

# 6 Steps to a Job You Love!

1

2

3

4

5

6

Land the Job!



*Career Success  
for Women & Youth*

## ***Step 3:***

***What's Hot?  
Identify the Latest Trends***

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### **Step 3: What's Hot? Identify the Latest Trends**

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## ***Questions to Consider When Researching National, State, and Local Employment Trends***

| <b>Questions</b>   | <b>Yes</b> | <b>No</b> |
|--|------------|-----------|
| 1. Are you aware of the short and long-term trends for employment opportunities in: <ul style="list-style-type: none"> <li>a. The industries in which you have been employed in the past?</li> <li>b. The occupations in which you have been employed in the past?</li> <li>c. The geographical area in which you live now?</li> <li>d. Other geographical areas of the state?</li> <li>e. Other geographical areas of the country?</li> </ul> |            |           |
| 2. Are you aware of the occupations that are the highest paid in the: <ul style="list-style-type: none"> <li>a. Region?</li> <li>b. State?</li> <li>c. Nation?</li> </ul>  |            |           |
| 3. Do you know which occupations and industries are considered high demand or emerging occupations or industries?  |            |           |
| 4. Are you aware of the skills, education, and training required for various high demand or emerging occupations?  |            |           |
| 5. Are you aware of the average salaries being paid for jobs in high demand or emerging occupations?   |            |           |
| 6. Are you planning to limit your job search to the same occupation and industry in which you have been employed in the past?  |            |           |

# Use Self-Assessments to Identify Interesting Careers

**Personal Career Profile (i.e., "Ideal Preferences", continued)**

Directions: In reviewing your responses from the previous pages, summarize the most important components from each section below.

**Ideal Work Environment:**

Enjoyable Aspects of Your Work History (page 17):

**Personal Career Profile (i.e., Ideal Preferences Summary)**

Directions: In reviewing your responses, from the previous page, summarize the most important components from each section below.

**The Big Picture of What You Might Enjoy in Your Life:**

Things Still to Accomplish from your Bucket List (page 10):

Key Elements of Your Ideal Work Day (page 11):

Preferred Work-Style Considerations (page 12):

Key Elements of Your Ideal Play Day (page 12):

**Strengths, Interests, Values:**

Top Work Strengths (page 14):

B. Top Personal Interests (page 15):

Top Work Values (page 16):

## Personal Career Profile & Career Transition Plan (Step 2, pages 20, 21, & 28)

**Career Transition Plan: Example (Experienced Professional Transitioning from Manufacturing to Healthcare)**

Based upon your evaluation of your ideal preferences and your assessment of your current situation, indicate which of the following options you will research and consider pursuing in the short term (now to 2 years) and the long-term (2 to 5 years). Provide a brief description of the options you plan to pursue.

| Options   | Previous Job: Purchasing/Manufacturing | Short-term | Long-term |
|---|--|------------|-----------|
| <b>Employment Options:</b>  |  |            |           |
| • Full-time Employment in Similar Job/Same Industry:  |  |            |           |
| • Full-time Employment in Different Job/Same Industry:<br><i>Sales/Manufacturing</i>  |  | X          |           |
| • Full-time Employment in Similar Job/Different Industry:<br><i>Purchasing/Healthcare</i>   |  |            | X         |
| • Full-time Employment in Different Job/Different Industry:<br><i>Sales/Healthcare</i>  |  |            | X         |
| <b>Cash Flow Options:</b>   |  |            |           |
| • Part-time Employment:   |  |            |           |
| • Free-lance or Contracted Employment:  |  |            |           |
| • Self-employment:  |  |            |           |
| o Home-based business:<br>1) <i>Mary Kay Cosmetics</i> ; 2) <i>Jewelry Design &amp; Sale</i>  |  | X          |           |
| o Professional services business:   |  |            |           |
| o Product manufacturing or distribution business:   |  |            |           |
| o Product-oriented retail business (with storefront):   |  |            |           |
| o Product-oriented mail-order business:   |  |            |           |
| o Internet web-based product/service business:  |  |            |           |
| <b>Enhancing Skills:</b>  |  |            |           |
| • Volunteer Opportunities: <i>Volunteer at Hospital Store</i>   |  | X          |           |
| • Workshops/Seminars: <i>Sales Techniques (Community College)</i>   |  | X          |           |
| • Vocational or Certificate Training Program(s) for a New Job/Career:<br><i>Health Care Administration Certificate?</i>                 |  |            | X         |
| • College/University Degree for a New Job/Career:   |  |            |           |
| <b>Building Relationships:</b>  |  |            |           |
| Coaches or mentors: <i>Career Coach; friend who is a Health Care Administrator; friend who is a Pharmaceutical Sales Representative</i> |  | X          |           |
| Organizations/groups to expand your network: <i>Linked In Healthcare Discussion Group</i>   |  | X          |           |

