

# Equalising Career Opportunities Across Southeast Asia

CareerSocius Social Impact Report  
2017-2021



# About CareerSocius

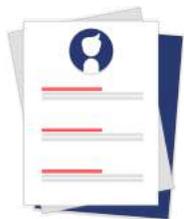
Founded in 2017, CareerSocius is a Singapore-based social enterprise that seeks to better the career prospects of all job-seekers.

Our mission is to maximise career potential for all. We help to build and enhance personal brands, enabling job-seekers to clinch their dream jobs and better navigate their career journey through personalized resume services, career workshops and digital courses.

Our vision is to enable everyone to have equal opportunities to better their job and career prospects, regardless of their current circumstances.

## Product & Services

Branding Services



Career Workshops



Digital Courses



# Foreword

Inequality and bias in the workplace and job placement process are prevailing issues that cut across all industries and sectors today. In addition to the continuous efforts to educate and transform the mindsets of companies and businesses around us, how can we further equip all job-seekers, regardless of their background and current circumstances, to gain an equal footing and have better access to resources throughout their career journey?

This is the question that has guided CareerSocius since our establishment in 2017, and we have never ceased to explore new ways to address these issues by empowering our beneficiaries through the stages of Career Discovery, Career Preparation, and Career Development.

In this first edition of the CareerSocius Social Impact Report, we reflect on our journey and the impact we have made through the past four years, how we have pivoted our services and offerings to uplift our beneficiaries affected by the COVID-19 pandemic, as well as our future projections and commitment to our stakeholders.

We thank our partners and volunteers in our community who have journeyed with us so far and held steadfast to the mission of CareerSocius - that regardless of the individual circumstances of our beneficiaries, they can have equal opportunity and access to better their job and career prospects.

# Co-Founder's Message



CareerSocius was founded on a dream to level the playing field for Singaporean job seekers. Over the years, we have narrowed our social impact focus on serving the lower income and youth-at-risk communities to ensure that our services are targeted and of high quality to our clients. To reach more people who could benefit from our services, we have expanded beyond live workshops and coaching to create a strong virtual presence.

It has been a tough 2 years for everyone. The first hit was to companies and jobs that had been affected by COVID-19, and many people felt the anxiety of job instability.

Then came the wave of the “Great Resignation”, where employees resigned due to the lack of meaning, well-being and stagnation. We have never felt a greater pull towards our mission, where we stepped up to offer our personal branding services at a discounted price, ramped up efforts to reach more people through digital courses, and went deeper with our beneficiaries to help them discover their purpose and motivation for a fulfilling career.

Through these difficult and uncertain times, our volunteers were our lighthouse amidst the dark period. In these four years, we saw our volunteers grow from just the original team of 7 to a strong community of 50 members. Some have been with us from the very start, while others have joined us mid-way, but one thing is true for all: Our volunteers have consistently stepped up, demonstrated their compassion, dedication, and spirit of excellence to our clients. They inspire me. Their purpose-driven actions and excellent feedback from our beneficiaries remind me why CareerSocius exists.

As the pandemic persists, we are all called to relook at our understanding of the world as we know it. As a social organisation, CareerSocius will continue to adapt to build relevant services for our clients. We will be launching our Social Impact Programme in 2022, which will help our participants build deep expertise in Career Discovery, Career Preparation, and Career Development. We will also be piloting technology-enabled career services and products this year.

If there is anything that I have learnt over these four years of growing with CareerSocius, it is that enabling others enables ourselves, bringing hope to others correspondingly lights up our days, and that with a close-knitted team, we can achieve any dream.

**Lim Kai Ning**  
**Co-Founder and Head of Social Impact**  
**CareerSocius**

# Overview of Social Impact and Partners



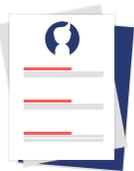
**781**  
**Beneficiaries**  
(as at 31 Dec 2021)

- Youth-at-risk and lower-income community
- Job-seekers impacted by COVID-19  
(due to loss of income/jobs)



**461** workshop beneficiaries  
(**17** workshops conducted)

- Resume & Interview / LinkedIn workshops
- Self-Discovery & Personality Workshops
- 'What Motivates Me' Workshops
- 1-to-1 Career Conversations



**24** clients on financial assistance scheme for personal branding services  
(Blue/Orange CHAS card holders, job-seekers affected by COVID-19)



**296 subscribers** to Resume & Interview Digital Course  
(COVID-19 response to aid working professionals impacted from loss of income/jobs)



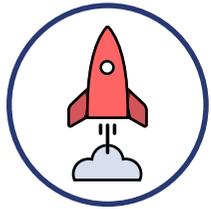
**8**  
**Partner Organizations**

- Beyond Social Services
- Ministry of Social and Family Development (MSF)
- PAYM Youth Network / YECs
- SG Assist
- Shine Children & Youth Services
- etc.



and more!

