

Your Career

Ninth Edition

How to Make it Happen



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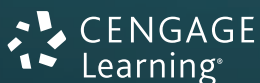
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WCN: 02-200-208

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Library of Congress Control Number: 2015948447

ISBN: 978-1-305-49483-1

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Preface

Among the good things in life, a good job doing work you enjoy and building a fulfilling career is one of the best. The single purpose of this book is to help you achieve this goal. You'll find practical, useful, and realistic advice to help you get interviews and job offers and become a valued employee.

Your Career is a journey, and each journey begins with one step out of the front door and into the world. You've likely taken many steps out of that figurative door. Now it's time to map out your journey of many steps so that you can reach a destination of your choice. This textbook can help you choose your next destination—where you can contribute your talents while continuing to strengthen your skills for the next part of your journey. Think of the *Job Search Journey* as one leg of the longer *Career Journey*. You may go on multiple Job Search Journeys throughout your Career Journey.

A successful career no longer needs to be with a single company. However, a successful career is more than a string of jobs. A successful career is one in which each successive job builds strengths and skills to give you greater opportunities to contribute to the world, your community, the company you work for, your family, and yourself.

You are responsible to lead and direct your Career Journey, but many others will provide essential support. Although you will use the Internet to help you find jobs, your most powerful tools are the people you know, the people who know you and your career goals, and the people who are in your Career Network. Start now to build the network of people who will be beside you on your Job Search Journey, the next leg of your Career Journey.

ORGANIZATION OF THE TEXT

As with any journey, it happens one step at a time, and it goes more smoothly if some planning is done before the journey begins. This textbook lays out the Job Search Journey in five phases, with two or three steps for each phase. As you review the table of contents, you will see that each phase is a part, and each step correlates to a chapter in the textbook. The map on page xvi shows the steps and the ultimate destination: the beginning to a successful career.

All along the way, this text provides help during each phase and at each step, in the form of side bars. Each phase starts with advice from two real people. One of these is a career expert and the other is a person who recently went through his or her own Job Search Journey. In addition, each chapter contains:

- motivational statements,
- encouragement to form good work habits,

- a cautionary note,
- typical scenarios that people face,
- advice about your job search online, and
- activities and templates to help ensure a successful journey.

PHASE 1: Prepare for the Journey. This phase is all about getting ready for the journey ahead—both physically and mentally. It’s like mapping out a trip. **Chapter 1, *The Job Search Journey***, introduces the concept of a Job Search Journey as a way to more easily achieve a successful career. It encourages physically preparing systems to file and store the materials needed for this journey, such as educational and work records, samples for a portfolio, information about job openings, and contact information for people who are part of an individual’s Career Network. **Chapter 2, *Know Yourself to Market Yourself***, is about how to market an individual’s skills and talents. It leads you, the readers, through a self-analysis of what you have to offer an employer and how to describe it in a way that makes you a desirable employee for the right jobs. **Chapter 3, *Picture Yourself in the Workplace***, explores different work environments to guide you to look for destination jobs that are more suited to your personality and lifestyle, and explores how to tap into in-demand industries and occupations for a broader array of job openings.

PHASE 2: Create Your Resume. This phase is like packing a suitcase with the essentials for the trip. It focuses on the resume as a primary tool for introductions to prospective employers. When the resume is successfully honed, it is the foundation for job applications, interviews, and communicating the readers’ personal brand and character. **Chapter 4, *Plan Your Resume***, starts by describing how the resume can be used effectively with Warm Introductions—that is, with your Career Network contacts—or with Cold Leads. It goes on to describe what goes into a resume and helps you gather the necessary information. **Chapter 5, *Write Your Resume***, gives very practical and up-to-date advice on how to write a resume, including what types of words to select (action verbs, keywords, etc.), editing tips, and formatting advice. Together, these chapters help you craft a powerful resume that shares your unique personality and gets employers’ attention.

PHASE 3: Apply for Jobs. This phase moves outside the classroom and outside of your head and into the world of work. It’s the equivalent of putting money down for travel tickets and packages. **Chapter 6, *Find Job Openings***, describes how to build a Career Network and use it and other sources to find job openings that are a good career fit. **Chapter 7, *Write Job Applications***, gives detailed advice and tips for filling out applications, both online and on paper, so that the application is accepted into employers’ recruiting

systems. **Chapter 8, *Write Effective Tailored Cover Letters***, describes how to take an extra step, especially for the most desirable jobs, to get your resume noticed. The goal of this phase is to apply for jobs in a way that will lead to interviews.

