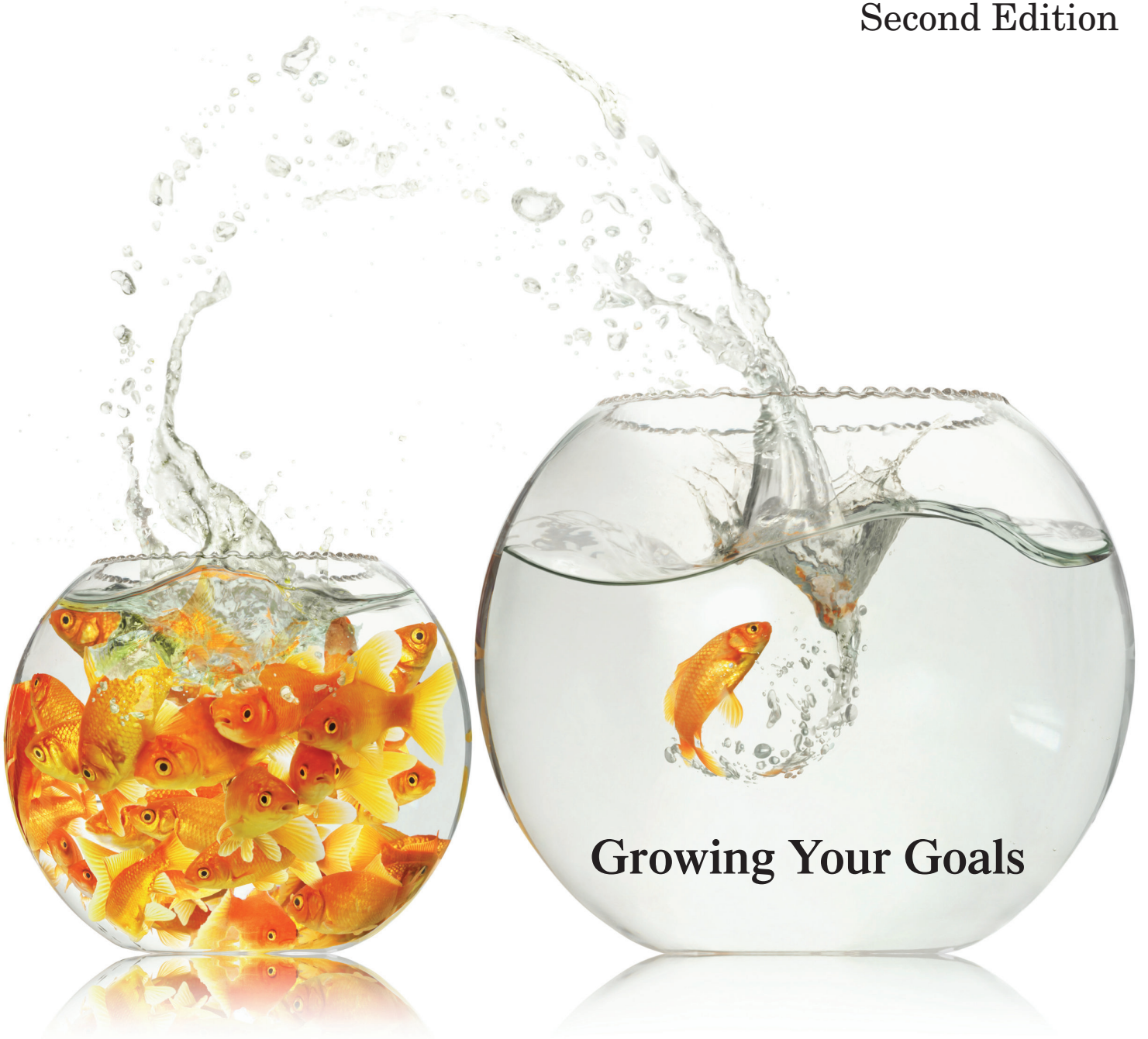


Career **ACHIEVEMENT**

Second Edition



Growing Your Goals

**Mc
Graw
Hill**
Education

Karine B. Blackett, Ed.D.



CONNECT FEATURES

my portfolio 3.1

Company Research

Research three companies that interest you, or that you might like to work for. Use the Internet, library, trade journals, Chamber of Commerce, or other sources to locate this information. Most companies have websites, which are great places to start.

After you have researched your chosen companies, complete the following information:

Company 1

Company or organization name: _____

Briefly describe what the company does: _____

Location(s): _____

Website address: _____

Phone number: _____

Type of position you are interested in within the company: _____

How to apply: _____

Positive aspects of the company: _____

Negative aspects of the company: _____

Three things you learned about the company or organization. These might include size, mission statement, growth projection, etc.: _____

Interactive Applications

Interactive Applications offer a variety of automatically graded exercises that require students to **apply** key concepts. Whether the assignment includes a *click and drag*, *video case*, or *decision generator*, these applications provide instant feedback and progress tracking for students and detailed results for the instructor.

Interactive Form Submission

Connect allows students to record their responses to key exercises from the text and submit them directly to the instructor for grading and review. Many exercises automatically grade based on completion, and students can revisit their projects in the system, including resumes, cover letters, mock interviews, and sample applications.

2. Franchising

A franchise is the right to use a specific business's name and sell its products or services in a given territory. Franchises are one of the two special forms of business ownership that are additions to the three major forms of business ownership. For each person listed, determine if their situation is an advantage or a disadvantage of franchising.

CONCEPT REVIEW: Some people, uncomfortable with the idea of starting their own business from scratch, would rather join a business with a proven track record through a franchise agreement. A franchise agreement is an arrangement whereby someone with a good idea for a business (the franchisor) sells the rights to use the business name and sell a product or service (the franchise) to others (the franchisees) in a given territory. A franchise can be formed as a sole proprietorship, a partnership, or a corporation. Franchises provide distinct advantages of starting and managing a small business, but there are potential drawbacks as well.

