

8.1 Job-Search Strategies

Think About It

No matter who you are or what you are interested in, you will, at some point in your life, need to find a job. We all need jobs so we can receive the income we need to live. But how do you go about finding a job? Where do you look, and how do you find the right one? Read on to find out.

Conducting a Self-Analysis

Before you can look for a job, you need to understand yourself. Think about what interests you, what you enjoy doing, your strengths, and your goals. You might want to take an online self-assessment or aptitude test to help you get started. Then, brainstorm some possible jobs or career fields that align with what you've learned about yourself. You have to know yourself so you can understand how to find a job that fits you. Conducting a self-analysis can also help you be prepared when interviewers ask you about yourself.

Sources of Job Information

Once you have an idea of what you are looking for, it is also important to become familiar with sources of job information. These include:

- Government websites such as the Bureau of Labor Statistics
- Job board websites such as Indeed, Monster, CareerBuilder, and Glassdoor
- Company websites
- Your city or town's chamber of commerce
- Recruiters and employment agencies
- Friends, family, and other personal contacts
- Professional organizations and clubs
- Job fairs and hiring events

Steps in Conducting a Job Search

Once you have gotten to know yourself and learned how to use sources of career information, you can start your job search. Here is a process you can follow:

1. Set professional goals.
2. Research job opportunities that align with your goals.

3. Decide what type of job you are seeking.
4. Prepare your résumé, cover letter, references, and LinkedIn account to align with your desired job.
5. Search job sites using appropriate keywords and phrases related to your desired job.
6. Search the “Careers” or “Hiring” section on company websites.
7. Start networking with your contacts and people related to companies of interest.

Job-Search Best Practices

- Filter your job search using location, company types, industries, skills, experience level, etc.
- Ask friends, family, teachers, etc. for help.
- Search using different versions of phrases (“server,” “waitress,” “restaurant jobs”).
- Sign up for job alerts related to your field.
- Don’t be afraid to reach out to a company you like, even if they do not have open positions advertised.
- Consider using employment services such as agencies and recruiters.
- Keep track of your job-search process.
- Don’t give up! Finding the right job takes time, effort, and perseverance.

Activity:

Compile a list of local agencies and resources you could access for employment information. Categorize your findings as print materials, public agencies, private agencies, and online sources; share findings with a small group of students who have similar career interests; add on to your lists; and keep your lists for further use.

Print materials

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Public agencies

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Private agencies

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Online sources

1.

8.2 Preparing a Résumé

Think About It

Trevor notices a “Help Wanted” sign in the window of his favorite restaurant. Trevor is instantly excited because he has been looking for a job. He walks inside and asks to talk to someone about a position. Trevor strikes up a conversation with the manager, and things are going great. They are getting along, and the position sounds like it would be a perfect fit for Trevor’s schedule.

“One last thing,” the manager says as the conversation ends. “Do you have a copy of your résumé?”

Trevor’s heart sinks. He doesn’t have a résumé prepared! He will have to put one together before he can apply for the job. If Trevor had already created a résumé, he might have been hired on the spot! Creating a résumé is one of the most important pieces of the job-seeking process.

Purposes of Résumés

A résumé is a written summary of your employment history, education, and other qualifications submitted when you apply for a job. It tells employers everything they need to know about you to determine whether you’d be a good fit for a position. A résumé is important because it is the first impression that job candidates leave on hiring managers. Hiring managers use résumés as a screening tool to decide which candidates they want to interview. Without using résumés, it would be difficult for companies to identify qualified candidates. It would also be difficult for candidates to attract attention. Résumés are the best way to promote yourself and highlight your best qualities.

How To Prepare a Résumé

1. Keep a record of your work, education, and references.
2. Decide on an organizational structure and format.
3. Add contact information, including your name, email, phone number, address, and website.
4. Add a summary of your qualifications.
5. Add your employment history, including your job titles, employers, dates of employment, and job duties.
6. Add your education, including your schools, degrees, dates of study, and relevant coursework.
7. Add your relevant technical or career-related skills.

