

MANAGING YOUR CAREER IN TIMES OF ECONOMIC UNCERTAINTY

While hiring is slowing, there are still open positions. Here are 10 tips for managing your career in a fierce market.

1. Be the best you can be within your profession.

Identify those key selling points that competition. This is important not only for those looking for a job, but also for those who wish to keep their current jobs.

2. Brand yourself.

How are you marketing yourself? This is the time to be public in your search. Are you creating demand for your services and expertise?

3. Network constantly and consistently.

Try joining a business networking site like LinkedIn.

4. Develop an ongoing relationship with a qualified recruiter with whom you feel comfortable.

Being included in a database isn't enough. Your goal is to become the candidate of choice for that hidden job opening.

5. Be prepared to unleash your entrepreneurial side.

Demand has increased for freelancers, which you can do as self-employed or working for an agency or corporation. Sologig.com is a site that hosts jobs just for freelancers and contractors.

6. If you are out of work, form a "consortium" ...with other professionals where you can complement each other's skills and offer services to clients.

7. Embrace change.

Keep your skills up to date. Consider creating a personal Web site or taking a class.

8. Prepare for an evolving job market.

Look for trends in the areas of increased hiring. Growth industries and areas include health care, education and green living.

9. Your resume is your own personal advertisement.

Highlights your accomplishments with quantifiable results, not merely details your job description.

10. Pay attention to the employer's specs or job posting and respond accordingly.

Candidates whose backgrounds don't match client credentials or job requirements won't get much attention.

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Managing Your Career in a Fierce Job Market: How to Get Ahead, By Kate Lorenz, Editor –

CareerBuilder.com. <http://jobs.aol.com/article/a/managing-your-career-in-a-fierce-job/20080415165709990010>

QUESTIONS TO HELP DEVELOP A GOOD CAREER PLAN

1. **What are the common steps (i.e., decisions and actions) that other people have taken to prepare for and to enter the occupation I have chosen?**
 - a. Read occupational literature, such as the **Occupational Outlook Handbook** published by the US Department of Labor.
 - b. Talk to human resources personnel and employment recruiters who hire people in your chosen field.
 - c. Talk with people who have or are now working in your occupation, to identify the common steps.

2. **What obstacles might I encounter as I attempt to reach my career goal, and what resources can I call upon to overcome each obstacle?**
 - a. Talk with individuals who have actually worked in or are currently working in your chosen field.
 - b. Talk with academic and career counselors are a good source of information as they have assisted others in dealing with career obstacles and understand what resources are available to resolve problems.
 - c. The same occupational literature you use to answer the first question can also be very useful here.

3. **How long should it take me to complete each step I identify in the first question?**
 - a. Look to those who have or are currently working in the occupation you're interested in. They've taken the steps, so they know how long each can take.
 - b. Assign a starting and ending date to each step in your plan to give yourself a barometer to measure your progress.

4. **What step should I take first, second, third and so on to reach my ultimate career goal -- to land a position in my chosen field?**

If these steps are not obvious to you after answering the first question, then speaking with a career planner or academic/career counselor can help you determine the order in which you pursue your career plan.

Career planning is neither difficult nor time-consuming if done properly. The above steps can be completed in a matter of a few days or weeks of part-time work. Whatever work is required, the end result of careful career planning can be finding a spot in your dream career.

Career Planning Step-by-Step, by James Gonyea. Monster.com

<http://career-advice.monster.com/selfassessment/management/Career-Planning-Step-by-Step/home.aspx>

TIPS FOR ESTABLISHING CAREER GOALS

1. **Begin with a Thorough Self-Assessment** – Through the use of personal awareness techniques, peer-assessment surveys, professional testing or counseling, identify your interests, skills, values, needs and behavioral traits.
2. **Take time to do the Research** – Using what you've learned about your interests, review various sources of occupational information to identify occupations you feel best match your interests.
3. **Learn More** – Research detailed information on jobs, careers, companies that employ people in your new career area.
4. **Make a Tentative Career Decision**
5. **Test Your Decision** - Do something to get a feel for the real job. Take a related course, work as a volunteer, shadow a professional worker for a day, interview several people working at the job or take a part-time job within your chosen field. Do something to get a feel for the real job.
6. **Make a Final Career Decision**
7. **Develop Your Career Action Plan** (See Attached)

SOURCE: Select the Right Career Path, by James Gonyea. Monster.com

<http://career-advice.monster.com/job-search-essentials/career-changers/entry-level-jobs/Select-the-Right-Career-Path/home.aspx>

COMPUTER SCIENCE CAREER PATH

Computer science (CS) spans the range from theory through programming to cutting-edge development of computing solutions. The work of computer scientists can take one or more of these paths.