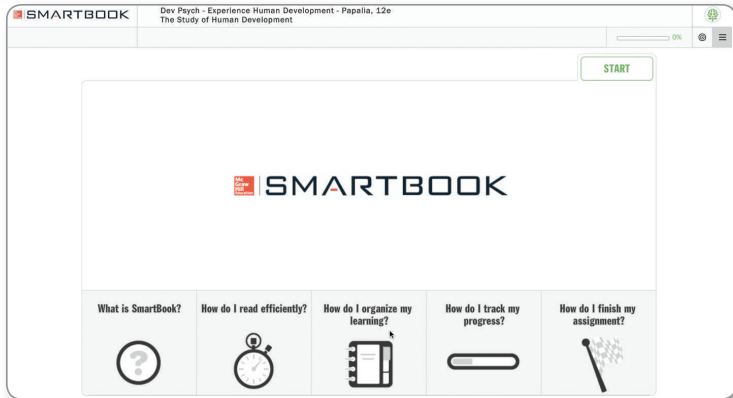
Read the statements. Click and drag each item into the correct spot within the chart. Each item is either an advantage of franchising or a disadvantage of franchising.

		Advantages of Franchising	Disadvantages of Franchising
Shared profit	Management regulation		
Lower failure rate	Restrictions on selling		
Financial advice and assistance	Large start-up costs		
Personal ownership	Coattail effects		
Management and marketing assistance	Nationally recognized name		



Connect Insight

The first and only analytics tool of its kind, Connect Insight is a series of visual data displays, each of which is framed by an intuitive question and provides at-a-glance information regarding how an instructor's class is performing. Connect Insight is available through Connect titles.



eBook

Connect includes a media-rich eBook that allows you to share your notes with your students. Your students can insert and review their own notes, highlight the text, search for specific information, and interact with media resources. Using an eBook with Connect gives your students a complete digital solution that allows them to access their materials from any computer.



EASY TO USE

Learning Management System Integration

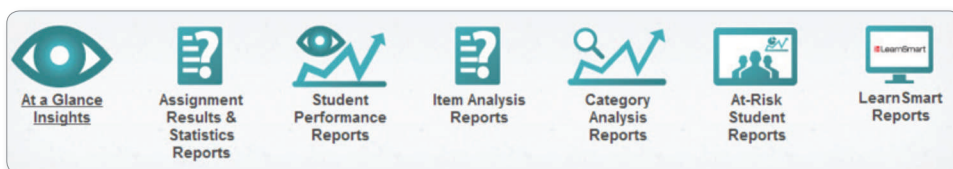
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Blackboard users also benefit from McGraw-Hill's industry-leading integration, providing single sign-on to access all Connect assignments and automatic feeding of assignment results to the Blackboard grade book.



POWERFUL REPORTING

Connect generates comprehensive reports and graphs that provide instructors with an instant view of the performance of individual students, a specific section, or multiple sections. Since all content is mapped to learning objectives, Connect reporting is ideal for accreditation or other administrative documentation.



CAREER *achievement*

GROWING YOUR GOALS

Karine B. Blackett, Ed.D.

American Public University System APUS

Kaplan University

National American University

Virginia College Online

Walden University



CAREER ACHIEVEMENT: GROWING YOUR GOALS, SECOND EDITION

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dedication

This book is dedicated to the light of my life, my son, Kevin.
And to my students—it is an honor and privilege to work with you as
you grow your goals.

about the AUTHOR



DR. KARINE B. BLACKETT is a certified life coach whose professional credentials span more than 20 years of student success and career management experience. Dr. Blackett studied at the University of Malta and worked in Kenya, Africa, through her undergraduate degree with the University of Minnesota. She holds an English Language Teaching Certificate from New School University in New York and taught English as a second language in Southern Japan. Dr. Blackett received her master's degree in Student Affairs in Higher Education from Colorado State University. She received her doctorate in Higher Education Administration from the University of South Dakota.

Dr. Blackett has taught for several institutions, including doctoral online courses for Walden University and Aspen University, master's online courses for Kaplan University, and undergraduate online courses for Virginia College Online, National American University, and the American Public University System. In addition to teaching, Dr. Blackett is a course instructional designer and consultant for several institutions. In the past, she has served as the career services manager for National American University. She is a published author and contributor in the college success and career management fields and is an accomplished public speaker.

Dr. Blackett is a Master Facilitator with The Pacific Institute, an advisor to Jim Madrid and Advanced Sports Technology (<http://jimmadrid.com/ast>), and consults with many colleges and universities worldwide. Dr. Blackett was also a consultant with Coach Pete Carroll's "A Better LA" anti-gang program (<http://www.abetterla.org>).

NOTE TO STUDENTS

After several years of teaching career development and management courses, I realized that something was missing from the course materials I was using. The basic elements could be found in nearly all of the textbooks available, but many of the critical topics that I taught were absent. In my classes and coaching practice, I stress the importance of using success tools. Over the years, many former students and clients have told me how those principles and tools literally transformed their lives and set their careers on the paths they truly desired.

I determined that in order to ensure that career-seekers everywhere could apply and reap the benefits of those career tools, I needed to compile them into an easy-to-use text, packed with leading success strategies from scholarly resources and industry professionals, proven career planning and search processes, thought-provoking questions, relevant examples, and action-oriented activities. *Career Achievement* is the complete, current, and invaluable result of that need.

Career growth is a lifelong development process, not just a onetime search. Your career continually changes as your life path and your professional goals change. That said, the concepts and lessons covered in this book underscore the fact that having a job, and ultimately a career, is critical to your current well-being. By opening this book and preparing to apply its concepts and support tools to your career planning process, you have taken the first step toward finding a career that fulfills both your personal and financial needs.

Career Achievement will help you discover a wealth of information not only about yourself and your career goals, but also how to grow those goals throughout the job-search process using straightforward, easy-to-follow steps. The conversational style allows for easy reading and makes you feel as though you have a personal career coach by your side, offering support as you work toward and achieve each of your career goals and providing encouragement, tips, and suggestions to guide you through any obstacles. This winning combination is missing from other career planning textbooks; with it, you become unstoppable!

This book is about you. It is about you living your best life and achieving a fulfilling career. It is about defining your own meaning of “success” and really believing that it is possible. A single mother who returns to school to change her life and work in a purposeful career, allowing her to provide for her family, is a success. A retiree who decides to pursue an entirely new career, so that he or she can remain fulfilled through a chosen vocation is a success. A young adult who goes against what most of his or her friends are doing and attends college while working to earn a degree in a field he is passionate about is a success. When you utilize success tools and principles on your journey, success is not only possible, it is probable. Most of us never received these tools and principles growing up. If you did, the ideas in this book will provide reinforcement and show you how to put what you know into action. If you did not, fear not, as this book was designed with you in mind!

Karine B. Blakett

PREFACE

Welcome to *Career Achievement: Growing Your Goals!* This text was specifically designed with your success as our top priority. We understand the immense preparation, energy, time, and dedication that the career planning process requires. This book was developed to simplify the process. It provides necessary information and support to help career-seekers reach their objectives and succeed beyond what they might have thought possible.