Style Preferences  
<http://Keirsey.com>

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are the cornerstone of society. For they are given to serving and preserving our most important social institutions.

**IDEALISTS**

Idealists are passionately concerned with personal growth and development. Their quest for self-knowledge drives their imagination.

**RATIONALS**

Rationals are the problem solving temperament. They are rigorously logical and value competence and ingenuity above all.

**ARTISANS**

Artisans want to be where the action is. Spontaneous, adaptable, and competitive, they believe today must be enjoyed.

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"Our attempts to reshape others may produce change, but the change is distortion rather than transformation."

- David Keirsey, PhD "Please Understand Me II"

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**The Keirsey Temperament Sorter (KTS®-II)**

is relied upon as the world's leading assessment for individuals, teams, and organizations. We deliver actionable, personal, and organizational insights addressing the opportunities and challenges relating to your most valuable asset: your people.

- Used by more than 40 million people.
- Used by companies from start-ups to the Global 1000.
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- Used by Government and non-profit organizations.

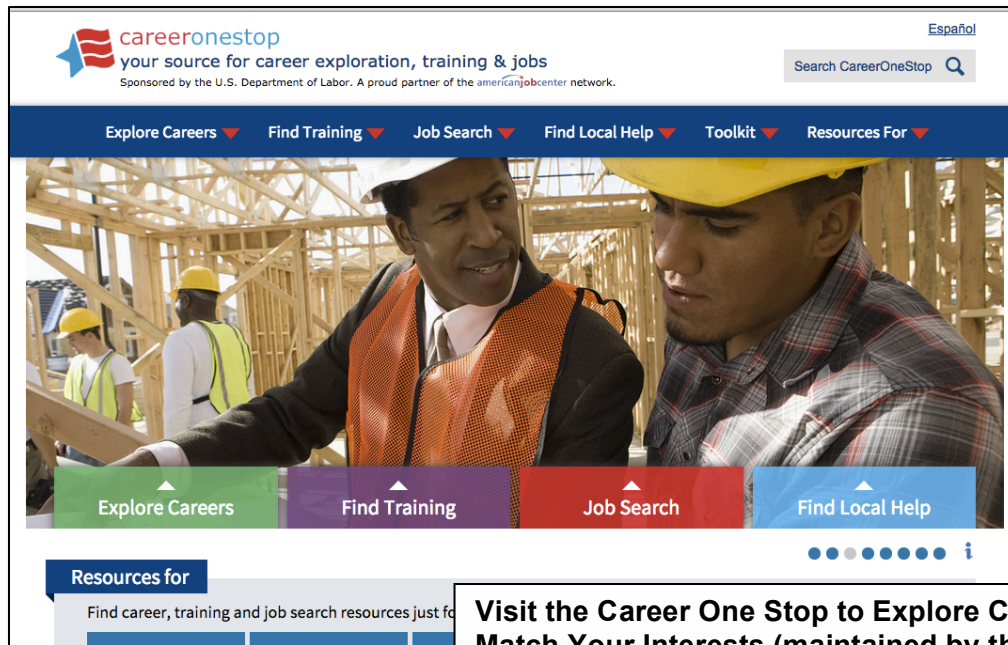
**Performance Through Understanding**

**MOTOROLA**

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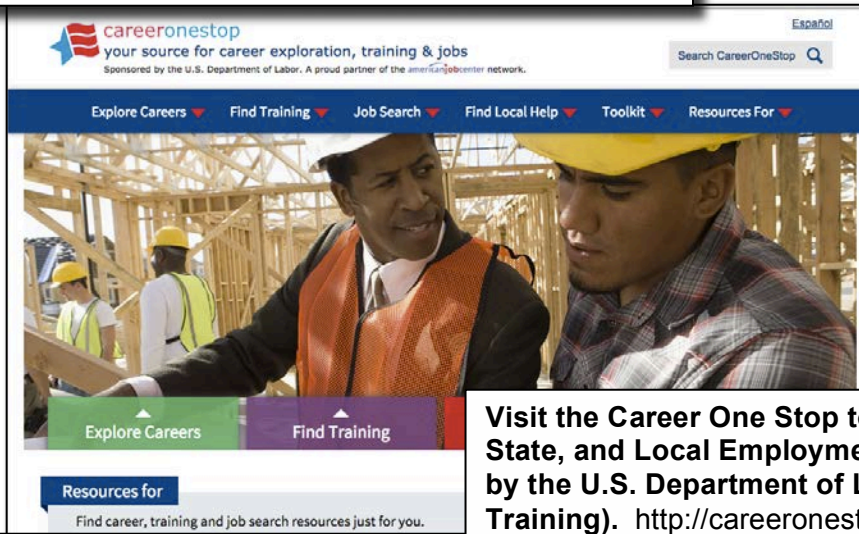
## Use Online Assessments to Identify Interesting Careers



Visit the Career One Stop to Explore Careers that Match Your Interests (maintained by the U.S. Department of Labor, Employment, and Training).  
<http://careeronestop.org>

- Select **Explore Careers** from main menu bar.
- Select **Self Assessments**; Select **Interest Assessment**;
