationship, but Fran's been married with children for almost a decade. And while Maggie obeyed Diana, Fran enjoyed equality with her mother, and always fosters autonomy in her children.

Maggie knows almost nothing about her birth father because Diana never mentioned him. Rather ignorant of family secrets, she did witness savagery at the hands of Diana's only boyfriend ever, lasting all of two weeks. Ten-year-old Maggie screamed

as he pushed Diana to the floor and kicked her many times before disappearing from their lives. Bandaging her injuries, Diana forbade Maggie to ever mention the incident: “No one would care about us.”

Diana never dated anyone again, but when Maggie talked about young men from college, she raged at her: “Where's your self-respect? You should be studying so hard you have no time to think about men!”

Seventeen years later, Fran says about Diana's hostility, “Mag, you did nothing wrong. Diana was thinking of her own unhappy experiences”. While Maggie agrees with Fran, she can't forget how her mother shamed her into rejecting male friends, and how that self-denial left her deeply frustrated and depressed. Still, toward the end of college, she signed up for a mentoring program, fully aware of Diana's cynicism: “Mentoring? They should give you a job or don't waste your time.”

When the mentor, a gentle alumna with career success invited Maggie to professional activities instead of handing her a job, Maggie remembered Diana's sneer and left the program. To this regrettable setback, Fran says, “Oh Mag, if you just wanted a job, you could've gone to an employment agency. Mentoring's more enriching and

career-building than getting a job.”

Maggie admits Diana bullied and misguided her then; she'd give anything now for a kind supporter.

Fran also knows about Maggie's covert efforts to meet male companions: she signed up a year ago with several introduction services that promised true love and lifelong happiness. But she tentatively asked for “casual dates, going out for drinks” when what she desired was a committed relationship that could lead to marriage. As a result, Maggie's phone rang non-stop for one week with invitations. She excitedly accepted three consecutive dates, only to discover all three men were already married; they simply wanted something “casual” for fun.

Fran empathizes, “Mag, dating agencies are expensive and complicated. You were paying a broker for a match when they knew nothing about you”. She adds, “But if you actually wanted a serious relationship and maybe marriage, asking for casual dates might've given the wrong signal.”

Maggie knows Fran's right about matchmaking services. If she tried them again, she'd honestly ask to meet someone like-minded, for a chance to build a sincere, long-term relationship. But first, she'll allow

herself to “think about men” or anyone she wants, in contrast to Diana's contempt that such thoughts were shameful.

Wistfully, Maggie remembers Diana's tyranny: “As a kid, I felt powerless because she was my mother. As I got older, she turned into this sulking and shrieking brat. Sometimes her anger was out of control. We were also isolated because she didn't trust anyone or anything. She just wanted her welfare cheque and smokes, and later, she only cared about my paycheck that paid our bills.”

Now on her own, Maggie's starting a new chapter as she closes an old one shrouded in her mother's gloom. In 2023, she'll meet new friends in healthy and self-respecting activities. It's hard to totally erase Diana's toxic imprints, but each day, she's building more confidence through positive self-acceptance, and from supportive friends who care about her.

With new insight, Maggie takes each day as a brand-new opportunity to make mistakes and learn about life. But these experiences will be her own choices to make. Their consequences will be completely her personal responsibilities. To Maggie, that's a major step toward her happiness and inner peace.

LIFE IS LIKE FOOD: IT HAS NO TASTE WITHOUT FREEDOM IN IT

BY SEYMA OZSOY WITH NENKE JONGKIND



Seyma (L) and Nenke (R): Friends who share an openness to new experiences and a love of learning.

What brought you here when you were doing well in your country?

Like every refugee, we have a story, a past. My husband was a very well-known person in Türkiye. He was an influential journalist. His columns and his speeches on television were very effective. He was a well-known professor in the scientific world. These features are sometimes good, but sometimes they make you a target. In the early 2000s, Türkiye's fortunes were on the rise. Everything was going very well.

What happened then? What changed?

The party in power became very strong after the 2011 elections. The regime took the judiciary under party control and the government became intolerant of critical thoughts. Türkiye's well-known intellectuals, journalists, and academics began to be arrested collectively. Leading figures of Kurdish politics and deputies were also imprisoned. The government ignored the criticisms from democratic countries. My husband was detained in 2015 for criticizing the government on television. Supporters of the regime began to threaten death.

At the end of 2015, we first went to the United States. A few months later we came to Canada. If we hadn't left the country, my husband and I would have been in jail. The government arrested and dismissed many journalists. They confiscated their passports and forbade them to leave the country. People drowned in the sea and river while trying to flee the country. They also began to arrest those who provided food aid to those who lost their jobs. We have just learned that in the aftermath of the recent earthquake, in which more than 50,000 people lost their lives, aid was not delivered to the earthquake victims who were known to be anti-government.

What upset you the most when you left the country?

