

EARLY TALENT INSIGHTS

Home to over 12,000 students, the Ted Rogers School of Management at Toronto Metropolitan University is Canada's leading diverse, entrepreneurial business school centered in an urban learning environment.

Each month, we survey students at the Ted Rogers School to deliver timely and relevant insights to Canadian organizations. Our goal is to help you better understand the early talent workforce, enabling you to refine your recruitment and retention strategies accordingly.

In this edition of *Early Talent Insights*, we spotlight the key individuals who have the greatest impact on our students' career choices.

August 2025

Key People Influencers in Students' Career Choices

STUDENT POLL

Who has the MOST influence on your career decision-making process?



1,508

No. Responses



12

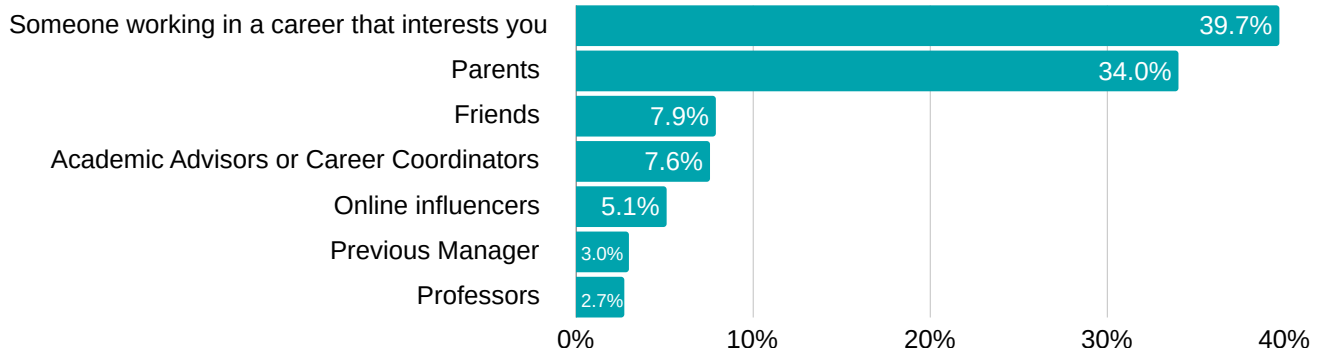
No. Bachelor of Commerce Programs
(representing 5 Schools)



1-4

Years of Study

Summary of Student Responses



While parental influence remains significant, our students are particularly inspired by industry professionals whose careers closely mirror their own ambitions. This may explain their strong engagement in employer-led events, industry-focused preparation programs, and bootcamps—valuable opportunities for networking with alumni and sector leaders.

Did You Know?

Over the past fiscal year, we've provided students with 350+ opportunities to connect with alumni and industry leaders through a range of programs.



153

Employer Events/
Industry Prep Programs



231

Technical
Bootcamps



31,732

Student Engagement
in Programs

Summary of Student Responses by Year of Study

As students progress and gain experience throughout their education, the influence of their parents naturally diminishes. By the time they approach graduation, the guidance and impact of their peers and industry professionals become significantly more influential in shaping their career decisions.

Response	1st	2nd	3rd	4th
Someone working in a career that interests you	29.63%	43.14%	43.77%	46.70%
Parents	42.80%	31.37%	30.94%	27.22%
Friends	9.67%	7.11%	6.04%	7.74%
Academic Advisors or Career Coordinators	5.56%	9.07%	11.32%	5.74%
Online influencers	6.38%	4.90%	3.02%	5.16%
Previous Manager	1.44%	2.94%	2.64%	5.44%
Professors	4.53%	1.47%	2.26%	2.01%

Co-op Student Responses vs. Non-Co-op

Students participating in the Ted Rogers Co-op Program demonstrate a notable influence from those in industry.

Response	Non Co-op	Co-op
Someone working in a career that interests you	34.67%	44.72%
Parents	37.73%	30.34%
Friends	8.53%	7.26%
Academic Advisors or Career Coordinators	7.20%	7.92%
Online influencers	6.13%	4.09%
Previous Manager	2.13%	3.83%
Professors	3.60%	1.85%

Question to Consider



Given the high level of student engagement in employer-focused programming and their interest in connecting with industry leaders, what specific challenges or current initiatives can a TRSM student support you with?

In case you didn't know, our students can be hired on a four-month work term, a summer internship, or be recruited to support a short-term project.

Contact Us

If you would like to discuss these findings in more detail or explore ways in which a Business student (Co-op and/or Internship) can add value to your organization, please click the 'Connect With Us' button below.



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