Best Practices for Preparing a Résumé

- Use correct, appropriate, and consistent grammar, spelling, and punctuation. Errors convey carelessness and a lack of effort.
- Keep it simple and concise.
- Highlight your accomplishments.
- Use strong action verbs, numbers, and data whenever possible.
- Optimize your résumé for keyword search.
- Use white space, bullet points, bold and italic, and appropriate fonts. A neat, easy-to-read layout will attract attention and demonstrate professionalism.
- Be honest. Any inaccurate or misleading information will make you appear dishonest and unethical. It may even be illegal!
- Keep references available upon request.
- Customize your résumé for each position.
- Do not include photos/images unless requested.
- Provide a link to your digital portfolio/LinkedIn profile.
- Keep your résumé up to date and relevant, selecting only the most important information.
- Use online templates as a guide.
- Use an appropriate file format.

Activity:

Select one of the resume templates found here and build your resume: [13 Google Doc Resume Templates](#). (Select the "Make a copy" under the template you like. When finished, share the resume with your instructor, a parent/guardian, and a classmate to obtain feedback on the content and appearance of the résumé. Make modifications to the résumé as needed.

LINK TO RESUME:

Case Study:

Cooper is writing a resume. He wants to include volunteer experience as part of his church's ministry team because volunteering helped him develop strong leadership skills. However, he fears that the religious nature of the work could cause him to be discriminated against. He decides he can just leave out part of the ministry's title so it does not appear as a religious cause. Is Cooper's action ethical? (*Ethical Principles Involved: Integrity, Transparency*)

8.3 Writing a Letter of Application

Think About It

A company is hiring for a new position, and the HR department has received many résumés. However, it is having trouble narrowing down the pool of applicants. Almost all of the résumés are identical. The candidates all have similar experience, skills, and educational backgrounds. Ultimately, the candidates who are selected for an interview are the ones who have the best cover letters—or letters of application. A cover letter can set you apart and truly make your job application stand out.

Purpose of the Letter of Application

A letter of application, otherwise known as a cover letter, is a brief introduction that is attached to a job application and/or résumé. A cover letter sets up the reader to look at your résumé with the most important things in mind. It also gives you the opportunity to:

- Attract the employer's attention.
- Explain your experiences in a conversational or narrative way.
- Go in-depth about the most important qualifications.
- Customize the application for the position in question.
- Explain what makes you unique.
- Demonstrate your knowledge of the company.
- Display your writing skills.

When To Use a Letter of Application

Almost every job application requires a cover letter. Even if it is not required, including a letter with your application is a good idea. It can't hurt to provide more information about why you're the best candidate for the job. The letter should be uploaded or sent alongside your job application. Most online applications include a place to upload a cover letter. If you are sending your résumé via email, you can use your cover letter as the body of the email.

How To Write an Application Letter for a Job

1. Research the job and company.
2. Match the requirements of the job posting with your own qualifications.
3. Take note of the most important experiences and skills you want to highlight.
4. Add a heading with both your contact information and the employer's.
5. Write the introduction:
 - Add a polite salutation such as "Dear Mr./Ms. _____." Include the person's name if possible; if not, you can use "Hiring Manager" instead.
 - Mention the job for which you are applying and where you came across it.
 - Briefly state that you believe you are a great fit for the position and organization.
6. Write the body:
 - Briefly summarize your career as it relates to the position.
 - Explain how you can meet the employer's needs with your skills and experiences.
 - Focus on two or three major qualifications that are most relevant.
 - Use specific examples that prove your success.
7. Write the closing:
 - Thank the employer for their time.
 - Include details for following up.
 - Close the letter with "Sincerely," "Best," or "Thanks," and sign your name.

Best Practices for Letters of Application

- Customize the cover letter to the job and company.
- Use a template or a standard format that is neat and professional. This is one of the first parts of a job application that an employer will see, so it should show that you are a tactful, professional, organized person.
- Keep the length to one page or less.

- Use single spacing with space between each paragraph.
- Do not simply repeat your résumé.
- Tell the story of you.
- Generate interest—try to be creative and stand out from the crowd.
- Refer to a mutual connection if you have one.
- Use bullets when possible.
- Use a traditional, easy-to-read font.
- Use appropriate spelling, grammar, and mechanics.
- Proofread before sending.