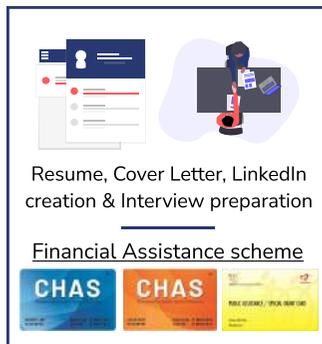
# Our Journey in Empowering Our Beneficiaries



2017

## Conception of CareerSocius

- Piloted affordable Resume writing services that evolved into a suite of Personal Branding Services
- Offered at discounted rates for the low-income segment
- Awarded \$10,000 CoLab4Good grant with CareerSocius as a social business
- Conducted first Resume & Interview Workshop for 100 youths (Bursary Award recipients)



2018

## Expanded our footprint

- Established CareerSocius as a social enterprise (member of raiSE), and recruited volunteers
- Delivered workshops in several Community Centres in Singapore with Youth Executive Committees (YECs)
- Raised awareness about CareerSocius - e.g, 'Wake Up Your Idea Festival 2018'
- Held our first Community Day with our volunteers



2019

## Partnering up with MSF

- Collaborated with Ministry of Social and Family Development (MSF) to conduct the annual Human Library
- Conducted 1-to-1 consultations for 58 at-risk youths on job search skills (e.g. resume writing & interview preparation), and discussed their career aspirations



# Our Journey in Empowering Our Beneficiaries



2020

## Adapted to new norm

- Expanded workshop offerings with 3 pillars:
  - (1) Self/Career Discovery
  - (2) Career Preparation
  - (3) Career Development (offering targeted services to meet the unique needs of our beneficiaries)
- Widened our online presence by introducing a suite of digital courses for students in Singapore local universities
- Pivoted to online workshops to meet the ongoing needs of our partners and beneficiaries
- Provided COVID-19 relief support and complimentary access to our resources to help job-seekers tide through their job search and transition
- Engaged our volunteers (i.e. Branding Partners) through quarterly Community Days



2021

## Widened Network + Re-launch

- Grew our network and collaborated with 8 social organizations & associations to support youths via career workshops and 1-to-1 consultations
- Reflected on our social impact journey and conceptualized our flagship Social Impact Programme - launching in 2022
- Our community of volunteers grew steadily to 50 members



# Featured Activities & Testimonials



## Toa Payoh East & South CC YEC

### • Resume & Interview Workshop (Nov 2017)

First workshop conducted by CareerSocius, catered to about 100 youths at a bursary awards event

*“It covered the basics, essentials and then went on to more advanced material. Very rounded and covered everything under reasonable time.” - Workshop Participant*

## Ministry of Social and Family Development (MSF)

### • Human Library / Resume Workshop (Jul 2019)

*“It was great working with you! Thanks to your support, 58 Rehabilitation and Protection Group participants and their family members/friends learnt resume writing and interview skills, explored career aspirations and even had the opportunity to apply for jobs on the spot!” - Ms Koh Ee Voon, Senior Manager/Community Partnerships, MSF*



*“I learned what motivates me and what keeps me going, and I feel that motivation is very important because thanks to that we are able to achieve bigger things in life and never give up no matter how hard it gets.”*

*~ Workshop Participant*

*“I learnt what drives me to be more motivated and knowing what type of identity I am. I also learnt lots of beneficial skills from the facilitators and applying these skills in day-to-day life.”*

*- Workshop Participant*

## Shine Children and Youth Services

### • Motivators Workshop (Jun 2021)



*“I learnt that I should do what makes me happy and motivated instead of just following what others want me to do blindly. Motivation is also a very important aspect of life because without it, you can't really succeed in anything.”*

*- Workshop Participant*

# Pivoting Our Actions in the COVID-19 Pandemic

## Riding the Waves of Change

Our workshops had primarily been conducted in a physical setting before the COVID-19 pandemic. This allowed our volunteers and beneficiaries to build rapport easily by engaging in face-to-face conversations to form deeper connections.