Each chapter covers vital topics—supported by dynamic activities and relevant examples—that will help you identify, grow, and ultimately achieve your career goals. In addition to concept discussion, embedded questions, real-world examples, and application-oriented activities, each chapter in *Career Achievement* presents the opportunity for you to create your own portfolio materials. Whether you are searching for your first job, planning a career change, or have unexpectedly found yourself searching for employment, *Career Achievement* provides the valuable information you need to land the perfect job and advance on your desired career path.

This comprehensive text couples the most tried-and-true steps to achieving career goals with new principles and tools that are absent in other career development books. In the ever-changing job market, these new tools will help you stay in front of hiring managers and strides ahead of other applicants in the hiring pool. With the continually growing need to stay at the forefront of technology during the career planning process, it also provides the opportunity not only to apply traditional career planning and search techniques, but also to incorporate the Internet and online resources into the process. *Career Achievement* is a powerful combination of both proven and new career assessment, marketing, communication, and management tools.

Exploring, Growing, and Achieving

The features included in *Career Achievement: Growing Your Goals* are specifically designed to ignite and cultivate your students' interests and career objectives, while allowing you to teach the course easily, effectively and comprehensively.

chapter 1 Jump-Start Your Career Focus on Success Determined, but Skeptical The Difference between a Job and a Career Managing Your Career The Importance of Effective Goal Setting Your Career Mission Statement My Portfolio 1.1 Draft Your Career Mission Statement Focus on Success Determined, but Skeptical—Alisha's Optimism Grows	My Portfolio 2.1 Career Assets Inventory My Portfolio 2.2 Quantify Your Skills Identify Your Skills Gap Match Your Degree to Goals and Possibilities Focus on Success The Right Fit—Christine's Work Pays Off
chapter 2 Skills and Interests—Your Career Assets Focus on Success The Right Fit Your Values, Interests, and Personality Soft Skills and Adaptive Skills Hard Skills and Transferable Skills	chapter 3 Where Are the Jobs? Maximize Your Career Options Focus on Success Jamal's Daydream Rethinking Unemployment Labor Market Trends and Globalization Using Sources to Find Employment Opportunities My Portfolio 3.1 Company Research My Portfolio 3.2 Log of Contacts Focus on Success Jamal's Daydream—From Napkin to Reality

Part Openers

Each part provides an introduction to the chapters covered and walks readers through the logical progression of topics.

»» Embarking on a career search can be intimidating, and you might find yourself feeling overwhelmed. What do I want to do with my life? What skills do I possess? How will changes in the job market affect my search? How do I even begin to look for the career that I truly want? These are all questions you might have. Part 1 answers these questions and helps you lay the groundwork for a successful career search.

Chapter 1 guides you through a series of self-assessment exercises that will help you define your career mission and goals. Once you have a clear understanding of your career objectives, Chapter 2 helps you determine your values, skills, and personality. Knowing this information will enable you to identify possible career paths that match not only your educational background, but also your goals, strengths, and interests. Chapter 3 shows you how to monitor current labor market trends in relation to career paths that interest you, then explains how to target your career search using various sources of information.

Chapter Openers

Chapter-opening quotes inspire students, while the target competencies and learning outcomes plant the seeds for what is to come. Each learning outcome is linked directly to a main heading in the chapter, emphasizing important topics throughout, and providing a **chapter-by-chapter outline for self-study**.

“Life is hard when you don't do what you truly value because you are putting your energy into trying to get rid of your fears, rather than materializing your dreams.”
—Maria Nemeth, Ph.D., author of *The Energy of Money*

target competency > Take an inventory of your values, personality, and skills. Add skills and interests to your career portfolio.

learning outcomes


After studying this chapter, you should be able to:

- LO 2-1** Describe and provide examples of your values, interests, and personality as they relate to obtaining employment.
- LO 2-2** Define the terms soft skills and adaptive skills and explain their importance in job seeking and career achievement.
- LO 2-3** Understand and provide examples of hard skills and transferable skills.
- LO 2-4** Identify your skills gap.
- LO 2-5** Match your degree to your goals and career possibilities.

30

focus on success

Determined . . . but Skeptical



Alisha waited after class to speak with her career development instructor. She needed clarification on how to do the homework Dr. Harris had assigned. She waited patiently, but she wondered how long it would take for the student before her to finish talking to Dr. Harris. Alisha's daughter was at after-school care, and Alisha knew she couldn't be late picking her up.

Alisha had worked hard to graduate from high school, and had spent the last five years working as a home care aide for the elderly. She enjoyed her work, and the pay she earned as an aide covered her daughter's needs, but recently she had become increasingly aware that her opportunities for advancement were limited. After determining it was time to make a change, she researched her options online, and decided she wanted to be a dental assistant. Coupled with working, Alisha knew that taking college classes would limit her time with her daughter, but she hoped that earning an associate's degree would allow her to earn more money and provide a better life for her family. Making more money was a goal she had kept in the back of her mind for several years.

The career development course was required for the dental assisting program, but Alisha didn't really think it was necessary. She already knew she wanted to do dental assisting, and she had been hired for good jobs in the past without the help of a class. Now Dr. Harris' homework assignment required each person in the class to write down at least five specific career goals. With just one goal of making more money, Alisha didn't know how she was going to come up with four more.

As the other student gathered his books and left the classroom, Dr. Harris turned to Alisha.

"Alisha, right?" she asked.

Alisha nodded. "Yes, and I think I need some help," she said.

"Of course!" said Dr. Harris. "That's what I'm here for. What can I do for you?"

"Well, I really don't know how I'm going to do the homework assignment," Alisha replied. "You asked us to write down five specific career goals, and I only have one. My goal is to make more money, and I don't really see the point in writing that down."

"I can understand why writing your goals down might not seem to hold much value right now, but I promise it will make sense by our next class," said Dr. Harris. "If you don't mind my asking," she continued, "exactly how much more money would you like to make?"

Focus on Success

These are scenarios that focus on real-world career planning and development issues. A dilemma is presented at the beginning of each chapter, allowing students to consider and discuss how they might handle the situation. At the end of the chapter, the problem is resolved, and students can react to the characters' actions and choices. This feature will spark **discussion** among students with questions and references to concepts presented in the chapter.

