ENGAGED HR IS YOUR HR DEPARTMENT.

LMI and your needs: it does a body good

Ever heard this one from a client? *"I don't need LMI. I just need to find a job."*

Help your clients understand the importance of LMI with this chart produced by the Forum of Labour Market Ministers.[1] The next time a client says they don't need LMI, show them exactly how different types of information will address their job and career search questions.

FINDING APPROPRIATE LMI SOURCES	
Types of concerns/issues for clients	**Types of LMI to address these issues**
To develop a realistic return to work plan	- Job requirements - Working conditions - Local labour market outlook/ trends - Wages - Employment prospects - Potential employers
To make decisions around change of job	- Wages - Education, employment and skills requirements - Job duties, tasks - Working conditions - Employers who are hiring - Available labour force for that job/occupation
To find out where best prospects for employment lie	- Potential employers in the area - Employers who are hiring - Skills required by employers - Hiring rates from training programs - New businesses; expansion of business - Community information profile - Current local employment opportunities - Occupation trends/outlooks - Employment trends by industry - Classified ads - Online job banks

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[1] Forum of Labour Market Ministers. *The Effective Use of Labour Market Information with Clients: A Guide for Career and Employment Information Professionals*, Module 5, p. 34-35

FINDING APPROPRIATE LMI SOURCES	
Types of concerns/issues for clients	**Types of LMI to address these issues**
To measure job expectations against the conditions of the local labour market	• Current local employment opportunities • Wages • Work conditions
To identify training/education opportunities and assess how to build on current qualifications and experience in order to become more employable and/or increase prospects	• Hiring rates from training programs • Available training programs in private training institutes or community colleges • Post-secondary education opportunities
To find lists of potential employers (by occupation)	• Companies who hire • Business directories • Associations, unions • Classified ads • Online job banks • Networking
To find out about pay, working conditions and hours of work	• Wage information for entry-level and experienced positions • Work conditions for entry-level and experienced positions
To discover the educational qualifications needed for specific jobs	• Job requirements • Graduate placement surveys
To understand employers' recruiting strategies	• Potential employers • Industries that hire this occupation
To learn how to start a business	• Information on local business start-up • Local business improvement association
To know more about new business in the community	• Local labour information development trends • Potential employers in the area • Current local employment opportunities
To find out about employment prospects outside the local area	• Occupational outlooks • Employment trends by industry
To explore career paths: to get started	• Occupational profiles • Industry profiles • Occupational and industry matrices

FINDING APPROPRIATE LMI SOURCES	
Types of concerns/issues for clients	**Types of LMI to address these issues**
To make an informed choice of field of employment, career and education	• Employment trends by industry • Occupational trends/outlook • Industry and occupation profiles
To broaden your choice of field of employment, career and education	• Related occupations • Similar job titles • Employment requirements

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Key questions to ask when reading an LMI report:[2]

1. Where has the LMI come from?
   a. Where did the data come from?
   b. Who ran the survey?
   c. Who funded the research?
   d. Do they have an ulterior motive for reaching any particular conclusions?

2. How was the LMI collected?
   a. What questions were asked?
   b. How did they ask them?
   c. Who was asked?

3. Do the claims seem reasonable?
   a. Does the conclusion legitimately arise from the research?
   b. Could any other factor have produced these results?
   c. Has the research included enough respondents to justify the claims made?
   d. Is the research offering an illustrative case-study or snapshot that is of interest, or does it claim to make a more representative point?

4. When was the research carried out?
   a. What date was the research carried out?
   b. What date was the report/research published? If posted on the internet, what is the "page last updated" date of the website? This may be a more accurate indication of currency.
   c. Have there been any pivotal factors between the date of the research and date of publication that might call into question the topicality of research findings?
   d. Is there any more recent research in the public domain that either supports or contradicts the findings of this particular report?

5. Does the research echo with any other sources of information?
   a. If there are significant contradictions to "accepted" wisdom are these explained?
   b. Is the research original, or is it based on recycling or reanalyzing existing sources of data?

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[2] LMI learning modules (NGRF) http://www.guidance-research.org/lmi-learning/choosing