- Career Path 1: **Designing and implementing software.** This refers to the work of software development which has grown to include aspects of web development, interface design, security issues, mobile computing, and so on. This is the career path that the majority of computer science graduates follow.
- Career Path 2: **Devising new ways to use computers.** This refers to innovation in the application of computer technology. A career path in this area can involve advanced graduate work, followed by a position in a research university or industrial research and development laboratory; it can involve entrepreneurial activity such as was evident during the dot-com boom of the 1990s; or it can involve a combination of the two.
- Career Path 3: **Developing effective ways to solve computing problems.** This refers to the application or development of computer science theory and knowledge of algorithms to ensure the best possible solutions for computationally intensive problems. As a practical matter, a career path in the development of new computer science theory typically requires graduate work to the Ph.D. level, followed by a position in a research university or an industrial research and development laboratory.
- Career Path 4: **Planning and managing organizational technology infrastructure.** This is the type of work for which the new information technology (IT) programs explicitly aim to educate students.

Associate

As an A.T. Kearney Associate, you will be involved in every phase of a consulting engagement, from pre-proposal research through final implementation. Almost immediately, you will join a project team, working at a client location, sharing your ideas, and addressing CEO-level issues.

Manager

Managers at A.T. Kearney have project oversight on engagements. They are responsible for assigning specific tasks to the staff and making sure that the deliverables are scheduled and presented on time. Managers have opportunities for professional development and mentoring to help guide their career path and develop expertise in specific industry or service practices.

Principal

At A.T. Kearney, principals are elected to the position. Their everyday responsibilities involve development of engagement strategy and business development, while dealing directly with clients and managing client engagements. Principals also become involved in internal firm-building projects that create visibility within the firm and have other opportunities for career development.

Officer

Officers are involved in senior client relationship development and management. They partner with CEOs to create long-term strategies with each account, and may be responsible for managing the client relationship. Officers take an active role in the leadership of A.T. Kearney, and also in developing and executing the business strategy for the firm.

SOME STATISTICS

Survey Findings	Source
<p>The Bureau of Labor and Statistics reports that between 1990 and 2025 the labor force growth rate will plummet from 11.9 percent a year to .2 percent, due to fewer entrants and Baby Boomers retiring.</p> <p>Low-skilled and low-wage jobs, as well as managerial, technical and professional positions will be looking for employees to fill the ranks: (Source: The Future of Work Institute and Bureau of Labor Statistics Report 2002)</p>	<p>Asking for Directions: Finding Workable Career Paths, by Heller Ehrman, April 12, 2007.</p>
<p>A 2003 Catalyst study shows that more than 66 percent of employees look for a formal flexible work program with a new employer.</p> <p>When younger generations are surveyed, flexibility becomes an even more important criterion for evaluating a perspective employer.</p> <p>Catalyst found that of members in Generation X, 80 percent of the women and 70 percent of the men said that flexible work polices and programs are</p>	<p>Asking for Directions: Finding Workable Career Paths, by Heller Ehrman, April 12, 2007.</p>