Career Coaching

Career Coach boxes provide enhanced concepts, reinforcement, tools, principles, and skills for success. This feature, located throughout each chapter, lends a mentoring and guiding aspect and allows each student to feel as though he or she has a **personal career coach by his or her side**.


careercoach3.1

Seeing the Opportunities

Part of finding available jobs involves being open to opportunities. We can understand the trends, but it is also as important to learn how to see what you were unable to see previously. In Chapter 1 you learned how your mind works in terms of goal setting. If you believe there are no jobs in your field, you will not be able to find them (Rutherford, 1998; Tice & Quick, 2004).

Your brain is well-equipped to blind you from seeing everything, from your misplaced car keys to job opportunities. You will learn more about this in future chapters, but essentially your mind is created to keep you sane. So if you think there are no jobs in your area, your mind will block information to the contrary. It is more important to your brain to be sane than right. You may have found yourself in the past seeing some people as “lucky.” We can create our own luck. Being lucky and staying fortunate over the long haul involve knowing and applying the tools and principles found in this book.

Another principle to keep in mind is: *money loves speed* (Killoran, 2009; Proctor, 1997; Vitale, 2008). This universal principle means that when opportunity presents itself, you need to react with enough speed and wisdom to capitalize on it.



My Portfolio

Included in each chapter, these action-oriented activities assist students in **creating their own personal marketing materials** throughout the course, resulting in a complete, ready-to-use portfolio.

my portfolio 1.1

Draft Your Career Mission Statement

You are the expert on you! With this in mind, you will construct a career mission statement that works for you and your life’s purpose. Now that you have learned about the career mission statement, and viewed several websites to learn more about developing one, you are ready to draft your own. Remember that you can modify your career mission statement over time. At this point, draft your best guess. Write something on paper as a starting point about what you want to do with your life. This may be similar to an objective on a resume. Do not be afraid to revise it several times until you have determined your best career mission statement. When you are satisfied, either rewrite your career mission statement on a clean sheet of paper and keep it in a binder specifically for your portfolio documents, or type it into an electronic word processing document and save it to your computer or a portable storage device, such as a USB drive.

Exercises


Hands-on practice exercises directly related to key concepts allow students to **immediately apply what they have learned**.

exercise 2.2

Five People You Admire

This exercise will help you identify the qualities that you value in yourself and others.

Directions: List five people (living or dead, fictional or real) you admire. Next to each name, list characteristics you admire or value in that person or character. For example, you might admire someone for being brave, funny, and creative. Next, list your admirable characteristics. The resulting two lists represent all of the characteristics that you value in yourself and in others. If you feel you don’t possess a particular quality that someone else on your list has, keep this in mind—that quality must already exist in you to some extent, or you would not identify with it. It might be a quality you wish to enhance or improve.



	Name of Person or Character	Characteristics I Admire or Value
1		
2		
3		
4		
5		
6	Me	

Cyber Trips

Web-based activities encourage students to utilize the Internet during the career planning and development process. These are also fully assignable and gradable in **Connect**.

Cyber Trip 3.1

Unemployment Rates Visit the Department of Labor website (<http://www.bls.gov/eag/>) to see the national unemployment rate and the unemployment rate in your state. Note that men and women have roughly the same unemployment rate, yet the unemployment rate varies substantially among female racial groups: The unemployment rate of white women was 6.2 percent; black or African-American women, 12.1 percent; Asian women, 4.8 percent; and women of Hispanic or Latino ethnicity, 10.9 percent (DOL Women's Bureau, 2014. Data from the Bureau of Labor Statistics, Labor Force Statistics from the Current Population Survey <http://bls.gov/cps/cpsaat03.htm>, <http://bls.gov/cps/cpsaat04.htm>, <http://bls.gov/cps/cpsaat07.htm> (2013 annual averages). (DOL Women's Bureau). After visiting the Department of Labor website, answer the questions below:

1. What is the current national unemployment rate?

2. Research a particular state. What is the current unemployment rate for that state?

✓ SELF-CHECK

4. Name three qualities that employers look for in a worker.
5. Consider the three qualities you chose above. What type of skill is each quality?
6. What are some ways you can use your skills-gap identification information?

Self-Check Questions

Questions positioned at key learning points throughout each chapter reinforce learning outcomes and **promote concept retention**.

[chapter summary]

As you seek your ideal job, it is as important to know what you are seeking as it is to know what is going on in the economy. You want a great match. This chapter examined the top 10 employment trends, and how these trends can be used to generate opportunities for your personal career growth. As

noted, employment trends come and go. Therefore, you want to gather accurate information to ensure your long-term career success. In this chapter, you also learned how to research industries, target jobs, research specific companies, and log your contacts in an organized manner.

[skill/term check]

1. What is frictional unemployment? (LO 3-1)
2. How can frictional unemployment benefit one's job search? (LO 3-1)
3. How does globalization impact the labor market? (LO 3-2)
4. What three employment trends do you feel are most significant? Why? (LO 3-2)
5. What do you feel are the pros and cons of working for small firms, medium firms, and large firms? (LO 3-2)
6. How does your educational attainment impact your job and career prospects? (LO 3-2)
7. Which industries are projected to see the greatest job growth between now and 2022? (LO 3-3)
8. List three sources of information you can use to research companies and positions during your job search. (LO 3-3)

[KEY TERMS]

Baby boomer: Someone born between 1946 and 1964. (LO 3-2) [p. 55]

Contact log: A way to record current and potential contacts during the job search and interview process. (LO 3-3) [p. 68]

E-commerce company: Business that is conducted electronically on the Internet. (LO 3-2) [p. 60]

Frictional unemployment: Unemployment that results because people move between jobs, careers, and locations. (LO 3-1) [p. 53]

Globalization: The growing economic interdependence of countries worldwide. (LO 3-2) [p. 54]

Informational interview: An interview that allows you to gather information about a

particular occupation or company. (LO 3-3) [p. 66]

McDonaldization: Term coined by George Ritzer to explain how society takes on the characteristics of a fast-food restaurant. (LO 3-2) [p. 60]

McJob: A low-paying job requiring few skills and offering little chance of advancement. (LO 3-2) [p. 60]

Outsourcing: Hiring and paying an outside firm or third party to handle internal company functions. (LO 3-2) [p. 54]

Service workers: Those who perform services for the public. (LO 3-2) [p. 57]

Small to medium employer (SME): Generally defined in the United States as a firm

End-of-Chapter Materials

Chapter Summaries review learning outcomes and important concepts. Skill/Term Checks **promote recall and reinforcement** of vital chapter concepts; each question is linked to the appropriate learning outcome. Key Terms are listed for reference, and also linked to page numbers and learning outcomes.