- Under **“Take an Interest Assessment”**:
  - To take a short interest assessment, select **“Interest Assessment”**, and then **“Start Assessment”**. Indicate your interest level for each activity, from strongly dislike to strongly like.
  - Your RIASEC score will be automatically calculated based upon your responses.
  - Occupations that match your interests are listed from “best match” to “least match”.
  - On the left hand column, you can filter down your results based on the “Experience or education needed” or the occupations that match “best” vs. “least”.
  - Select an occupation for a brief snapshot of that occupation. Note the “Related Occupations” list on the left.
  - Select the links to “See more wages”, “Find job openings”, “Find local training”, or “More tasks”.
  - Click the “download” button on the bottom of the page if you want to save this occupation snapshot.
- **For a more in-depth Interest Assessment**, return to **Explore Careers** from main menu bar, **Self-Assessments**, **Interest Assessment**, and under **“Take an Interest Assessment,”** select **“O\*NET Interest Profiler on My Next Move.”**
  - Indicate your interest level for each activity, review your RIASEC score, and check out the occupations that match your interests.
- **For more opportunities to explore careers based on your interests**, click on the **“MY NEXT MOVE”** logo at the top left of the page.
  - Explore career options by searching careers with key words or browsing careers by industry.
- The next page provides information on how to explore careers and occupations more in-depth, assessing the skills, knowledge, abilities, education, and training required, and short and long-term trends.

# Research National, State, & Local Occupation and Industry Trends



Visit the Career One Stop to Research National, State, and Local Employment Trends (maintained by the U.S. Department of Labor, Employment, and Training). <http://careeronestop.org>

