CAREER PLANNING

Career planning is an important, ongoing process. It is important because the career you choose will affect the quality of your life and will help to determine the respect and recognition you receive. Throughout your lifetime you are likely to make three or four career changes. (Susan Bernard, Getting the Right Job, AT&T’s College Series, Elizabeth, NJ: AT&T College Market, 1988), p. 6)

Establish A Career Objective

One early important step in the planning process is to define your career objective.

The career objective may indicate your area of interest (such as finance or sales), the sort of organization you would like to work for (such as banking or manufacturing), and the level of the position you want. (William H. Cunningham, Ramon J. Aldag, and Christopher M. Swift, Introduction to Business, 2d, ed. (Cincinnati; South-Western Publishing Co., 1989), 620.).

Complete a Personal Inventory

Another useful step in career planning is to develop a personal profile of your

skills, interests, and values.

Skills. An analysis of your skills is likely to reveal that you have many different

kinds.

Functional skills determine how well you manage time, communicate, motivate people, write, etc.

Adaptive skills determine how well you will fit into a specific work environment. These skills include personal trains such as flexibility reliability, efficiency, thoroughness, and enthusiasm for the job.

Technical or work content skills are required to perform a specific job. These skills may include such things as keyboarding, accounting, computer operation, and language usage skills. (Adela Schelle, “Deciding What You What To Do,” Business Week Careers, 1988 ed., 7.)

Interests. “Interests refer to the things that you like or dislike.” (Bernard, Getting the Right Job, 1-2.) By listing and analyzing them you should be able to identify a desirable work environment. For example, you list is likely to reveal if you like to work with things or people, work alone or with others, lead or follow others or be indoors or

outdoors.

Values. Values are your priorities in life, and you should identify them so you can pursue a career which will improve you chances to acquire then. Some of the more obvious values include the importance you place on family, security, wealth, prestige, creativity, power, independence, and glamour.