Instructor Supplements

What's New to This Second Edition

Macro Updates

- Updated research throughout.
- New art added throughout.
- Additional focus on social networks and Internet job hunting.

Chapters 1–3

- Updated technology references.
- New discussions of social networking and sites such as LinkedIn.

Chapters 4–6

- Updated discussions of top jobs and earnings.
- Refreshed coverage of networking and the use of cold contacts.

Chapters 7–9

- Additional examples of business cards.
- Updated resumes.

McGraw-Hill Connect

Connect is an all-digital teaching and learning environment designed from the ground up to work with the way instructors and students think, teach, and learn. As a digital teaching, assignment, and assessment platform, *Connect* strengthens the link among faculty, students, and coursework, helping everyone accomplish more in less time.

LearnSmart

The smartest way to get from B to A LearnSmart is the most widely used and intelligent adaptive learning resource. It is proven to strengthen memory recall, improve course retention, and boost grades by distinguishing between what students know and what they don't know and honing in on the concepts that they are most likely to forget. LearnSmart continuously

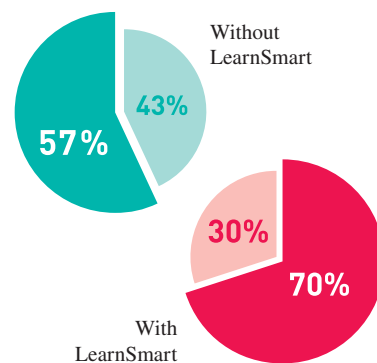
adapts to each student's needs by building an individual learning path. As a result, students study smarter and retain more knowledge.

Grade Distribution



58% more As with LearnSmart

Student Pass Rate



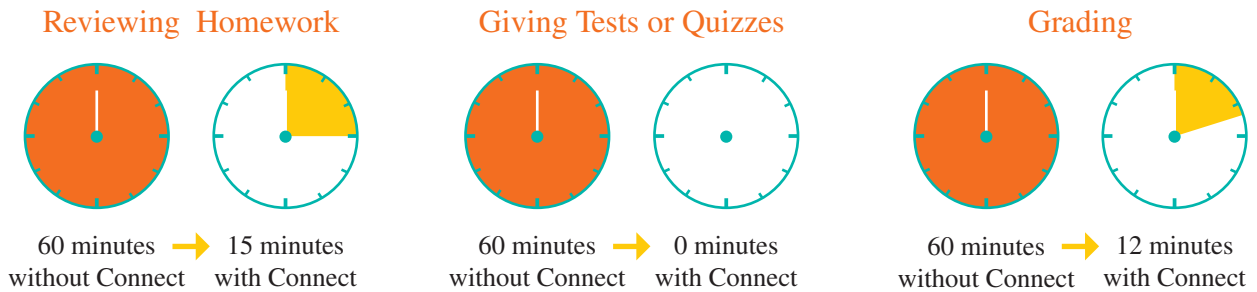
25% more students passed with LearnSmart

SmartBook

A Revolution in Reading Fueled by LearnSmart, SmartBook is the first and only adaptive reading experience available today. SmartBook personalizes content for each student in a continuously adapting reading experience. Reading is no longer a passive and linear experience, but an engaging and dynamic one where students are more likely to master and retain important concepts, coming to class better prepared.

Efficient Administrative Capabilities

Connect offers you, the instructor, auto-gradable material in an effort to facilitate teaching and learning.



Student Progress Tracking

Connect keeps instructors informed about how each student, section, and class is performing, allowing for more productive use of lecture and office hours. The progress tracking function enables instructors to:

- View scored work immediately and track individual or group performance with assignment and grade reports.
- Access an instant view of student or class performance relative to learning objectives.
- Collect data and generate reports required by many accreditation organizations, such as AACSB.

Actionable Data

Connect Insight is a powerful data analytics tool that allows instructors to leverage aggregated information about their courses and students to provide a more personalized teaching and learning experience.



Connect Instructor Library

Connect's instructor library serves as a one-stop, secure site for essential course materials, allowing you to save prep time before class. The instructor resources found in the library include:

- PowerPoint Slides: These slide presentations are created specifically for each chapter to reinforce key concepts and provide a visual for students. They are excellent for in-class lectures, as well as for supplemental learning.
- Test Bank: A comprehensive test bank and answer key is available for use in classroom assessment. The test bank includes a variety of question types, with each question linked directly to Learning Outcome, Bloom's Taxonomy, difficulty level, and page number in the chapter.
- Instructor's Manual: The Instructor's Manual includes lectures, additional activities, and help for instructors while planning and teaching the course.

Acknowledgments

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brief

TABLE OF CONTENTS

PART ONE

You and Your Career: Finding and Cultivating A Great Match! 3

- Chapter 1 Jump-Start Your Career 4
- Chapter 2 Skills and Interests—Your Career Assets 30
- Chapter 3 Where Are the Jobs? Maximize Your Career Options 51

PART TWO

Marketing Tools: Promoting Your Skills 72

- Chapter 4 Networking—It's Always Who You Know 74
- Chapter 5 Professional Resumes the Easy Way 109
- Chapter 5a Winning Resumes: Real Student Examples for Resumes and References 144
- Chapter 6 Professional Cover Letters and Applications 163

PART THREE

Moving Forward: Interview, Follow-Up, and Managing Change 194

- Chapter 7 Successful Interviews 195
- Chapter 8 Follow-Up and Negotiation 235
- Chapter 9 Step Up Your Career 264

table of CONTENTS

PART

You and Your Career: Finding and Cultivating A Great Match! 3

Chapter 1 Jump-Start Your Career 4

The Difference Between a Job and a Career 6

Managing Your Career 7

The Importance of Effective Goal Setting 9

Humans Need Goals 11

Writing Down Your Goals 12

Attitude and Self-Talk 15

Affirmations 18

SMART Goals and Stretch Goals 18

Achieving Your Goals 21

Your Career Mission Statement 24

Creating a Portfolio 26

Chapter Summary 28

Skill/Term Check 29

Key Terms 29

Chapter 2 Skills and Interests—Your Career Assets 30

Your Values, Interests, and Personality 32

What Do You Value? 32

Your Unique Personality 36

Soft Skills and Adaptive Skills 37

Hard Skills and Transferable Skills 39

Job-Specific Skills 40

Achievements, Accomplishments, Honors, and Awards 41

Your Brand Identity 44

Identify Your Skills Gap 45

Match Your Degree to Goals and Possibilities 47

Chapter Summary 49

Skill/Term Check 49

Key Terms 49

Chapter 3 Where Are the Jobs? Maximize Your Career Options 51

Rethinking Unemployment 53

Labor Market Trends and Globalization 53

Millennial Employment Trends 54

Using Sources to Find Employment Opportunities	62
Targeted Job Search	64
<i>Chapter Summary</i>	70
<i>Skill/Term Check</i>	70
<i>Key Terms</i>	70