- Select **Explore Careers** from main menu bar.
- Select **Learn About Careers**; Select **Career Profiles**; Select **Occupation Profile**.
- On left hand menu, **Occupation Information**:
  - If you are a veteran, select **Military to Civilian Occupation Translator**.
    - Select **MOC Code, Keyword, or Menu** to conduct a search.
  - Select **Fastest Growing Occupations**.
    - Select **Education Level: Overall** and **Continue**. View top 50 occupations in the country.
    - Select the **State** and **Continue** to view top 50 occupations in a specific state.
    - Select an Occupation.
    - At the bottom of the Occupation Profile, you will see a box labeled **Modify Occupation Profile**, **Select All**, and **Update** to see the complete profile for this occupation.
    - To research the salary forecasts for an occupation, under **State and National Wages**, select:
      - **Median Wage by Occupation Across States**
      - **Compare Wages by Occupation and Local Area**
      - **Compare Wages by Metropolitan Areas**
    - To research the employment trends, under **State and National Trends**, select:
      - **Employment Trends by Occupation Across States**
      - **Compare Employment Trends by Occupation**
- Scroll to the top of the Occupation Profile page to return to the Occupation Information Menu at the top left:
  - Select **Most Openings or Highest Paying Occupations**:
    - Select **Education Level: Overall** and **Continue**. View top 50 occupations in the country.
    - Select the **State** and **Continue** to view top 50 occupations in a specific state.
    - Select an Occupation.
- Scroll to the top of the Occupation Profile page to return to the Occupation Information Menu at the top left:
  - Select **Occupation Profile** from the menu.
    - Use either the Keyword Search or Menu Search to find an occupation of interest to you.
    - If you use the Keyword Search, the site will return the occupational titles that most closely match the keywords you used. Select the **Occupational Title** you want and **Continue**.
    - Select the **State** and **Continue**.
    - Check out the employment and salary forecasts for an occupation by following the instructions above, detailed under **"Fastest Growing Occupations"**.
- Scroll to the top of the Occupation Profile page to return to the Column Menu at the top left:
  - Select **Career Tools** from the menu:
    - Select **Business Finder**. Search employers by Industry, Occupation, Location (the easiest to use), or Keyword to find companies that you may want to research to identify whether they could have an opportunity that would fit with your Career Plan.



## Research Education & Training Programs

The screenshot shows the CareerOneStop website. At the top, the logo reads "careeronestop" with a tagline "your source for career exploration, training & jobs" and a note "Sponsored by the U.S. Department of Labor. A proud partner of the americanjobcenter network." A search bar labeled "Search CareerOneStop" is in the top right, with a "Español" link nearby. A blue navigation bar contains links: "Explore Careers", "Find Training", "Job Search", "Find Local Help", "Toolkit", and "Resources For". Below this is a large banner image of three people working at computers, with a "Find Training" button overlaid. On the left, a sidebar menu includes "Find Training", "Types of training", "Pay for training", and "Find your path". The main content area features a "Find Local Training" section with the instruction "Find training programs, colleges, and universities in your local area." It includes two input fields: "Occupation, school, or program" (with a "Keyword" placeholder) and "Location" (with a "City, State, or ZIP code" placeholder), followed by a "Search" button. Social media icons for Facebook, Twitter, LinkedIn, and Google+ are also visible.

**Use the Career One Stop to Research Education & Training Programs in the Local Area and Around the Country**  
<http://www.careerinfonet.org/edutaining>

At the **Career One Stop**, you can research education and training providers offering programs in your local area and throughout the United States. You can search by occupation, institution name, instructional program, keyword, and geographical area.

1. On the main menu, select **Find Training**.
2. In the search box, **Find Local Training**, enter an occupation, school, or program, along with a city, state, or zip code.
3. To research the cost of training and financial aid options, on the left hand menu, select **Pay for Training**.
4. Select **Net Price Calculator** to use a tool to assess the cost of attendance at a university or college.

## Research Federal Student Aid (FSA) Opportunities

**Federal Student Aid** is the comprehensive source for free information from the U.S. Department of Education for preparing for and funding education beyond high school. This site provides extensive information on a variety of grant, campus-based aid, and loan programs for students pursuing a postsecondary education. Each program has specific eligibility requirements, funding amounts, application requirements, disbursements procedures, and payback requirements (for loans). Federal Student Aid is a valuable, user-friendly site designed to walk you through the process easily!

The image displays two screenshots of the Federal Student Aid website. The top screenshot shows the homepage with the following elements:

- Header: "Federal Student Aid" logo, "An OFFICE of the U.S. DEPARTMENT of EDUCATION", "PROUD SPONSOR of the AMERICAN MIND®", and a search bar.
- Navigation tabs: "Prepare for College", "Types of Aid", "Who Gets Aid", "FAFSA: Applying for Aid", and "How to Repay Your Loans".
- Main content area: A banner with the text "Minds can achieve anything. We make sure they get to college. At Federal Student Aid, we make it easier to get money for higher education." Below this is a grid of five topic cards: "HOW DO I PREPARE FOR COLLEGE?", "WHAT TYPES OF AID CAN I GET?", "DO I QUALIFY FOR AID?", "HOW DO I APPLY FOR AID?", and "HOW DO I MANAGE MY LOANS?".