important to their personal career advancement and satisfaction when choosing an employer. (Catalyst Viewpoints, 2003)															
In the latest Job Forecast from CareerBuilder.com and USA TODAY, 29 percent of employers plan to grow their number of full-time, permanent employees from April through June while 59 percent anticipate no change and 6 percent expect to decrease headcount. Six percent are unsure.	<p>Managing Your Career in a Fierce Job Market: How to Get Ahead, By Kate Lorenz,</p> <p>Editor – CareerBuilder.com.</p>														
<p>How working adults say they ended up in the career they are in:</p> <table border="0"> <tr> <td>Special Ed, Applied</td> <td>25%</td> </tr> <tr> <td>Studied in School</td> <td>18%</td> </tr> <tr> <td>Family, Friend</td> <td>18%</td> </tr> <tr> <td>Luck or Chance</td> <td>9%</td> </tr> <tr> <td>Trained for the Job</td> <td>9%</td> </tr> <tr> <td>Agency Job Offer</td> <td>8%</td> </tr> <tr> <td>Promoted Within</td> <td>6%</td> </tr> </table>	Special Ed, Applied	25%	Studied in School	18%	Family, Friend	18%	Luck or Chance	9%	Trained for the Job	9%	Agency Job Offer	8%	Promoted Within	6%	<p>USA TODAY: USA SNAPSHOTS, 2003</p>
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<p>Survey Findings</p>	<p>Source</p>														
The survey findings that generation Y's top life goals are to be rich (81%) and famous (51%) contrast with a 1967 study of college freshmen in which 85.8% said it was essential to develop "a meaningful philosophy of life," while 41.9% thought it essential to be "very well off financially."	<p>Gen Y's Attitudes Differ From Parents'. By Sharon Jayson, USA TODAY. 1/9/2007 http://www.usatoday.com/news/nation/2007-01-09-views_x.htm</p>														
<p>A majority of Generation Y workers (57 percent) are more optimistic about the career opportunities offered by their employers than are those from other generations, according to the <i>2007 State of the Career Report</i> released in March 2007 by consulting firm BlessingWhite.</p> <p>However, nearly half (46 percent) say their next career move will take them to a new employer.</p>	<p>Surveys Shed Light on Generation Y Career Goals, By Rebecca R. Hastings, SPHR, <i>March 2007</i></p>														
"They crave stimulation and fear boredom," says Dan Nagy, associate dean for global business development at Duke University, Durham, N.C. "The ultimate obscenity is to be in a boring job."	<p>Companies slow to adjust to work-life balance concerns of Gen Y. By Sharon Jayson, USA TODAY. 12/2006</p>														
Forty-eight percent of workers planning to leave their current positions in the next 12 months said they are looking for a job with	<p>20 Percent of Workers Plan on Changing Jobs in 2007. January 04, http://hr.blr.com/news.aspx?id=75163</p>														

<p>better pay and/or career advancement opportunities.</p> <p>Workers said the most important attributes they look for when job hunting are:</p> <ul style="list-style-type: none"> • Good career advancement opportunities (23 percent) • Company's stability and longevity in the market (23 percent) • Good work culture (20 percent) • Ability to offer flexible schedules (11 percent) 	
<p>"Thirty percent of workers say they are dissatisfied with their career progress, which can, in turn, adversely impact overall job satisfaction," said Rosemary Haefner, Vice President of Human Resources for CareerBuilder.com.</p>	<p>Workers Reveal Top 5 Barriers to Career Progress in CareerBuilder.com's Labor Day Survey. September 2, 2004.</p>
<p>Survey Findings</p>	<p>Source</p>
<p>"Forty-two percent of those who are dissatisfied with their career progress plan to leave their current positions, with 28 percent expecting to change jobs before the end of the year. These workers are ready to take advantage of improvements in the labor market this year to overcome career barriers and kick off their careers."</p>	<p>Workers Reveal Top 5 Barriers to Career Progress in CareerBuilder.com's Labor Day Survey. September 2, 2004.</p>
<p>With more than two workers retiring from the workforce for every new worker entering, employers must invest more to attract and retain top talent in a shrinking pool of candidates.</p> <p>Whereas in 2005, people over 65 represented less than 30% of the population 20 years of age and older, that figure could reach as high as 50% by 2030.</p> <p>In a recent study, 42% of employees rated career development opportunities as very important for job satisfaction</p>	<p>Using Career Paths To Retain Human Capital, By Andrew Mariotti. December 2006 www.shrm.org</p>

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Companies slow to adjust to work-life balance concerns of Gen Y. By Sharon Jayson, USA TODAY, 12/8/2006.

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http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr140&sd=9%2F2%2F2004&ed=12%2F31%2F2004&cbRecursionCnt=1&cbid=61099f46cc2744e9924f2af0ca2d336d-265346418-JB-5&ns_siteid=ns_us_g_pPERCENTAGE_OF_WORKERS

CAREER PLANNING – CAREER PATHING RESOURCES

The Internet is a wealthy resource of career development and planning information and assistance. Companies, colleges & universities, state governments, HR consulting & recruiting firms and others are sources for excellent information. Following are just a few examples of the help that can be found.

ISEEK -- Minnesota's gateway to career, education, employment and business information -
- <http://www.iseek.org/sv/index.jsp>

MONSTER CAREER ADVICE – Monster Job Profiles; <http://jobprofiles.monster.com/>

CONNECTICUT CAREER PATHS
www.ctdol.state.ct.us/lmi/careerpaths.pdf