



Working, Living, and Learning In The 21st Century Knowledge Economy

Cannexus13

National Career Development Conference

Ottawa, January 28-30, 2013



21st Century

- January 1, 2001 – December 31, 2100
- 12 years into the 21st Century



21st Century Knowledge Economy

What does it mean?

- Knowledge is the primary factor of production
- The 21st century sees us living in a changing world
- Expectations placed upon learning shifted to meet these changes.
- Education is no longer sufficient for the new demands of the 21st century.



Knowledge Economy

- The knowledge economy has transform the way that we live and work.
- A continuously changing and fiercely competitive global environment.
- Working, living and learning in a knowledge economy requires expanded set of skills, competencies and flexibilities.
- Awareness of the need for lifelong learning will see a blur between work and learning.



Challenges of Knowledge Economy

- Our society requires that more young people enter post-secondary institutions.
- Younger more educated population
- Education no longer guarantee success
- Inequalities between the knowledge rich and knowledge poor.



Education in the 21st Century

- Number of Canadians between 25 and 64 years of age having a university degree grew 24% since 2001 – 2006
- 2011, 53% of Canadians age 15 and over had trade certificates, college diplomas and university degrees. Increase of 20% age points since 1990.
- 2009, Canada had the highest proportion of post-secondary graduates (50%) between 25 – 64 age group among member countries of the Organization for Economic Co-operation and Development (OECD) and the G7



Learning, Living, Working in the 21st Century

- Requires expanded set of skills
- Competencies
- Flexibilities
- Continuous learning
- Re-skilling



21st Century Core Skills

- Literacy and Numeracy
- ITC Skills
- Learning to learn – Processing
- Evaluating and Problem-solving
- Interpersonal and Civic Competences
- Entrepreneurship
- Life Skills
- Cultural Awareness



21st Century Core Skills

- Flexibility
- Adaptability
- Work Independently
- Critical thinking
- Self-directed learner



New Jobs & Careers

- The rapid pace of technological changes forces us all to adapt quickly to new ways of communicating, learning, working and living.
- We switch jobs and careers more frequently.
- Entirely new kinds of work are arising from innovations in many field.



25 Careers that didn't exist 12 years ago in Business

- Business continuity specialists
- Electronic commerce specialists
- Social media managers/strategists
- Virtual concierges
- User experience analysts



In Communications

- Bloggers
- Content managers
- Online political campaign managers
- Video journalists



Education

- Athletic physical education specialists
- Adaptive physical education specialists
- Distance learning coordinators
- Home-school liaisons
- School diagnosticians



Environment

- Carbon credit traders
- Environmental economists
- Environmental restoration planners
- Green marketers
- Recycling coordinators



Energy

- Biofuels/biodiesel product development managers
- Biomass plant technicians
- Energy auditors
- Energy brokers
- Fuel cell engineers
- Methane/landfill gas collection system operators

Top 10 Careers in 2009 & 2011

- Mathematician
- Actuary
- Statistician
- Biologist
- Software Engineer
- Computer Systems Analyst
- Historian
- Sociologist
- Industrial Designer
- Accountant
- Software Engineer
- Mathematician
- Actuary
- Statistician
- Computer Systems Analyst
- Meteorologist
- Biologist
- Historian
- Audiologist
- Dental Hygienist

Top 10 Careers in 2012 & 2016

- Information Technology
- Health Care Professional
- Health Care Management
- Engineers
- Industrial Skilled Worker
- Life Sciences & Biotechnology
- Salespeople
- Accounting and Finance
- Discount Retailers
- Private Equity Firms
- Health Care Management
- Life Sciences & Biotechnology
- Salespeople
- Industrial Skilled Worker
- Health Care Professional
- Office and Administration
- Accounting and Finance
- Information Technology
- Social Services & Education
- Engineers



Jobs & Careers of the Future

- Skill Trades
- Health Care
- IT
- Financial Managers (Accountants, Auditors FAs)
- Sales Managers
- General Managers (with Leadership Skills)
- Energy Research & Development
- Sciences (Environmental & Biotechnology)