

> clearrisk inc.

**1. Craig's educational process was one of life-long learning. Explain.**

Craig was educated in the insurance business on the job. He completed many insurance designations and business courses while he was working full time.

**2. What are the mutual benefits of co-op placements to the employer and employee?**

The employer has the satisfaction of seeing young people take shape and become leaders. As well, the employers are able to develop in their co-op students job specific skills necessary to that company and potentially will have a future permanent employee. Students gain on the job experience to develop skills that can be applied beyond the company.

**3. Explain how risk management is similar to the process of good decision making.**

All decision making involves weighing pros and cons. It is a process of gathering data, reflecting on and weighing the implications of the potential outcomes and then making an informed decision.

**4. How did Craig engage in his own risk management process before starting his company?**

On one side he had a good job and responsibilities for a young family. On the other side he had experience, contacts, and knowledge of the markets and customers. He had a partner with technological skills and he saw risk management as a growing industry. As well he had a taste of entrepreneurship in his consulting business and he had the will to go there full time. He weighed the pros and cons, decided the odds were in his favour, and he became an entrepreneur.

**5. Explain how a team comprised of people with complementary skills is important in this or any business.**

Craig had the skill set necessary to develop materials in risk management but he did not have the technological expertise. He partnered with David d'Entremont who brought technical expertise and knew where to find the right support personnel. He also needs good sales people and office and business support. Craig likes the dynamics of a small team working toward a common goal. Any successful business requires a team of people

who bring different or complementary skills to the company but who work together to achieve a common goal.

**6. What is Craig's advice to a person contemplating a career as an entrepreneur?**

He advises that they be informed and seek advice from knowledgeable sources. He says that one must have good knowledge of the product or service and the industry. An entrepreneur will need determination and perseverance. Most importantly an entrepreneur must understand the risks before going into business.

> hey rosetta!

**1. Explain how Tim's education, activities and interests all contributed to his current career choice.**

He had extensive musical training. To become a competent musician demands hours of practice. Discipline was also required in the demanding rehearsal and performance schedule of the Shalloway Choir. This choir also involved a commitment to a team of other musicians. He had been in bands through school. His degree at Concordia developed his creative writing and academic skills. He wrote songs. He obviously had a passion for music.

**2. There are many related careers in the music business. Jason was a musician whose natural inclination and circumstances led him to be a manager. How did his experience and training equip him for this?**

He had a background as a musician so he understands the demands and challenges of the profession. He had experience booking gigs for himself and Hey Rosetta! in the early days.

He had an educational background in marketing and media communications.

**3. What are some related occupations in the music industry and what do they do?**

- > Front house technician – mixes sound
- > Lighting technician – controls lighting effects
- > Technical support for webpage and social media – creates and maintains webpages etc.
- > Publicist - arranges publicity and interviews.

**4. Hey Rosetta! has a social conscience. How is this evident in their music and media materials?**

Their website has links to films, and other websites regarding issues for the world's food supply. They are concerned with the health and sustainability of global food sources.

**5. Explain how a band such as Hey Rosetta! is like a team and to be successful the members must have successful team work skills.**

Some possible responses:

- > Trust – Members trust each other to work hard and fulfill obligations

- > Co-operation - They listen and share ideas
- > Respect - They respect the contributions and achievements of members

**6. List the seven behaviors, attitudes and skills commonly accepted as necessary to have positive interactions with others and show how they would be important to the viability of a band.**

1. Positive attitudes – necessary to energize and motivate colleagues and band members
2. Ethical behavior – there is faith and trust involved in sharing a business
3. Etiquette and responsible behavior - the band members rely on each other to maintain the reputation and integrity of the band
4. Time Management and Organizational Skills – ability to meet deadlines, to find time to rest on the road, to organize and maintain one's personal obligations when on tour
5. Communication skills: to communicate with each other respectfully but honestly; to communicate with support people; to communicate with fans
6. Stress Management: A growing popularity and increased expectations bring stress. Deadlines and big budgets contribute to stress. Touring is stressful. All of this must be managed to maintain the health of the individuals and the health of the band.
7. Negotiating Skills: Contracts are negotiated with record labels and other professional agencies. Negotiating will occur between band members on creative and practical issues.