The bottom screenshot shows the "Types of Aid" dropdown menu expanded, listing the following options:

- Grants and Scholarships
- Loans
- Work-Study Jobs
- Tax Benefits
- Avoiding Scams
- Scholarship Search (with a "LEARN MORE" button)

Overlaid on the right side of the bottom screenshot is a text box with the following content:

**Student Aid on the Web**  
**<http://studentaid.ed.gov>**  
Get advice and information on how to choose a school, complete college applications, apply for financial aid (grants, loans), calculate repayment plans, etc.



**FederalStudentAid** | PROUD SPONSOR of the AMERICAN MIND®  
An OFFICE of the U.S. DEPARTMENT of EDUCATION

Search StudentAid.gov

Prepare for College | Types of Aid | Who Gets Aid | **FAFSA: Applying for Aid** | How to Repay Your Loans

Minds can achieve anything. We make sure they get to college.  
At Federal Student Aid, we make it easier to get money for higher education.

Estimate Your Aid  
Filling Out the FAFSA  
Next Steps

Free Application for Federal Student Aid (FAFSA)  
Ready to fill out the FAFSA now? Go to the FAFSA website! **LEARN MORE >**

HOW DO I MANAGE MY LOANS?  
Choose a repayment plan, pay on time, avoid default, and get help with problems.

Learn how to submit your Free Application for Federal Student Aid (FAFSA®), how aid is calculated, and how you'll get your aid.

## **“Free Application for Federal Student Aid” (FAFSA)**

FAFSA walks you through the application process step-by-step.

### **Use the FAFSA Forecaster to Estimate Your Eligibility for Federal Student Aid**

Use the FAFSA Forecaster to:

- Calculate your eligibility for federal financial aid, including grants.
- Reduce the time it will take to complete the Free Application for Federal Student Aid (FAFSA<sup>SM</sup>), the qualifying form for all federal student financial aid.

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Search StudentAid.gov

Prepare for College | Types of Aid | Who Gets Aid | **FAFSA: Applying for Aid** | How to Repay Your Loans

Minds can achieve anything. We make sure they get to college.  
At Federal Student Aid, we make it easier to get money for higher education.

HOW DO I PREPARE FOR COLLEGE?  
Learn about exploring careers, choosing and applying to schools, and taking required tests. Use

WHAT TYPES OF AID CAN I GET?  
Read about the types of financial aid available from the government and other sources: grants, and work-

DO I QUALIFY FOR AID?  
Most people are eligible for financial aid. Find out who gets aid, how to stay eligible, and how to get eligibility back if you've lost it.

HOW DO I APPLY FOR AID?  
Learn how to submit your Free Application for Federal Student Aid (FAFSA®), how aid is calculated, and how you'll get your aid.

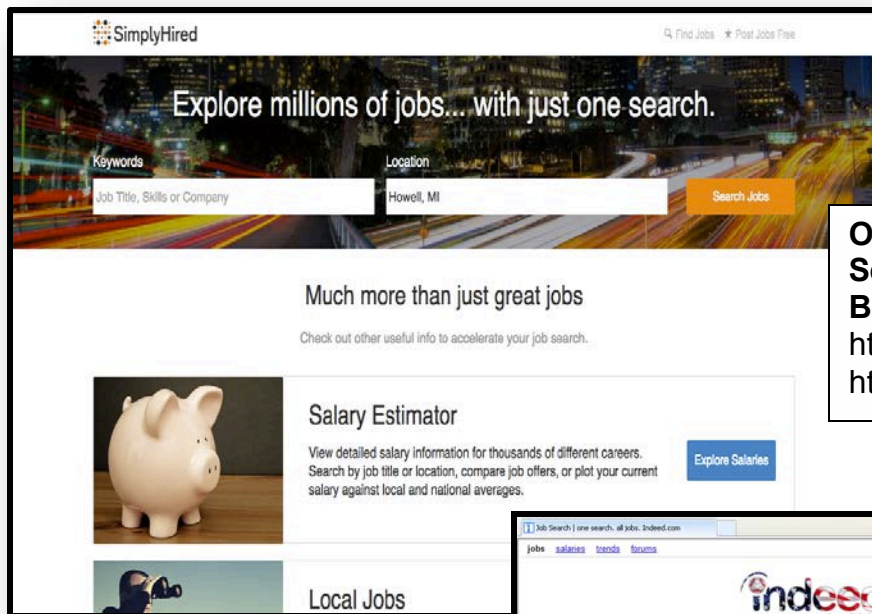
Understanding Repayment  
Loan Consolidation  
Deferment and Forbearance  
Forgiveness, Cancellation, and Discharge  
Understanding Default  
Resolving Disputes