PHASE 4: Shine at Interviews. With the ultimate destination farther ahead, it's time to explore some places of interest along the way. This phase focuses on the all-important interviews, and stresses the importance of practice and preparation. **Chapter 9, *Know the Interview Essentials***, gives insight into the employer and recruiter expectations around interviewees' attitude, dress, body language, conversation, and etiquette. With the ground rules established, this chapter goes on to describe actions that attract interviews and methods for keeping the Job Search Journey energized in between these exciting and stressful interviews. **Chapter 10, *Prepare for Your Interview***, describes the many types of interviews and interview questions, with up-to-date tips on how to succeed all along the way. **Chapter 11, *Interview Like a Pro***, focuses on the next level of preparation—building confidence through practice, doing homework before each interview, getting physically prepared to climb the summit, and closing the interview on a high note.

PHASE 5: Connect, Accept, and Succeed. Now the destination is in sight. This is not the time to lose energy; rather, it is a time to stay connected and energized until the end goal is reached. Then it's time to enjoy the destination ... until it is time for the next journey on a fulfilling lifetime career. **Chapter 12, *Stay Connected with Prospective Employers***, describes how to follow up after interviews to help snag a job offer. Then it describes how to evaluate job offers and respond professionally—either yes or no thank you—to each offer. **Chapter 13, *It's an Iterative Process***, helps deal with the realities of rejection and long waits between interviews and offers. **Chapter 14, *Take Charge of Your Career***, provides up-to-date advice on what to do during the first hours, days, weeks, and months at this new career destination. It wraps up with advice on how to stay for the long term or identify signs that it is time to choose a new destination to further enhance the Career Journey.

APPENDIX A: Succeeding in the Job Search Journey Using Social Media. This section provides a chance to get up to speed on the ever-changing, fast-growing practices surrounding the use of online media for job searches. The American website Glassdoor.com was launched in 2008 to give job seekers a look inside of companies, including compensation and culture. Consider that LinkedIn®, a high-powered job-search and networking site, was launched May 2003. It currently has over 300 million members in over 200 countries. Yet its competitors—Viadeo (50 million members) and XING (10 million members)—might catch up in the next five years. Consider that Monster.com was created in 1999 and, with its Online Career Center (OCC), was the most popular career website on the Internet until 2010, when Indeed.com

surpassed Monster.com to become the largest job site in the United States. This appendix, along with the *You, Online* features in every chapter, presents the latest online best practices for each phase of the Job Search Journey.

APPENDIX B: My Career – Making it Happen. These pages pull together the most critical tools and reminders for each phase of the job search journey. Encourage students to tear out these pages and keep them on hand as a quick reference guide whenever they embark on a job search journey during their careers.

NEW TO THIS EDITION

This ninth edition has been significantly updated to reflect the changes in the marketplace, the increasing use of web-based tools in the recruiting process, and the recognition that many jobs are filled without ever getting posted publicly.

In addition, the entire book has been restructured and reorganized for a more logical flow. The five sections of the book correlate to the five parts of the Job Search Journey. Chapters contain fewer, more focused learning outcomes. Each chapter and associated activities build on previous chapters, making the Job Search Journey simpler and easier to digest. Career Action Worksheets are focused on practicing and demonstrating successful mastery of these outcomes.

This edition takes a more upbeat attitude to appeal to Millennials and experienced people who are switching to new careers, while keeping the practical, real-world advice and step-by-step approach that helps students land jobs that are a good career fit.

MindTap for *Your Career* is available with the ninth edition. MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and elevate thinking, allowing instructors to measure skills and promote better outcomes with ease. A fully online learning solution, MindTap combines all student learning tools—readings, multimedia, activities, and assessments—into a single Learning Path that guides the student through the curriculum. Instructors personalize the experience by customizing the presentation of these learning tools to their students, even seamlessly introducing their own content into the Learning Path. MindTap for *Your Career* also integrates with Pathbrite, guiding students through building their electronic portfolios, which they can access during and after the course.

Beyond the general update and change in tone, overall, there are five highly notable changes, described next. There is a change from a job search cycle to a Job Search Journey, a reorganization of the resume content and the amount of focus on this critical document, the expectation that the Internet is the common approach to job searches rather than a new technique, a view of network building as an excellent approach to find and get jobs, and a new set of advice for making a good start on the new job.