PART 2

Marketing Tools: Promoting Your Skills 72

Chapter 4 Networking—It’s Always Who You Know 74

The Importance of Networking	76
The Hidden Job Market	76
Where Companies Look for Employees	77
Mentors	81
Keep Your Commitments	82
The Power of the Invisible Network	82
Networking Opportunities	84
Leverage Your Career through Networking	86
Social Media in Your Job Search	90
Your Social Media Presence	91
Case Study	92
Case Study: Utilizing Social Media	92
Warm and Cold Contacts	92
Break Out of Your Comfort Zone	95
Specific Tools to Enhance Networking Results	97
Networking Business Card (NBC)	97
The Power of a Professional Handshake	103
How to Work a Room	104
Informational Interview	105
Organizing Your Contacts	106
<i>Chapter Summary</i>	108
<i>Skill/Term Check</i>	108
<i>Key Terms</i>	108

Chapter 5 Professional Resumes the Easy Way 109

The Components of a Professional Resume	112
The First Cut	113
Chronological, Functional, Combination, and Plain Text Resumes	114
Chronological Resume	114
Presentation Overview	115
Functional or Skills Resume	118
Combination, Hybrid, or Custom Resume	118
Scannable, Plain Text, E-Resume, or Online Resume	118
Fonts for All Resumes	120
Keywords and Power Words	121
The Skills Formula™	125
Quantifying Skills	126
The Skills Formula	126
Creating a Professional Resume	128
Target the Job	128

Visual Impact	128
Maintain Integrity	128
Resume Formats	129
Resume Challenges	129
Portfolios: Putting It All Together	131
Delivering Your Resume	132
<i>Chapter Summary</i>	143
<i>Skill/Term Check</i>	143
<i>Key Terms</i>	143
Winning Resumes: Real Student Examples for Resumes and References	144

Chapter 6 Professional Cover Letters and Applications 163

The Components of Professional Cover Letters	165
Cover Letter Workshop	165
Putting It All Together	169
Student Sample Cover Letters	170
Writing an Effective Cover Letter	177
Completing an Error-Free Application	182
Application Guidelines	182
The Master Application	184
Challenging Questions	184
<i>Chapter Summary</i>	192
<i>Skill/Term Check</i>	193
<i>Key Terms</i>	193

3 PART

Moving Forward: Interview, Follow-Up, and Managing Change 194

Chapter 7 Successful Interviews 195

The Seven Interview Steps	198
Seven Steps to a Stellar Interview	198
Types of Interviews	204
Standard or Traditional Interviews	204
Competency-Based/Behavioral Interview	205
Lunch or Dinner Interview	205
Nondirective or Work Sample Interview	206
Panel or Group Interview	206
Phone Interview	207
Screening or Prescreening Interview	209
Second Interview	210
Stress Interview	210
Structured Interview	210
Technical Interview	211
Understanding and Answering Interview Questions	212
Standard or Traditional Interview Questions	212
Competency-Based/Behavioral-Based Interview Questions	214
Illegal Questions	218
Answering Illegal Questions	220
Creating Your Professional Image	224

Professional Attire Guide	225
Self-Worth in Interviewing	226
Project Confidence	227
Conduct a Mock Interview	228
Log of Contacts Expanded	230
<i>Chapter Summary</i>	233
<i>Skill/Term Check</i>	233
<i>Key Terms</i>	233

Chapter 8 Follow-Up and Negotiation 235

The Two-Step Follow-Up Procedure	237
The Interview Is Not Over until the Thank You Note Is Sent	237
Two Thank You Notes Are Better than One	237
Thank You Notes When You Are Turned Down	242
Applying the Art of Successful Negotiation	243
Key Negotiation Questions to Ask	245
Other Questions to Consider	246
Making a Sound Career Decision	248
Negotiation Student Success Story	249
How to Diplomatically Ask for What You Want	251
Get the Offer in Writing	252
Job Offer Acceptance Letter	252
“Don’t Sell the Farm” Yet	252
Juggling Offers	252
How to Turn Down an Offer Successfully	253
Make a Decision—Then Make It a Right Decision	255
Negotiate Once You Have the Job	256
Asking for a Raise	256
Turn the Performance Evaluation into a Negotiation Opportunity	257
Managing Obstacles and Frustrations	258
Job Search Rejection Tips	259
Get Support	259
Roadblocks, Side Trips, and Detours	260
<i>Chapter Summary</i>	262
<i>Skill/Term Check</i>	262
<i>Key Terms</i>	263

Chapter 9 Step Up Your Career 264

Making a Professional Impression	266
Fit into the Company Culture	266
Have a Positive Attitude	267
Project Professionalism	267
Smile and Shake Heads	267
Take Initiative	267
Show Confidence	267
Be an Active Listener	267
Use Names	267
Remember Your Netiquette	267
How to Advance in the Workplace	268
Meet and Exceed Expectations	269
Power over Your Schedule	270
Navigate Office Politics	272
Moving Forward through Performance Appraisals	272

If Your Employer Doesn't Use Performance Reviews	273
Managing and Advancing a Small Business: The Basics	274
Managing Job Changes, Stress, and Life Balance	274
Job Loss Triage	275
Priority Plan of Action	275
Employees Don't Quit Jobs; They Quit Bosses	281
Bully Bosses	281
Workplace Burnout	283
Career–Life Balance	284
Lifelong Learning and Goal Setting	285
Career Management Plan: Taking Goal Setting to the Next Level	285
Expand Your Toolbox	286
Professional Growth and Lifelong Learning	288
Mentors	289
<i>Chapter Summary</i>	291
<i>Skill/Term Check</i>	291
<i>Key Terms</i>	291
<i>Appendix A</i>	292
<i>Appendix B</i>	297
<i>Glossary</i>	315
<i>References</i>	318
<i>Credits</i>	321
<i>Index</i>	322