Activity:

Pick a business in your area and write a letter of application for a job in which you are interested. When finished, get feedback from one other classmate and then submit. - Link:

Case Study:

Rex is writing a letter of application for a summer intern position at a local company. Rex has tremendous experience and skill, but he fears his cover letter and resume will be lost in the hundreds of resumes the company is sure to receive. Since Rex's aunt holds a high position with the company, she could easily recommend him for the internship. Rex asks his aunt to hand deliver his letter of application and resume. Is Rex's behavior ethical? (*Ethical Principles Involved: Integrity, Fairness, Respect, Rule of Law*)

8.4 Completing a Job Application

Think About It

When you apply for a job, you will likely have to fill out a job application. Whether you go to a company's website, attach an application via email, or apply in person, you'll need to know how to complete the application. More importantly, you'll need to know how to fill out the application in a way that gives you the best chance at getting the job. Read on to learn more about completing a job application.

The Purpose of a Job Application

Job applications are forms that companies use to collect employment information about candidates. They are usually found on the employer's website. A job application form generally includes the information from your résumé, plus additional details and questions. A job application helps employers keep track of information, evaluate and screen applicants, and obtain references. It is also used to confirm work eligibility, gain permission to perform background checks, and verify that the provided information is true.

Information Required for a Job Application

- Personal information such as your name, address, email, phone number, etc.
- Educational background:
 - Schools
 - Degrees
 - GPA
 - Relevant activities

Information Required for a Job Application (cont'd)

- Work experience:
 - Employers and contact information

- Job titles and responsibilities
- Starting and ending dates
- Salary information
- Reasons for leaving
- Skills and qualifications
- Work eligibility and demographic information for Equal Employment Opportunity
- References and/or referrals
- Supplemental questions

What Employers Consider

- Experience, education, and skills
- Neatness, completeness, and accuracy—Any errors or discrepancies will probably automatically disqualify you!
- Ability to follow directions
- Honesty—You might be reluctant to share that you were terminated from your last job, or you might be tempted to exaggerate your skills. However, if you lie on your application, you will likely be caught in that lie, which will hurt your employment chances.

How To Complete a Job Application Form

1. Organize your personal and employment information in advance.
2. Obtain references and gather their information.
3. Create an online account on the company's website (for online applications only).
4. Fill out your information. Import it from your résumé if possible to save time.
5. Answer additional questions.
6. Proofread and submit.

Job Application Best Practices

- Take your time.
- Save your work as you go.
- Double-check for errors.
- Make sure that your résumé matches the employment application exactly.

Activity:

Complete the Sample Job Application form for a job that interests you and submit it to your instructor.

Case Study:

Ethics Case for Students: Caleb is completing a job application. It includes a section that asks about ethnicity, but completing that section is optional. Caleb doesn't believe employers should ask these kinds of questions. However, Caleb really needs the job and believes answering the question might work in his favor. Should Caleb act according to his personal beliefs or his professional goals? (*Ethical Principles*

Involved: Integrity, Transparency, Fairness)

8.5 Personal Appearance

Think About It

Do you have an outfit that you love to wear? Maybe it's a super comfortable shirt or a sweater that highlights the color of your eyes. Have you recently updated your look with a new hairstyle to appear your best for an important event? How you look and what you wear create the physical image you present to others—your own personal brand. Plus, no matter how young or old you are, your appearance affects how you see yourself. And how you see yourself affects how you feel about yourself. By working to look your best, you can boost your self-concept and self-esteem. If you look good, you feel good!

What Is a Personal Brand?

A personal brand is the image that you present to the world. In the world of work, the image you present is important. It's important to create an image or "brand" by dressing in a way that shows maturity and self-confidence.

Importance of Personal Appearance

Your personal appearance—the physical image that you present to others—influences how other individuals view you, even when you initially meet. You are frequently judged by others on the basis of first impressions. If you do your best to look good, you are more likely to obtain favorable reactions from others—and, at the same time, improve your self-confidence, self-concept (how you see yourself), and self-esteem (how you feel about yourself).

How you look often makes a difference in how well you do in job interviews. Interviewers have limited time to make decisions about individuals that they interview, and they rely heavily on their first impressions. Your appearance, including your clothing and the manner in which you carry yourself, is one of the most important factors that influences their perceptions. Often, interviewers feel that your appearance reflects not only your attitude but the skills you possess as well.