> hi-point industries

**1. Sometimes it is circumstances which impact career choices and paths. By what set of circumstances did Bill arrive at this career path?**

He was production manager in the Oclansorb plant. The company that owned his plant was pulling out of the province. There was an opportunity to buy the business.

**2. Show how Bill's aspirations and motivations worked together to bring about his success as an entrepreneur.**

Bill always aspired to be successful; this was evident in his career as production manager at the Oclansorb plant.

He was motivated to move into a new career as an entrepreneur when his plant was threatened with closure. This would enable him to remain living and working in central Newfoundland. He knew the business and its potential for continued success and growth and he had a network of international contacts.

Bill's aspirations and motivation combined with his background in the industry enabled him to make the leap into the business world and to maintain and grow a prosperous company.

**3. Bill knows the values of networking both internationally and locally. Explain how and why networking is important.**

Globally networking is important for maintaining and increasing customers and distributors. Locally it is important to be in associations such as CMA, NET and NOIA for sharing ideas, lobbying governments on similar concerns and for bringing in experts to share knowledge.

**4. What skills and attributes does Bill look for in employees?**

In all of his employees he looks for people who are personable and willing to learn. He also requires people with job specific skills in sales and office work. In the plant, he looks for millwright or related skills.

**5. How do labour markets in other parts of the country impact his business?**

When a part of the country such as Alberta is paying high wages, it becomes difficult to find employees.

**6. Where can a person acquire millwright skills in NL?**

Carpenters Millwrights College, Paradise, DieTrac Technical Institute, Lewisporte

College of the North Atlantic (Baie Verte, Corner Brook, Happy Valley-Goose Bay, Labrador West and Placentia campuses)

> king's point pottery

1. **Linda and David took advantage of co-operative education and apprenticeship programs to prepare for their careers. What are these programs and why are they beneficial?**

Co-operative education programs provide on the job training and experience while enrolled and participating in an academic or trades program.

An apprenticeship is the opportunity to learn a trade or craft under the direction of a skilled worker.

Both give on the job experience and the opportunity to develop skills. They also expose the trainee to the range of related opportunities available.

2. **Neither Linda nor David attended business school. How did they develop their business skill set?**

Linda developed business skills through her position as a development officer for the craft business in the province. She also had the advantage of coming from a family where owning a business was part of life. David learned good business practices working in the large design firms of Toronto. Both them further developed their business skills as their business grew.

3. **A. What do Linda and David say they are looking for in employees?**

People with a passion for crafts. Ideally someone who has worked in a crafts store before and is a craftsperson themselves.

- B. What other skills and qualities do you think would be an asset in their store?**

Some possible responses are:

- > Handling and managing a point of sale system
- > Good interpersonal skills for dealing with customers
- > Knowledge of the history, culture and geography of the area
- > Ability to accept feedback and adapt

**4. Where can people access training in ceramic arts in Newfoundland and Labrador?**

The Visual Arts Program is a diploma level program of the College of the North Atlantic, Stephenville campus which offers a strong foundation for students with a career interest in clay, metal or visual arts.

Workshops offered at the Clay Studio of the Craft Council

**5. Lisa and David are partners in life and partners in business. What are the advantages and disadvantages of this arrangement?**

They share common interests and goals. They can share the business related tasks between them.

A disadvantage is that if there is a downturn in the economy or in tourism, their profits could suffer and they do not have income from outside the business.

Another disadvantage is that there may not be sufficient "space" between their working and personal lives.



> labrador rewinding

**1. What challenges would you face as a new worker in Labrador West?**

The challenge would be to find affordable accommodations. The wages may be high, however, the advantage of these wages is offset by the expensive housing.

**2. The Labrador West economy is expected to continue to grow.**

A. What types of skills would you advise a young person interested in a career in trades to acquire to be marketable in this industry based economy?

