

Hi, I'm Devon and I'm the founder and owner of careerified.

I started careerified after having hundreds of career conversations and delivering thousands of presentations on careers to students, to educators and to parents, and realizing after all that time, that despite the best efforts of our guidance counsellors and our teachers, misinformation about education and careers is running rampant out there.

I've worked with many post-secondary students over the years who've really struggled with career decisions. For some, once their program got rolling, they weren't sure at all that they had made the right choice. Others were on a third or fourth post-secondary attempt. And far too many reached the end of a program and realized that they didn't really want to work in that field, or maybe there were no jobs available. And then they were devastated. They thought they'd messed up their whole lives and they lost self-esteem and they lost a tonne of confidence as a result.

For so many, it didn't seem like anyone had ever told them, "hey, you can take a break. You can take a step back, you can take a breath and evaluate really, what are your skills, what are your strengths, what are your interests? And then, let's take a look at the world of work, and see if there might be some crossover.

My goal as a career coach is to help you to find career clarity, ideally before you drop a boatload of money on post-secondary education. But if you have gone that route and

tried it already, we can at least make sure your next attempt is more purposeful, and certainly more comfortable for you.

You should come away from your sessions with me feeling like you have better information in your back pocket, feeling like your decisions are based in something real – real fact, real ground – and you will have the tools if you do need to pivot later on in your career. You'll be ready. Mostly, you should understand that no career decision has to last forever, especially if you don't want it to.

Welcome to careerified. The world has changed, so let's change the career conversation.