Repayment Estimator  
Estimate your monthly loan payments and evaluate repayment plan options. **LEARN MORE >**

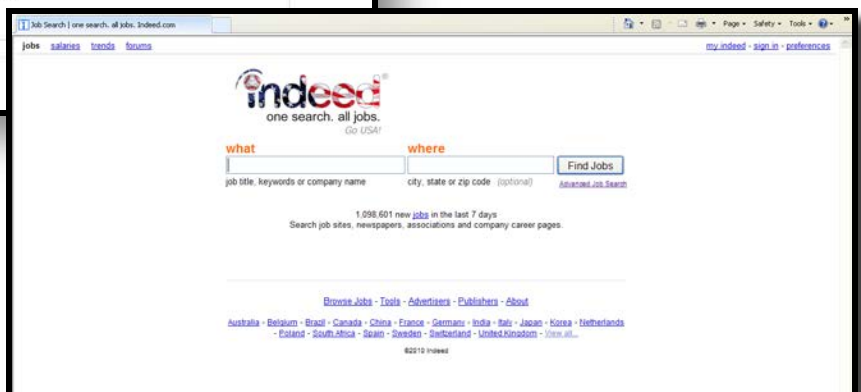
## ***Questions to Consider when Exploring Education & Training Opportunities:***

| <b>Evaluating Education/<br/>Retraining Opportunities</b>  | <b>Option 1:</b> | <b>Option 2:</b> | <b>Option 3:</b> | <b>Option 4:</b> | <b>Option 5:</b> |
|--|------------------|------------------|------------------|------------------|------------------|
| On a scale of 1 to 5, how well does this option fit with your previous experience and your career goals?   |                  |                  |                  |                  |                  |
| What are the employment trends for this occupation?  |                  |                  |                  |                  |                  |
| What are typical salaries for employees in this occupation?  |                  |                  |                  |                  |                  |
| How long will it take to complete the program?   |                  |                  |                  |                  |                  |
| How much does the program cost (tuition, books, fees, etc.)?   |                  |                  |                  |                  |                  |
| What support systems do you need to make this possible (i.e., transportation, childcare, etc.)?  |                  |                  |                  |                  |                  |
| How will you cover your living expenses while in school?   |                  |                  |                  |                  |                  |
| What financial aid options are available (if desired)?   |                  |                  |                  |                  |                  |
| Would you take this program if no financial aid were available?  |                  |                  |                  |                  |                  |
| Will you get a "return on your investment" (i.e., will you earn a high enough salary after you complete the program to cover the cost of the program)? |                  |                  |                  |                  |                  |
| <b>Rank order your program options based upon your evaluation of the above criterion.</b>  |                  |                  |                  |                  |                  |

# Use Job Boards & Search Engines to Research Trends in Job Opportunities



**Omnibus Search Engines to Search Thousands of Job Boards & Company Websites**  
<http://SimplyHired.com> &  
<http://Indeed.com>



SimplyHired.com and Indeed.com are search engines which will scour the Internet looking for job postings on over 3,000 job boards, such as Monster.com and CareerBuilder.com, PLUS company/organization websites. In some cases, if you see a position of interest on SimplyHired.com or Indeed.com, you may be able to read the full job posting and apply for the position through these sites. In other cases, you may find a brief description of the opening with a link you to the job board or website where the full job posting is located. In this case, you may have to register with the job board (providing your email address and a password) in order to see the full job posting.

These sites can be helpful in researching the wording of job titles, the types of open positions available in a certain geographical area, salary ranges being offered, etc. Be sure to utilize the **Advanced Search** features (located to the right of the **"Find/Search All Jobs"** button at the top of the page after the first search results are returned). In addition, the column to the left of the search results provides extremely helpful ways to **Refine Your Search** instantaneously.

## NOTES: