

Labour Market Information (LMI) can be an extremely powerful tool, giving you a clear view of what is happening in the jobs market.

- LMI can help you to make career decisions, providing information about pay levels, job security and local opportunities.
- LMI will help you to identify the most useful skills to be developing as well as the skills gaps reported by local employers.
- LMI covers different sectors, occupations, the opportunities that are on the increase as well as those in decline.

Put simply, LMI can enable you to understand how your chosen field functions, breathes and grows. Armed with this information, you can start to make realistic plans and decision to benefit you now but to also prepare you to benefit from future trends.

However, there are some key things to keep in mind;

- The reliability and motives of your source – who wrote it? Is it recent? Are they trying to inform or persuade?