



# Understanding Labour Market Information (LMI)

## Context

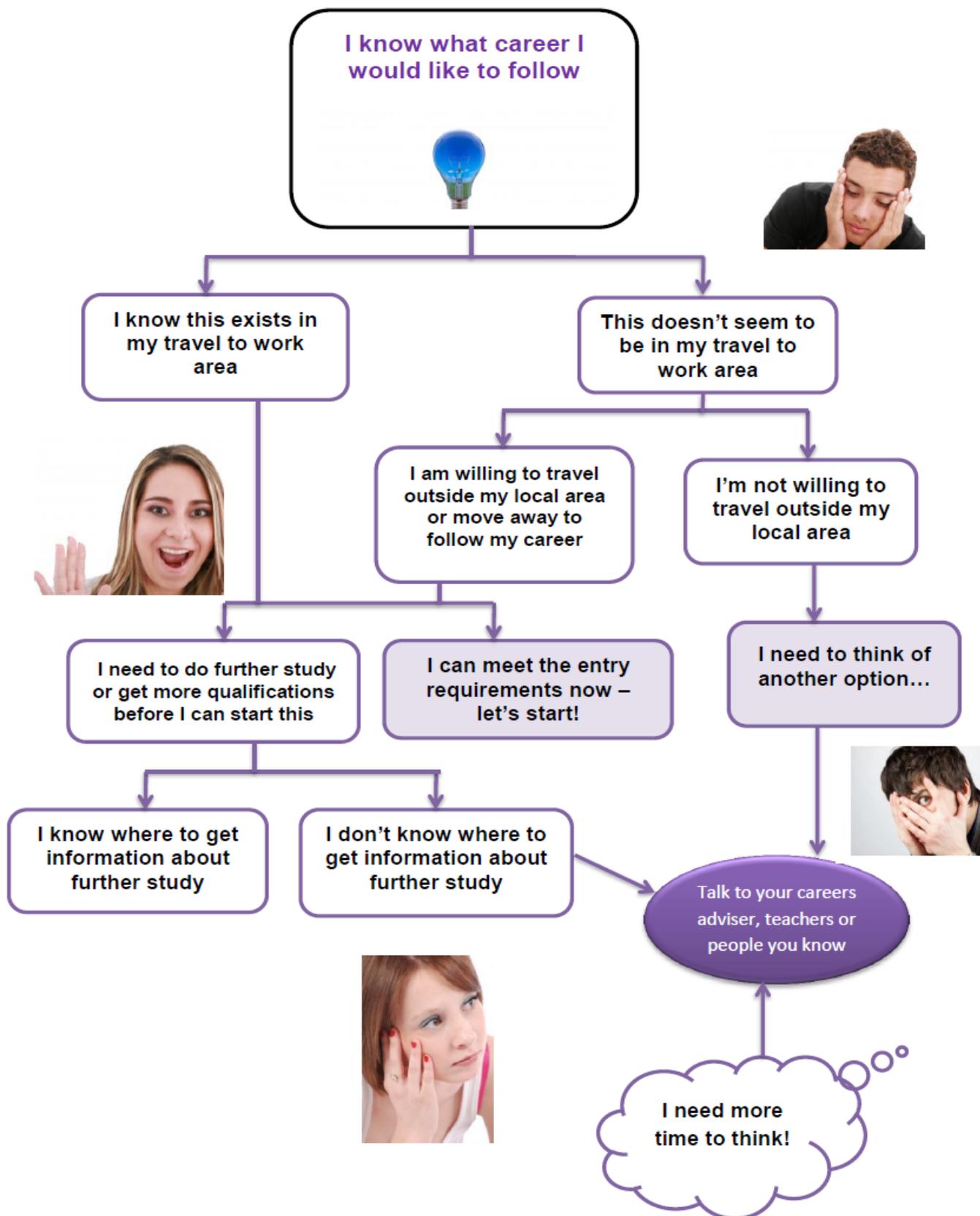
Labour Market Information (LMI) shows you what sorts of employment opportunities exist in your area and which sectors are growing. It can help you decide on a career path or where to get more information.

This group activity supports the learning outcome “Finding out about careers and the world of work” in the ACEG framework for careers and work-related education, 2012.

