

CAREER DEVELOPMENT & SELF-ASSESSMENT

**Career Services
UCD Graduate School of
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Career Success

- “Success is getting what you want. Happiness is wanting what you get.” ~ **Dale Carnegie**
- “My success, part of it certainly, is that I have focused in on a few things.” ~ **Bill Gates**
- “Take the pains required to become what you want to become, or you might end up becoming something you’d rather not be. That is also a daily discipline and worth considering.” ~ **Donald Trump**

Career Development

- Introduction
- Goals of Workshop
 - Introduce Concept of Career Development
 - Career Development Steps
 - 4 "P"s of the Job Search Process & Your Marketing Plan
 - Introduce Self Assessment Process
 - Career Leader & Refining Your View
 - Introduce Exploring Opportunities & Goal Setting

Career Development

- What Is Career Development?
 - Life-long process
 - Even if focused, must be prepared for change
 - Careers are dynamic
- Career Development Steps
- Marketing You-The "4 Ps" & Your Career Marketing Plan

Career Development Steps

- Self-Assessment
- Exploring Opportunities
- Goal Setting
- Designing Strategies
- Implementing Strategies
- Evaluating & Negotiating
- Work Adjustment
- Change

Marketing You - the "4 Ps"

- Product
 - Self-Assessment
- Promotion
 - Job Search/Networking
- Place/Positioning
 - Interviewing
- Price
 - Negotiation
- Your Career Marketing Plan

Self-Assessment - Why Bother?

- Product Knowledge & Positioning
- Important First Step-Sets Tone for Search
- Will Make All Other Steps Along the Way Much Easier
- Career v. Job

The Benefits of a Career that Fits

- You enjoy better health, a longer life, more vitality
- You have enhanced personal & professional relationships and are more fun to be around
- You're more successful & more productive
- You have heightened self-esteem
- You become a better role model for children
- You have a deeper, richer, more authentic sense of humor
- You look forward to life
- You lead a life that counts

• from [The Pathfinder](#) by Nicholas Lore

Where to Start

- Your Skills & Abilities
- Your Interests
- Your Values

Your Skills & Abilities

- Experience-Based Skills
- Self-Management Skills
- Transferable “Life” Skills

Your Interests

- People
- Data
- Things

Your Interests

- Type of Work Environment
- R-I-A-S-E-C
 - Realistic*
 - Investigative*
 - Artistic*
 - Social*
 - Enterprising*
 - Conventional*
- **Party Exercise**

Your Values & Culture

- A Note on Corporate Values
- Values Dictate the **Corporate Culture**
 - Consider:
 - Level of Communication
 - Lifestyle (Work/Life Balance)
 - Pace of Change
 - Valuing the “Team” vs. the “Star”
- **Values Exercise**
- Changes in Organizational Beliefs
 - Traditional v. Emerging

Career Leader

- Brief Overview
 - BCII = Interests
 - MPRP = Values
 - MPAP = Skills
 - Professional Report; Culture; 360° Feedback
- Using Career Leader
 - How to Refine your View

Refining Your View

- Begin with Interests
- Look at Work Reward Values
- Look at Abilities
- Companies Must Pass All 3 “Screen Tests”
- Next Stage of Research
- Functional Area Most Important

Choosing an Industry

- Resume Leveraging
- Enthusiasm for Products or Services
- Geography
- Growth Potential

Right Job with the Right Company

- Learning Potential
- Career Path Options
- Company's Position
- Company's Culture (Culture Fit)

After the Assessment

- Ideal Job Worksheet
- Exploring Opportunities/Start Research
- Setting Goals
 - S**pecific
 - M**easurable
 - A**ttainable
 - R**ealistic
 - T**imely
- **Goal-Setting Exercise**

Words of Wisdom

- “Success depends on your backbone, not your wishbone.” -*Unknown*
- “If opportunity doesn’t knock, build a door.”
- *Milton Berle*
- “Find out what you like doing best and get someone to pay you for doing it.”
-*Katherine Whitehorn*