However, since early 2020, to prioritise the health and safety of our beneficiaries, our team pivoted our workshop delivery to continue to meet the needs of our partners.

Replacing something as precious as face-to-face connection, we had to get a little creative. Through virtual icebreakers, interactive activities, and breakout sessions, we managed to maintain a high level of engagement in our virtual workshops, with an average feedback rating of 4.4 out of 5 for our workshops to-date.



## COVID-19 Response

Due to the adverse impact of the pandemic on the economy that led to a unprecedented rise in the loss of employment, CareerSocius acted promptly in early 2020 to lend our support to fellow job-seekers through two key offerings:

**(1) Discounted personal branding services** for those who have been impacted by COVID-19 resulting in a loss of income or job



**(2) Complimentary Access to our Resume & Interview Digital Course** that benefitted close to 300 unique subscribers.



Through agility, building a digital backbone, and the exceptional efforts from our community of volunteers, we could serve our beneficiaries even more strongly during this challenging period.

# Our Community of Volunteers

## Ubuntu

(n.) the belief that we are defined by our compassion and kindness towards others.



In 2017, we started with 4 people and a huge dream. Now, we've grown to a team of 50 volunteers, each bringing their heart and passion to serve the community. Ubuntu, to us, means that we are never left untouched by those we serve. When we help others, we are blessed in return. CareerSocius is only where we are today because of our volunteers, whose dedication inspire us about the spirit of giving. We would like to thank our volunteers for sharing our dream and journeying with us every step of the way.



First Community Day - Aug 2018



Community Day - Jan 2021



CareerSocius Main Team

*Thank you all from the bottom of our hearts!*



Community Day - Jan 2019



Community Day - Apr 2021



Community Day - May 2020



Community Day - Aug 2021

# Message from Our Partners & Volunteers

*"Last year, we approached CareerSocius to provide workshops to some of the residents we met that are facing difficulties in finding job amidst the pandemic situation, and they said yes in a heartbeat!*



*Despite the safe distancing limitations, they patiently planned the workshops together with SG Assist and the respective Resident Committees (RCs). With their genuine commitment in helping the job seekers, together with their professional and effective learning model, the residents that attended the workshops felt more confident in continuing their career hunt! A big thanks to all the kind souls at CareerSocius."*

*- Adrian Tan (Co-founder of SG Assist)*

*"It has been a pleasure working with CareerSocius and the volunteer team! Over the past few years, CareerSocius has provided much support to our youths through job preparation workshops, career guidance and participation in RPG's annual career fairs. We are thankful, and we look forward to the continued partnership with CareerSocius."*

*- Jaspritpal Kaur Sidhu, Manager/Community Partnerships, MSF*

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*"Volunteering with CareerSocius has allowed me to provide our beneficiaries with vital career skills and information, enabling them to achieve better employment and career opportunities.*



*It is heartening to see the growth of the beneficiaries through our initiatives, so they can be one step closer to their ideal careers."*

*- Howard, Volunteer at CareerSocius since 2020*



*"Being a Trainer and Facilitator in multiple workshops in collaboration with various non-profit organisation and communities truly enable me to create direct impact to my beneficiaries. It has been both empowering and enlightening to impart our knowledge and boost the confidence of our beneficiaries through various career branding workshops organized by CareerSocius."*

*- Mei Yu, Volunteer at CareerSocius since 2017*

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# Looking ahead: CS Social Impact Programme

5 Week Career Programme to facilitate youths' transition to their careers, imparting end-to-end career skills  
Underpinned by the DISCOVER. LEARN. GROW. Model



## DISCOVER

### Understanding Yourself

Personality, motivators,  
life & career goals

## LEARN

### Preparing for a Career

Resume, interview skills,  
exploring suitable industries/jobs



## GROW

### Thriving in the Workplace

Building good relationships,  
business etiquette, hard/soft skills



Personalised  
1-1 Mentorship



## DISCOVER

### Self & Career Discovery:

1. Who Am I?
2. What Motivates Me?
3. *Discovering My Purpose*

PART 1



## LEARN

### Career Exploration + Skills:

1. Resume & Interview Skills
2. CS Career Day -  
Industry / Functional Panel  
Sharing by Mentors



## GROW

### Career Development:

1. Business Etiquette
2. Networking Skills
3. Hard Skills-development

PART 2

# Interested to collaborate with us?

*We would love to connect, drop us a note at  
[info@careersocius.com](mailto:info@careersocius.com)*

*Maximize Your  
Career Potential*



*@careersocius*