<b>What is the purpose of this task?</b>	To understand the concept “Labour Market Information”
<b>How much time do you need?</b>	About 50 minutes
<b>What will you learn from this task?</b>	<ol style="list-style-type: none"> <li>1. To define what LMI is</li> <li>2. To identify sources of LMI</li> <li>3. To carry out a small scale research activity using 1 company and deliver a presentation</li> <li>4. To produce a personal action plan using LMI</li> </ol>
<b>You will need</b>	<p>Internet access  Local maps  Whiteboard / flip chart  Personal action plan sheets 1 and 2</p>
<b>Now complete the task</b>	<p><b>Part 1: What is LMI?</b></p> <ol style="list-style-type: none"> <li>1. As a whole group do you know what LMI is? Using the definition that it is information about the number and type of companies and employment opportunities in your area – where would you look for information about LMI? Sources include your careers library, local press, the internet, business directories, libraries, people you know, job adverts.</li> <li>2. Can you think of any new businesses opening up locally or any that have closed down?</li> </ol> <p><b>Part 2: Identify your travel to work area</b></p> <ol style="list-style-type: none"> <li>3. Think of where you live. Where are you prepared to travel to work (how far and by what means)?</li> <li>4. Using a local map or using Google maps on your computer – identify your “travel to work” area.</li> <li>5. Inside your travel to work area, what companies are there and where can you find out? Try using the phone book, yellow pages, online directories, who do you know that works in this area?</li> <li>6. Identify two companies in your travel to work area</li> <li>7. Allow time for feedback - record the companies that were identified. Compile a class list on the whiteboard/flip chart</li> <li>8. Is there a bias in these companies towards any sector e.g. manufacturing or retail. Did anyone mention schools, hospitals or other public bodies like the local council? Did anyone mention jobs with a national coverage like the police, emergency services or uniformed services?</li> </ol>

	<p><b>Part 3: Research</b></p> <p>9. Choose one of your two identified companies, it should be one with a website</p> <p>10. Using the website or information available to download from it – find out what you can about this company</p> <p>11. Prepare a short presentation (no more than 5 minutes) to deliver to others covering:</p> <ol style="list-style-type: none"> <li>What it does</li> <li>Where it is (one site or many)</li> <li>How big it is (how many people it employs)</li> <li>Are they recruiting for people now and if so, what type of job?</li> <li>Can you pick out key messages about the companies values, what it stands for?</li> <li>Can you tell the difference between advertising (what is designed to make you feel good about the company) and information (what is fact) on the website?</li> </ol> <p><b>Part 4: Prepare a personal action plan</b></p> <p>12. Complete a personal action plan using the Action Plan Worksheets. Take this away or come back to it when you have had time to do some more research.</p>
<b>Review</b>	<p>How easy or difficult were these tasks?</p> <p>Did you think of any new sources of LMI that you didn't know about before?</p> <p>How easy or difficult is it to tell the difference between advertising and fact?</p> <p>How can you find out what a company's culture or values are and why does this matter?</p>
<b>Extension</b>	<p>If you want to spend longer on this topic...</p> <p>Carry out a further individual research task. Think of a job that you would really like to do. Using any sources of information available to you find out the following:</p> <ul style="list-style-type: none"> <li>Can you do the job where you live now or would you have to travel</li> <li>Would it mean moving away to live and work elsewhere?</li> <li>What are the entry requirements?</li> <li>Do you need to study further or get more qualifications?</li> <li>What salary can you expect when you start?</li> <li>Once you are in – what are the opportunities to move up or progress?</li> </ul>

# PERSONAL ACTION PLAN SHEET 1



## PERSONAL ACTION PLAN SHEET 2

<b>My first choice of career is</b>	
<b>This is in my home area</b>	
<b>It's not in my home area, this is the nearest location</b>	
<b>The entry requirements are</b>	
<b>I am on track to get the qualifications I need</b>	
<b>I may need to change my options so I need to talk to someone</b>	
<b>I need to find out about further study or qualifications for the future</b>	
<b>I need to try and get work experience to help me get my choice of career</b>	
<b>I'm really confused and don't know what my options are</b>	