CAREER *achievement*

You and Your Career: Finding and Cultivating A Great Match!



chapter 1

Jump-Start Your Career

Focus on Success Determined, but Skeptical
The Difference between a Job and a Career
Managing Your Career
The Importance of Effective Goal Setting
Your Career Mission Statement

My Portfolio 1.1 Draft Your Career Mission Statement

Focus on Success Determined, but Skeptical—Alisha's Optimism Grows

chapter 2

Skills and Interests—Your Career Assets

Focus on Success The Right Fit
Your Values, Interests, and Personality
Soft Skills and Adaptive Skills
Hard Skills and Transferable Skills

My Portfolio 2.1 Career Assets Inventory

My Portfolio 2.2 Quantify Your Skills

Identify Your Skills Gap

Match Your Degree to Goals and Possibilities

Focus on Success The Right Fit—Christine's Work Pays Off

chapter 3

Where Are the Jobs? Maximize Your Career Options

Focus on Success Jamal's Daydream

Rethinking Unemployment

Labor Market Trends and Globalization

Using Sources to Find Employment Opportunities

My Portfolio 3.1 Company Research

My Portfolio 3.2 Log of Contacts

Focus on Success Jamal's Daydream—From Napkin to Reality

» » Embarking on a career search can be intimidating, and you might find yourself feeling overwhelmed. What do I want to do with my life? What skills do I possess? How will changes in the job market affect my search? How do I even begin to look for the career that I truly want? These are all questions you might have. Part 1 answers these questions and helps you lay the groundwork for a successful career search.

Chapter 1 guides you through a series of self-assessment exercises that will help you define your career mission and goals. Once you have a clear understanding of your career objectives, Chapter 2 helps you determine your values, skills, and personality. Knowing this information will enable you to identify possible career paths that match not only your educational background, but also your goals, strengths, and interests. Chapter 3 shows you how to monitor current labor market trends in relation to career paths that interest you, then explains how to target your career search using various sources of information.

Part 1 helps you to establish clear goals, helps you identify the specific skills you possess, gives you techniques for researching career information, and details how to gain confidence in your abilities and in your career choices. Combined, these tools ensure that you have a solid advantage over other candidates in the job market.



Jump-Start Your Career

*“Make no little plans; they have no magic to stir men’s blood . . .
Make big plans; aim high in hope and work.”*

—Daniel H. Burnham,
architect and urban planner



target competency > *Develop a career mission statement based on your career goals.*

learning outcomes

After studying this chapter, you should be able to:

- LO 1-1** Differentiate between a job and a career.
- LO 1-2** Determine how to manage your career.
- LO 1-3** Recognize the role of effective goal setting in relation to career success.
- LO 1-4** Understand the importance of having a career mission before you create a career plan.

Determined . . . but Skeptical



Alisha waited after class to speak with her career development instructor. She needed clarification on how to do the homework Dr. Harris had assigned. She waited patiently, but she wondered how long it would take for the student before her to finish talking to Dr. Harris. Alisha's daughter was at after-school care, and Alisha knew she couldn't be late picking her up.

Alisha had worked hard to graduate from high school, and had spent the last five years working as a home care aide for the elderly. She enjoyed her work, and the pay she earned as an aide covered her daughter's needs, but recently she had become increasingly aware that her opportunities for advancement were limited. After determining it was time to make a change, she researched her options online, and decided she wanted to be a dental assistant. Coupled with working, Alisha knew that taking college classes would limit her time with her daughter, but she hoped that earning an associate's degree would allow her to earn more money and provide a better life for her family. Making more money was a goal she had kept in the back of her mind for several years.

The career development course was required for the dental assisting program, but Alisha didn't really think it was necessary. She already knew she wanted to do dental assisting, and she had been hired for good jobs in the past without the help of a class. Now Dr. Harris' homework assignment required each person in the class to write down at least five specific career goals. With just one goal of making more money, Alisha didn't know how she was going to come up with four more.

As the other student gathered his books and left the classroom, Dr. Harris turned to Alisha.

"Alisha, right?" she asked.

Alisha nodded. "Yes, and I think I need some help," she said.

"Of course!" said Dr. Harris. "That's what I'm here for. What can I do for you?"

"Well, I really don't know how I'm going to do the homework assignment," Alisha replied. "You asked us to write down five specific career goals, and I only have one. My goal is to make more money, and I don't really see the point in writing that down."

"I can understand why writing your goals down might not seem to hold much value right now, but I promise it will make sense by our next class," said Dr. Harris. "If you don't mind my asking," she continued, "exactly how much more money would you like to make?"

Alisha thought for a moment. She had never really had a target income in mind.

"I'm not sure," she told Dr. Harris. "I'm just not satisfied with what I make now, and my raises are never enough."

Dr. Harris smiled. "Don't worry," she said. "You are not alone in that feeling! I think I can help you get started on the assignment. Let's begin at the most logical place—tell me about you."

Discussion Questions

1. Alisha is at a point where she feels like she needs a change. Have you ever felt the same way? Did you do anything about it? Why or why not?
2. How might specifying her desired income help Alisha reach her goal of "making more money"?
3. How do you think writing down her goals will help Alisha achieve them?

» LO 1-1 The Difference Between a Job and a Career

What is the difference between a job and a career? Some say that J.O.B. stands for Just Over Broke. That makes a lot of sense when you think about it. A **job**



is a work situation you take to earn money. You might like it and you might not. A **career**, on the other hand, is a profession built on one's skills, passions, experiences, education, and preferences. When you align your gifts, talents, and desires with your vocation, you have found your career. This will allow you to endure the parts of your work that you don't totally enjoy, because in the big picture you have a purpose and like what you do.

You may find that you want to turn an **avocation** you have now into a full-time career. An avocation is an activity or hobby that is done for enjoyment in addition to one's regular work. If you are not sure what your purpose is, or what you should do for a fulfilling career, that is fine. This chapter will help you reaffirm the choices you have made, or it will get you moving in the right direction if you are not yet clear.

Ask yourself the question "Live to work, or work to live?" This question is the essence of the line between a job and a career. Keep this question in mind as you do the assessments in this chapter and when you formulate your career mission. A full-time job will take up more than 2,000 hours of your time each year. You will spend more time on the job than doing anything else, except sleeping if you are lucky.

Some people like to paint, volunteer, or exercise in their free time. What hobbies, or avocations, do you enjoy?

The terms job and career are used interchangeably, but they are quite different.

Job A work situation in which you earn money.