Appearance and Job Success

As an employee, your appearance reflects the image of the company. If you look and act like a professional, customers and vendors are likely to think more highly of your business. Similarly, how you look and how you take care of yourself affect your actual job performance. By acting and looking like a professional who is serious about his/her job, you can set yourself apart from your coworkers in a positive manner. You communicate to your superiors that you are serious about your job. As a result, you're more likely to be the recipient of pay raises and promotions.

Health and Physical Body

You can do several easy things every day to take care of yourself and your body. This includes taking a daily shower, using deodorant, washing and styling your hair, and brushing and flossing your teeth. These habits and practices are called hygiene. By developing good, consistent hygiene habits, you can enhance your personal brand both on and off the job.

People also develop opinions of you from your body language, or nonverbal communication. Your body language can affect your image or brand dramatically. You should carry yourself so that you appear calm, cool, and collected. Stand up straight, be aware of your nervous habits so you avoid them, and focus on the person with whom you are speaking. Let that person know you are interested in what s/he is saying by looking her/him in the eye.

In addition, you need to take care of your body so it's healthy and you feel well. If you're healthy, you can be a better, more productive employee. You should:

- Eat a balanced diet
- Avoid habit-forming substances
- Exercise regularly
- Get adequate rest
- Take time for relaxation

The clothing that you wear to work is dependent on factors such as the nature of the work you do and your employer's policies. Over the past few years, the business environment has developed a more casual attitude regarding proper attire in the workplace. When in doubt about what to wear, ask your supervisor, ask other employees, or refer to the company's policy manual. See what your coworkers, supervisors, and managers are wearing to work on "regular" and "dress down" days. Keep in mind that unusual hairstyles and colors, body piercings, and tattoos are not always appropriate for the workplace. It is also important to remember that your company often has other reasons for instituting certain dress codes.

Making the Most of Your Brand

You affect your appearance through your actions and by your choices. As your brand evolves, you'll probably want to make adjustments to reflect the best you. When preparing for your work day, consider the following steps to make the most of your personal brand:

Develop a hygiene routine. Failing to practice good hygiene can negatively impact your health and can cause others to form a poor opinion of you.

Assess the situation and select the appropriate outfit and accessories. The situation will dictate how you should dress and present yourself to others. Make sure the outfit is appropriate for your work environment. Your accessories (e.g., jewelry, shoes, bag, etc.) are also important considerations. Makeup should enhance your appearance, not detract from it.

Evaluate the status of your clothes and accessories. Make sure your clothes are free from stains, odors, pet hair, and rips or tears. Bags and shoes should be professional, clean, and polished.

Conduct a final check. Look in the mirror before you go out to make sure everything is in place. Start from the top of your head and move down.

Establish a backup plan. Accidents happen. Keep this in the back of your mind, and select a backup outfit in case of emergency. **Personal Appearance—Discussion Guide**

Activity:

Think of a job that you would like to intern at. Assume they are going to pay you and you will earn a high school credit at the same time. Locate attire that you would wear to an interview. You may have it in your closet OR you may have to research it online. Paste photos of your outfit here: Explain why you chose this outfit for your job.

Case Study:

Mia works in a very conservative environment that has an unspoken expectation that

employees present a professional image at all times. Mia recently got a tattoo on her arm. Since there is no official policy or requirement stating that she cover it, should she? (*Ethical Principles Involved: Trust, Respect, Rule of Law*)

8.6 Interviewing for a Job

Think About It

Few things in life are as important—and nerve-racking—as a job interview. It's a high-pressure situation! However, there is no reason to be afraid of a job interview if you prepare effectively and have confidence. Read on, and you'll be sure to wow the interviewers and snag the job of your dreams.

What To Wear

The clothes you wear for an interview should be formal, unless otherwise stated. A suit is a good choice. If you do not have a suit, you can wear a conservative dress, dress pants, or a skirt with a solid-colored top. Make sure your clothes fit you well and do not have any visible wear or stains. Do not reveal too much skin or wear clothing that is too tight. Any jewelry or accessories should be simple and understated. Dark or neutral colors are a safe bet. While certain companies or industries might have different expectations, these general guidelines will help you convey a professional appearance.

