

## Layoff an opportunity for personal growth

Story by Rob Rombouts  
Photo submitted



It may have been just the change **Joanne Carriere** needed.

Joanne had worked in advertising for more than 25 years. For much of that time, she worked at Storeimage in Brantford, but when the factory closed in 2010, she was out of work.

Joanne upgraded her computer skills, and enrolled in the Personal Support Worker (PSW) program at [Medix](#). Despite being away from school for years, Joanne achieved high marks. She is now working as a PSW.

The Brantford resident is appreciative of the change. When she lost her job, she knew she did not want to go back to working in a factory. She felt she needed a change and she always wanted to give something back to the community.

Her new career has taught her compassion and patience, and about the dignity of seniors. She is “very honoured to help the elderly”.

“Change is always good. It keeps your mind healthy,” Joanne said

She is also thankful for the support available to her during her transition. Joanne qualified for [Second Career](#) funding, and said the support was necessary for her to go back

She said people have to be ambitious and find out what support it out there. “You’d be amazed at what you can do if you have the right tools. You have to do your own research and have to believe in yourself first of all.”

---