Career A profession built on one's skills, passions, experiences, education, and preferences.

Avocation An activity or hobby that is done for enjoyment in addition to one's regular work.

The terms *job* and *career* are used interchangeably, but they are quite different. A job is a means to an end. You work at a job to get by and pay bills. A career is a life path. You build your career over time with a long-range goal. You strategize for your career. Once you have a firm idea of what you want to do for your career, you will find a way to carry out your plan. You will map out and follow a career path. Jobs, on the other hand, are often unrelated and do not typically reflect what you really want to do with your life.

Should you take a job? Absolutely. There is a definite time and place for working at a job. For example, jobs are helpful while you are in school, looking for a better position for your career, or if you were laid off and take a temporary job to make ends meet while you search. Employers prefer to hire people who are working, so having a job is an important part of landing your career.

careercoach1.1

Do What You Love and the Money Will Follow

The saying "Do what you love and the money will follow" (Canfield & Hansen, 1996; Rann & Arrott, 2005; Roman & Packer, 2007; Sher & Gottlieb, 2003; Shinn, 2008) is based on a success principle. In the 1960s, a man by the name of Scully Blotnick conducted a study of 1,500 people who set out to become

millionaires. He divided them into two groups. The first group, 1,245 individuals, said they would pursue money first and then later do what they truly wanted to do with their lives. The second group was made up of only 255 people who said they would follow their interests first and trust the money would follow. These 1,500 individuals were tracked 20 years later. Guess what? There were 101 millionaires from the whole group. Only one millionaire came from the first group. The other 100 millionaires came from the 255 people in the second group—those who said they would follow their interests and dreams first.

This chapter is designed to bring about a personal awareness to the natural gifts, talents, inclinations, skills, and abilities you possess. This will help you align your career search with your career goals. You cannot fail when your own interests and natural talents are involved.

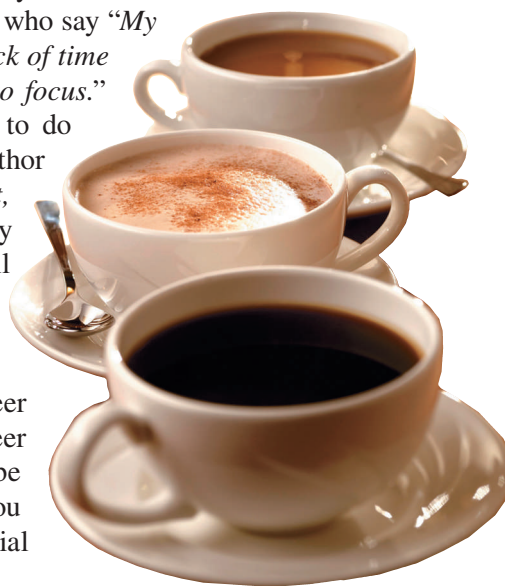


Doing what you love so the money and success follow does not mean you can sit on the couch watching television all day and expect to get rich. It means that if you go after the money first, you may find yourself burned out in a field that does not fit you. When you go after your career, it is important to do something you like, or even love. Think of it as a lifestyle decision.

Some of the happiest people are those who say “*My job is not really like work*” or “*I lose track of time when I am working because it is easy to focus.*” For your career it makes logical sense to do something you love. As Barbara Sher, author of *Live the Life You Love* and *Wishcraft*, explained, “Nothing will make you really happy but doing what you love.” With all of the possible employment positions in the world, there may be hundreds of careers you would truly enjoy. The key is figuring out what would be a great career match for you. Finding a fulfilling career should not be guesswork. You could be retired by the time you figure out what you really want to do if you go about it by trial and error.

Do what you love and success and satisfaction will follow.

—Money Principle



Driven by a passion for coffee, Doug Zell and Emily Mange founded Intelligentsia Coffee & Tea Inc. in 1995. The company has consistently produced millions in revenue over the past several years. If you could turn any dream into a successful career path, what would you do?

» LO 1-2 Managing Your Career

Career management does not happen in a class. Career management, or career development, is a lifelong process you unfold and build upon. Think of this metaphor: A job is like a sprint, whereas your career is like a marathon. You will train, plan, and gradually make your career happen with many unexpected diversions, peaks, and a few valleys. Career management is exciting. It is your life’s vocation. The best part is that you get to decide! It is totally up to you what you will do with the next 20, 30, or even 50 years of your life’s work.

To get started in building your career, you need to do some inside work. This involves reflecting on your values, passions, gifts, and talents.

Many do not take the time to look inside themselves to discover the clues for finding their ideal career. They take on hand-me-down goals from others such as their parents, teachers, mentors, and coaches. These people may have good intentions, but if the passion or drive for the goal or dream is not in you, you will find it hard to get motivated, not only to achieve the goal, but also to sustain it. Luckily, you have been leaving yourself clues all along regarding your interests and talents. Now you just need to find them.

Success leaves clues.

—Anthony Robbins



exercise 1.1

Clues in Your Life

Take a few minutes to jot down your answers to the following:

1. List some of your childhood wishes.

2. List compliments you most frequently receive (now and in the past).

3. Whom do you admire?

4. If you could be paid to do what you most enjoy, what would you be doing?

5. What are some things you are naturally good at without really trying?

6. Name two or three of your unique qualities, such as creativity or helpfulness.

Cyber Trip 1.1

H.O.T.S. Survey: If You Are Doing What You Love, Who Are You? To complete this activity, visit <http://oneminutemillionaire.com/hots-survey/>. This quick survey will help you understand more about your work preferences and will reveal some of your innate strengths. You can use this information for insight as you search for your ideal job.

When you are finished taking the survey, write down some of the descriptions from your survey results.

1. Your role:

2. Your approach:

3. A few key words or phrases that describe you:

4. What you contribute to the team:

5. Some of your weaknesses:

6. What you do by instinct:

The survey answers will help you begin framing your career preferences.

SELF-CHECK

1. What does J.O.B. stand for?
2. What is the difference between a job and a career?
3. Explain the statement *“Do what you love and the money will follow.”*

» LO 1-3 The Importance of Effective Goal Setting

Learning how to create and achieve goals is crucial, not only for landing your dream job, but also for soaring in your career. All too often, long-range goals are neglected. The need to pay bills forces us to seek employment—a job. Consequently, many jobs turn into careers by default. The result is often job dissatisfaction. You are not alone if you sometimes feel there are “no good jobs out there.” Consider Deb Smart’s story that follows. Deb is studying health care