Appropriate Behavior

The way you present yourself in an interview is one of the most important deciding factors in whether or not you get the job. You want to appear confident and intelligent, with the necessary professional skills to succeed in the position. The interviewers will watch your mannerisms and observe how well you communicate. You should:

- Use a firm handshake and make direct eye contact.
- Stand to introduce yourself when someone new approaches.
- Be polite, respectful, friendly, and outgoing.
- Maintain an upright posture.

- Refrain from fidgeting.

Appropriate Behavior (cont'd)

- Keep your phone turned off and stowed in your bag.
- Use a clear, slow voice and try to eliminate filler words (um, like, etc.).
- Do not smoke or chew gum.
- Stay positive.
- Avoid controversial topics.

The Interview Process

1. Do your research.
2. Prepare your materials ahead of time.
3. Practice answering common questions.
4. Arrive early.
5. Introduce yourself.
6. Establish rapport.
7. Provide information by answering questions.
8. Ask questions.
9. Demonstrate any technical skills.
10. Thank you to the interviewers.

Questions To Expect

Questions are the basis of all interviews. The questions that interviewers ask vary greatly depending on the job in question. However, there are some general questions that you can expect:

- Tell me about yourself/your background.
- What are your goals?
- What made you want to apply for this job?

- What are your greatest strengths and weaknesses?
- What is one success that you are proud of?
- What is the biggest challenge you have had to overcome?
- How do you manage your time?
- How do you handle stress?
- What is your work style?
- Whom do you admire?
- Describe your current job and why you left/want to leave.

Questions To Ask

It is important to ask your interviewers questions. If you do not ask questions, it will appear that you are not interested in the position. Be sure to target your questions for the position and company. However, here are some general questions to ask:

- What is the company culture like?
- What is the job like on a daily basis?
- What are the most important qualities you are looking for in a candidate?
- Are there opportunities for growth?
- What do you like the most and least about your job?
- What are the organization's goals and expectations?
- What are the next steps in the interview process?

Activity:

You will participate in a mock job interview for a job that interests you and obtain feedback from the teacher - Provide your teacher with your job

application that you created above.

Case Study:

Ethics Case for Students: Max is interviewing for a position as a marketing manager. In his former position at another company, it was impossible to meet advertising deadlines because the company's CEO was indecisive about making content choices. During the interview, Max is asked if he met deadlines in his former job. How should he answer? (*Ethical Principles Involved: Integrity, Accountability, Transparency*)

8.7 Writing a Follow-Up Letter

Think About It

You smile, thank your interviewers, and shake their hands one last time. You can finally breathe a sigh of relief—your job interview is finally complete after weeks of preparing. Now, you can sit back, relax, and wait...right? Not quite. After you interview for a job, there's one more step you can take to demonstrate that you're the best candidate. Read on to learn more about writing a follow-up letter after a job interview.

Why Write a Follow-Up Letter?

The job market is competitive. Even if you do a great job during your interview, it is important to stand out from other applicants and take the extra step to impress the interviewers. Writing a follow-up letter demonstrates your dedication, professionalism, and commitment to the position. It shows that you appreciate the interviewers' time and consideration. A follow-up letter also gives you the chance to say anything you wish you would have said during the interview and to remind the interviewers of your key qualifications.

What To Include in a Follow-Up Letter

In your follow-up letter, you should thank the employers for the opportunity to interview. You should express your interest and enthusiasm for the position and company. Include specific details or key conversation points that excite you the most. Then, remind the employer why, based on your conversation, you are the best candidate for the job. Repeat your most relevant experiences and skills. Relate them to the qualities of an ideal candidate expressed in the interview. Also, you should include any additional information about yourself or the position that you did not have the chance to bring up during the interview. Finally, close out the letter by stating that you are looking forward to hearing from them soon regarding the position.

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Best Practices for Writing a Follow-Up Letter

- Keep it short and to the point.
- Use a professional, polite tone.
- Include your contact information.
- Use the same format and layout as your cover letter.
- Send the letter within 24–48 hours of your interview. The quicker, the better!
- While you can use email, a handwritten note, or a typed letter, email is the fastest, easiest way to get in touch.
- Send to both HR and to the hiring managers if applicable.
- Personalize the letter with specific details that demonstrate your interest.