Some Possible responses:

Millwright, electrical, mechanical, ability to operate heavy equipment

B. What programs at the university level would be marketable in the mining industry?

Some possible responses:

Geology/Earth Systems, Mining Engineering, Metallurgy, Environmental Sciences

**3. What is work-life balance and why is it increasingly important to employees?**

As the term suggests work-life balance means that an employee's life is balanced between work and leisure and family time. It is important to employees because society now realizes that to have a healthy life and lifestyle, work and leisure must be balanced. This increases the likelihood of good physical, mental and emotional health and the maintenance of healthy relationships with family and friends.

**4. Would you have any concerns about working for Labrador Rewinding?**

A concern would be that employees are expected to be available 27/7.

**5. What advice would you give the company on this matter?**

Advice would be to carry sufficient staff so that people would not be "on call" all of the time. As well there should be compensation for being "on call".

- 6. Work in any industry, but especially in the heavy industries of Labrador West, requires that an employee be knowledgeable of safety practices. List 3 factors that would indicate an employee is prepared implement safe work practices.**

The employee should have completed an approved occupational health and safety course. The employee should be trained in the safe operation of all equipment relating to his/her occupation.

The employee should know and be prepared to act on the principles: the right to know; the right to participate; and the right to refuse unsafe work.

## > marble zip tours

### 1. How did Martin's interests, education and background equip him for his career choice?

He loved the outdoors. He completed the Adventure Tourism program at CNA. He had a taste for business having been raised in a business family.

### 2. What employability skills does Martin look for in his employees?

A job specific skill is the ability to work at heights using ropes and pulleys. If a promising employee does not have this skill Martin provides the training.

Martin wants safety conscious people.

He wants people who are personable and who will interact with the customers.

### 3. What other types of skills should Martin look for?

Some possible responses:

- > Good teamwork skills
- > An ability to accept criticism and learn from it
- > Assess situations and identify problems and respond appropriately
- > Willingness to be accountable for one's actions
- > Ability to deal with people, problems and situations ethically and honestly

### 4. Why is community involvement important to business people and how does Martin demonstrate this?

Martin says that a business is part of the community and it is important to be involved in the community. He is member of the Board of Trade and other organizations.

### 5. List 3 ways a business can be a good community citizen.

Some possible responses:

- > Participate in and provide donations for charity events.
- > Participate in career or entrepreneurship or other curriculum events in the schools.
- > Participate in co-op education and job shadowing programs in the schools.
- > Hire students in the summer

**6. A. Why is the west coast of NL a good place to have an adventure tourism business from the point of view of a business looking to hire employees?**

The College of the North Atlantic has a program in Adventure Tourism in Corner Brook. Students graduate in the spring and are looking for work.

**B. Research and list other possible places of employment in this region for a person with an adventure tourism background.**

Some possible responses:

- > Marble Mountain Ski Hill
- > Parks Canada – Gros Morne National Park
- > Gros Morne Adventures: hiking, backpacking, sea kayaking
- > My Newfoundland Adventures: camping, dog sled rides, snow shoeing and more
- > Blow Me Down Trails Cross Country Skiing

> subc control

**1. How did the naval reserves complement Chad's formal education**

Chad participated in the naval reserve program for several years. He received training as a diver and in ocean environments. At CNA he specialized in electrical engineering and computers and information technology. For a person who was naturally inventive, it was inevitable that he would be working with and designing products for ocean environments. His work placements with the National Research Council at MUN and with the Institute for Ocean Technology further developed his skills.

**2. Which facilities in NL offer programs that prepare people for marine-related technical careers?**

The Marine Institute of Memorial University, the Engineering Faculty of MUN, College of the North Atlantic

**3. The value of off-shore oil production in the province increased by approximately 25.9% in 2010. What does this mean for the job market?**

This means that there should be an increase in employment in the offshore industries and the related service industries. It also means spin off benefits to the general economy, resulting in more employment positions in hotels, restaurants, retail, financial and legal services as well as other sectors.