Coming here, of course, does not mean that everything is going well. You are leaving behind a great past. Because of the fear of the regime in Türkiye, my parents, brother, relatives, friends, and neighbors, with whom we lived side by side for years, cut off all communication with me. They did not answer our phone calls or e-mails. In the end, you don't have yesterday, and your tomorrow becomes uncertain.

What challenges did you face here and how did you overcome them?

The most important problem waiting for you when you go to a foreign country is the language barrier. Members of our family are all open-minded. We did not encounter any problems with cultural differences. We prioritized improving our language and did not miss any opportunity in this regard. This is how we met Robert and Nenke who have now become family friends. A coffee we had together at the Community Café laid the foundation for a lasting friendship. Thanks to them, we found a new social network. They introduced us to Joanne, the organizer

of the University in the Community (UitC), the adult education program initiated by the WEA, the publisher of this newspaper. We participated in UitC for five years without interruption and made very valuable friends. Later, the Humanities for Humanity program we attended further expanded our social circle. In the closing session, they gave me the privilege to speak on stage. I am grateful to all of them.

You are an artist and a very good cook. Have you been able to pursue your talents?

I was very active in traditional handicrafts in my country. We produced works in the field of traditional arts such as tile art, silver wire breaking (the art of embroidering silver fabric and tulle), and wood painting. These were displayed and sold at important events. I was a sewing professional. After a visit to the Textile Museum of Canada (<https://textilemuseum.ca>) with UitC, I became a volunteer there. The works we produce at the museum are also exhibited and sold.

Community centres work very actively in this country. Thanks to them, we became aware of many events. I have an Early Childcare Assistant certificate from Mothercraft Society College. I attended Newcomer Kitchen programs and events to get to know world cuisine and improve myself in this field. I participated in cake decorating programs. I received certificates in all of them. My friends tease me because there is not enough space to hang all the certificates on the walls of my house!

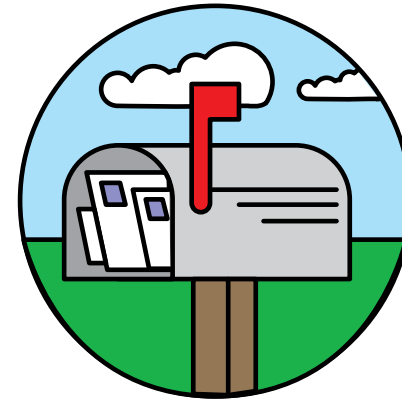
Thank you to everyone who has embraced us.



At the Textile Museum, many hands make beautiful work.

Seyma Ozsoy immigrated to Canada in 2016. Nenke Jongkind, who interviewed Seyma for this article, immigrated to Canada from the Netherlands as a young girl in 1953. Her first home was at 537 Broadview Ave. Toronto. Both Seyma and Nenke are members of the University in the Community.

If you, or someone you know, would like to register for a future University in the Community course, we'd love to hear from you: universityinthecommunity@gmail.com. UitC receives support from the University of Toronto's Faculty of Arts and Science. The program is free of charge.



Dear Elcee

Dear Elcee is a feature written by Deborah Noel of Learning Curves. Send your questions about education, training, careers, and jobs to deborahnoel@gmail.com.

Dear Elcee:

I have been hearing more and more about people working remotely. I have a call center background but am currently unemployed. I have great data entry skills and love dealing with the public. Can you give me some tips and hints on how I can find a remote job and what factors should I take into consideration if I decide to work remotely?

Remote in Rexdale

Dear Remote in Rexdale

Welcome to the club! I work remotely, and while it may seem ideal to some, there are factors to take into consideration. What may initially seem like a pro can sometimes also be a con. First: No commute! Yay, no sitting in traffic. BUT! Some people need that time between home and work to get into a work headspace. No office cubicle! BUT! Do you have space in your home to dedicate to a workspace? Your area needs to be quiet and everyone in your space needs to respect that is your workspace. Technology! Technology is what allows us all to be able to take advantage of work-at-home options. BUT! You also need to have a reliable high-speed internet line and be familiar with other software such as ZOOM and Google Meet. The company may also want you to be able to access its own software. No nosy co-workers! BUT! Also, no early morning coffee klatches, potluck lunches, and camaraderie often found in an office environment. If you are going to work remotely you may have to work doubly hard to establish a support team.

Know your rights! It may seem you are working on your own BUT most remote workers still work for an employer. That means if you are entitled to sick days use them! There may be a temptation to work sick but that is not in your best interest. You also have to take breaks, get outside when you can, and be cognizant of your own mental and physical health needs. Taking all of the above into consideration, go ahead and start your job search. Ensure that you search keywords like "work from home", "remote work" and "remotely". As with any job, research the employers and have your questions ready. Beware of companies that offer to set you up with your own at-home business for a "fee". Make sure the company is legitimate. You can also use some sites to read reviews by current and previous employees. Good luck!

We value your opinion. Please let us know what you think about this column. Send comments to learningcurves@hotmail.com.



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