Activity:

Develop a follow-up letter after participating in the previous day's mock interview. Share with a classmate to obtain their recommendations about how to improve the letter's content to better appeal to an employer.

8.8 Obtaining Work Experience

Think About It

Jordan has applied and interviewed for a summer job with a landscaping company. He knows that his friend Halle is up for the same position. A few days after the interview, Halle tells Jordan that she got the job, and Jordan receives an email saying that another candidate was selected instead of him. Jordan is upset that Halle was given the job over him, so he decides to call the company. When he asks the hiring manager why he was not selected, she tells him that the other candidate has more experience. Jordan remembers that Halle has spent the last few summers volunteering with a charity that does landscaping for the elderly. No wonder she got the job! Jordan knows that he needs to start getting some work experience if he wants to find a good job.

Why Employers Seek Experienced Workers

When it comes to the workplace, experience is the most valuable tool. The more practice you've had with certain tasks or in the work environment, the better you will be and the less training you'll need. Employers are much more likely to hire someone who can jump right in and get started than someone who needs a lot of guidance. Also, experience proves that an applicant is capable and adept at the skills needed for the job. If you don't have any experience, the company is taking a risk on you. The more you can do to gain experience before your first job, the better position you will be in.

Activities as Work Experience

Even if you've never had a job, many of your hobbies, activities, and interests are related to work experience. These include:

- Sports
- Clubs
- Music and arts
- Competitive events
- Volunteering
- Helping your family around the house
- Student government or other leadership experience

- Personal projects

How To Obtain Work Experience

You can take several steps now to gain work experience, even before you interview for your first job. You can seek an **internship**, which is training in which schools and businesses cooperate to provide on-the-job practice for learners. Your school might be able to set you up with an internship in a career field that interests you. You can also call local businesses and ask them if they would be willing to hire you as an intern. Internships are sometimes unpaid, but you can receive credits as well as valuable work experience.

Another way to get work experience is to volunteer. Charities and nonprofits are always looking for people to help. Think about ways that your skills could be useful to an organization, and offer those skills to support a cause you support.

Take on leadership roles on your teams, in your clubs, and at school. Being a leader shows initiative and responsibility. You'll gain organizational, communication, and time-management skills that are important to employers.

You can also ask your family and friends to help you obtain work experience. A small, family-owned business is a great place to gain skills and learn on the job. If anyone you know owns a business, they might be willing to let you observe or even give you a few tasks at the office. Simply being around a business can give you valuable insights and experience.

Another way to gain experience is to start your own business! If you enjoy making bracelets, baking cookies, knitting scarves, or creating videos, you might be able to turn your interest into a job. Future employers will be impressed with your initiative, and you'll learn a lot of basic workplace skills.

Some companies will hire people with little or no experience for entry-level jobs. Some of these could be fast-food restaurants, grocery stores, and retail shops. While these might not seem like the most glamorous jobs to you, you'll gain valuable experience from them. The skills you obtain will set you up for success in future job-searching.

Activity:

Activity:

Identify three opportunities for volunteer activities in the local community; analyze the

activities to determine what skills and knowledge used in the activities would be useful in the workplace; Write out your analysis here:

8.9 The Need for Ongoing Education

Think About It

Are you looking forward to the day when you finally finish school and graduate with the degree you want? Even when your time as a student comes to an end, that doesn't mean that you should stop learning. No matter what your future job is, you'll need to continue your education. Why? Read on to find out.

Benefits of Ongoing Education

Many employers expect their employees to continue learning new skills and knowledge. Even when employers do not require it, continuing education is important to job success. As technology changes, the skills you learned in school will become outdated, and the nature of your job could change. Continuing education helps you adapt to those changes. Employees who have the opportunity to learn are more likely to be efficient, engaged, and flexible. They're also more likely to be happy with their employer if they have access to learning opportunities. If you continuously learn, you'll be better at your job, which is better for the company, too. Ongoing education also helps you learn as you progress up the career ladder so you will be prepared for the next step. And, if you decide to enter a new career field, you can learn the skills you need for a successful job transition.