**4. Chad is growing his business in Clarenville, just a short distance from the nickel refinery in Long Harbour. Currently the Come by Chance Oil Refinery and the Bull Arm Fabrication facility are also in the region. What impact could these businesses have on the recruitment and retention of employees?**

It could be a benefit to employers as the cluster of industries may attract a pool of people with technological skills. On the other hand, it could be a challenge as they could be in competition with each other for the same employees.

**5. As Chad expands his company what types of skills will his business require?**

People with general office skills such as clerical, communication and computer abilities  
People with business and accounting skills to manage the business and oversee the finances.

People with engineering skills to engage in research and development of new products  
People with the ability to promote and sell the product.

He wants all of his employees to be inventive, to have an interest in the business and the field in general, and to demonstrate initiative.

> the norseman restaurant

**1. Gina and Adrian's formal education does not relate directly to their careers. What benefit is it to them?**

- > They developed discipline in the pursuit of their studies.
- > They have a depth of knowledge in Geography, Environmental Studies and Sociology. This can be applied to circumstances and challenges in rural Newfoundland Labrador. The Canadian Securities course develops a skill set in financial investing. This is good for investing profits of the restaurant for maximization in the future.
- > They have skills and qualifications that they can use to pursue alternate career routes in the future should the need arise.

**2. Gina and Adrian demonstrate the value of acquiring a skill set through on-the-job experience. How is this so?**

Gina acquired business skills by assisting her mother in her business. Adrian developed his chef skills assisting and experimenting in the kitchen of Gina's mother's restaurant.

**3. Gina says that a business person has a responsibility to make a contribution to their community. How are Gina and Adrian doing this?**

They have a business which provides seasonal employment. They also volunteer with Norstead, the replica Viking Village. Gina assists with the planning and implementation of projects and initiatives at Norstead. These provide more jobs for the community.

**4. Write a job ad for a general summer staff position for Gina and Adrian.**

Answers will vary but the ad should include:

- > Applicant should have the ability to perform versatile tasks in kitchen, restaurant, gallery, or guest house.
- > Applicant should be able to work independently with minimal or no supervision.
- > Applicant should be articulate and engaging preferably with knowledge of the history and culture of the area.

**5. Gina says attracting and retaining staff is a challenge. What suggestions do you have for Gina?**

Answers will vary but may include:

- > Offer co-operative or internship placements in conjunction with post-secondary hospitality programs.

- > Offer on-site accommodations to urban students or other workers who may wish to experience a rural lifestyle.



> twisted metal/silver & silk

1. **Rosalind says she is a “crafty scientist”. How does a biology degree complement her craft-making?**

Rosalind makes natural dyes from plants in nature. She also represents natural species such as butterflies, birds, and whales in her art.

2. **Jason left university to become an entrepreneur but did he forego his education?**

Jason continued his education in the field of arts and crafts where he has completed many courses to develop and diversify his skills.

3. **Jason and Rosalind each have career goals. Are their different goals compatible?**

Yes, they both want to continue to make art and jewelry in Amherst Cove and both have the shared goal of the retail store. Jason wants to spend more time developing his ceramic art pieces as galleries across Canada are showing interest in this work. Rosalind would like to be more involved teaching and giving workshops in the arts and craft field. Because the tourist season is May to October, they should have time to pursue their divergent career goals during the remainder of the year.

4. **Jason and Rosalind are community minded volunteers. How has their volunteer work been mutually beneficial to them and to the community?**

They began a youth committee of the Craft Council and they organized a craft fair where young crafts people can sell their products. This benefited the youth in the community, but they too benefited from developing organizational and leadership skills, by developing a network of contacts in the crafts community and by providing themselves with a venue to market their products.

5. **Jason’s ceramic art work is “hot and smoky”. What advice would you have for Jason to ensure that he works safely?**

Suggestions should include the following:

- > Wear safety goggles
- > Wear oven gloves designed for extreme temperatures
- > Wear a mask to prevent inhaling smoke
- > Proper ventilation in the studio
- > Fire extinguisher on site

- > First aid kit on site
- > Fire and carbon monoxide alarms installed and checked regularly
- > Oven not accessible to children