Types of Training Provided by Companies

- New-hire development programs
- Instructor-led seminars
- Online courses or modules
- Webinars
- Simulations, role-playing, and hands-on training

- Coaching/Mentorship
- Conferences
- Tuition reimbursement for college courses
- Subscriptions to professional publications

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External Sources of Employee Training

- Online courses from websites such as Coursera, Udemy, Skillshare, etc.
- Universities and colleges
- Online lessons and tutorials (written, video, audio)
- Networking events
- Workshops and lectures
- Volunteering
- Job shadowing and mentoring
- Industry publications
- Simulations and demonstrations
- Webinars

When Employees Need Training

Regular education can benefit all employees and should be offered on a normal basis. However, some situations require training more than others. New employees require a lot of training to learn about the company, the job, and the skills needed to succeed. When technology, equipment, regulations, or processes change, employees will need to learn how to best navigate those changes. Employees who are interested in moving up or into different departments could also benefit from continuous learning opportunities. Also, employees who may be struggling with certain skills might need to be trained to get back on track.

Activity:

Your instructor may invite a training manager from a local business, the director of continuing education from a community college, technical institute, or four-year institution to talk with the class about the need for ongoing education as employees OR have you view this video on the Importance of CE. Document 5 key points you learned from the presenter or video.

- 1.
- 2.
- 3.
- 4.
- 5.

8.10 Advancement Patterns for Jobs

Think About It

Two years ago, Madison started her first full-time job as a customer service representative. She likes her job, but she has been doing the same tasks for a while, and she's ready for a change. However, Madison does not know what to do next. She isn't sure what other options are available for someone in her career field. Madison needs to know the advancement patterns associated with her job. When you get a job, you'll need to know about the advancement opportunities so you can plan for the future you want.

Jobs, Careers, and Occupations

Before you can understand the advancement patterns associated with a job, it's important to understand the differences between jobs, careers, and occupations. An **occupation** is a broad term that includes an employment sector or a category of jobs. A **job** is the current position in which you work or hope to work. A **career** is a series of jobs that builds toward a sense of achievement. It is a lifelong journey that you pursue, rather than just one position at one company.

The First Job

Your first job within an occupation will likely be an entry-level position. Entry-level positions give new workers the opportunity to start their careers. Employees learn valuable information during their first positions. They build up a foundation of skills and knowledge needed to move up. During

an entry-level position, employees also gain lasting workplace skills such as teamwork, conflict resolution, time management, and accountability. Your entry-level job is your chance to exceed expectations and set yourself up for future career success.

If you work hard at your job and achieve goals, you will likely have the opportunity for a promotion. A **job promotion** occurs when an employee advances from one job to another that has a higher salary, a better title, and more responsibilities. Promotion opportunities may arise for many reasons. An employee may leave the company or take a new position, and a lower level employee may be promoted to take his/her place. A company can reorganize, shifting responsibilities and opening the door for promotion opportunities. Sometimes, employees exceed expectations and become so valuable to an organization that they are granted promotions based on their actions. Many times, promotion opportunities are based on **seniority**—the amount of time an employee has worked for a company. The more seniority, the more likely the employee is to be considered for a promotion. Sometimes, it may be necessary for employees to leave their current workplaces to be promoted. There may be no opportunities available, or the company may not offer the employee the training and experiences they need to grow into a higher level role.

Promotion Opportunities Among Occupations

Promotion opportunities available vary greatly depending on the occupation and the industry. However, some situations require training more than others. It's a good idea to consider the path your career might take. Here are a few examples of the occupational fields with the best promotion opportunities and a possible advancement pattern in that field:

- Financial analysis: Junior financial analyst, senior financial analyst, treasury manager, chief financial officer
- Sales: Sales representative, sales specialist, account manager, sales director
- Advertising: Junior copywriter, senior copywriter, creative director
- Human resources: HR assistant, HR generalist, HR manager, vice president of HR

Activity:

Explore a local trade group, professional association, and/or college career services office to obtain information about advancement opportunities for the career you desire. Create a simple timeline that depicts the typical advancement pattern for that career that you want to pursue.