Structural Reorganization

The Job Search Journey

Whereas the eighth edition spoke of a job search cycle, this edition lays out a more personal Job Search Journey in five phases. It does not assume that this is the person's first or only Job Search Journey. The five phases of the Job Search Journey correlate to the five parts of the textbook, and provide a more logical flow: Phase 1, *Prepare for the Journey*; Phase 2, *Create Your Resume*; Phase 3, *Apply for Jobs*; Phase 4, *Shine at Interviews*; and Phase 5, *Connect, Accept, and Succeed*. The first two phases tend toward introspection, organization, and preparation. Phases 3, 4, and 5 move students into the job market, where they search for and apply for jobs, get interviews, evaluate job offers, and—ultimately—start a job that is a good career fit. The steps within each phase correlate to the chapters in each part.

Resume Chapters Reorganized

Formerly in Part 3 of the eighth edition, resume writing content has been moved to Part 2 for a more logical flow, since students must write a resume before they network and look for job leads. Because the resume is a critical document that showcases the job seeker, resume preparation (formerly Chapter 6) has been separated into two chapters about planning and writing a resume. Chapter 4, "Plan Your Resume," focuses on preparing to write and includes two learning outcomes from Chapter 6 in the eighth edition: What Is a Resume? and Plan Your Resume Content, and a new learning outcome: Showcase Your Personal Brand. Chapter 5, "Write Your Resume," now focuses on writing the resume and includes as a new learning outcome, Edit Your Resume, as well as two learning outcomes from Chapter 6 in the eighth edition: Write Your Resume and Format Your Resume. Since most resumes are now combination style (as opposed to strictly chronological or skills-based), the formatting discussion has shifted to the creation of print, web, and plain text resumes. Example resumes now reflect customizing resumes for different job targets instead of highlighting different resume formats.

New and Expanded Concepts

Jobs on the Internet

Every chapter includes a feature, *You, Online*, that addresses use of the Internet and/or social media as part of the job search. In addition, the completely rewritten appendix on social media talks about using the Internet for each of the five phases of the Job Search Journey. Further, the text itself integrates Internet and social media use as part of the natural flow of work during the Job Search Journey, from when to use or not use email to using apps to help with organization and getting to the interview on time.

Your Career Network

While the eighth edition focused on the role of others as primarily a support network, the concept of a Career Network has grown in our society

and is embodied in apps such as Facebook, LinkedIn®, and Twitter. This text speaks more to how to build a useful network and use it before, during, and after this Job Search Journey. Throughout each phase the focus is placed on how to build and share personal brand, experience, and career goals with a network of targeted individuals that can provide job leads.

Part 1, Prepare for the Journey

In Part 1, this edition focuses more on the job seeker than on what employers want. By gaining a deeper understanding of what the job seeker has to offer and what his or her personal tendencies are, students will be more likely to conduct a targeted job search where they pursue jobs that they can communicate as a better career fit to employers and therefore increase their likelihood of receiving a job offer. This first part grounds the job seeker by encouraging a clearer self-understanding and enables the job seeker to communicate his or her talents, skills, and qualifications in words that will appeal to the right hiring managers and recruiters.

Chapter 1, “The Job Search Journey,” provides an overview of the five phases of the Job Search Journey on which this text is organized. It lays out a new, simplified structure for organizing all those files that are part of a job search and part of this class. All files are in one place that we call the Career Builder Files with three distinct sections: About Me, About Jobs, and Master Career Portfolio. The first two sections (About Me and About Jobs) are draft portfolio sections and allow for clear organization of the many Career Action Worksheets. The Master Career Portfolio section will contain the employer-ready documents such as the master resume, LinkedIn® recommendations, cover letters, and more. Online, these same three sections can be individual portfolios within each student’s account.

In the eighth edition, Chapter 2 focused on employer expectations. These expectations are brought to light throughout the ninth edition by prodding the reader to consider many elements from the employer’s perspective, thereby building a partnership between employer and employee to achieve common goals. **Chapter 2** in the ninth edition, **“Know Yourself to Market Yourself,”** focuses on clarifying what the job seeker wants, and has to offer, through a series of self-assessments. The eighth edition described a 30-Second Commercial. However, products that sell well have one brand image but many commercials. So the ninth edition moves this concept to a higher level by focusing first on a Personal Brand Statement and then on the creation of a variety of 30-Second Commercials that embody the Personal Brand Statement but speak to different target audiences. This is not only a beneficial and practical approach; it can be thought-provoking and fun.

Given that new types of jobs are coming into being each year, one can no longer target a career job without risking becoming outdated.

Chapter 3, “Picture Yourself in the Workplace,” moves beyond the “career targets” discussed in the eighth edition to finding jobs that are a good career fit. This chapter encourages readers to recognize core preferences and interests upon which they can continue to focus as their career develops over time.

Part 2, Create Your Resume

The content of Part 2 in the eighth edition was about networking and finding jobs. In the ninth edition, content has been shifted to Part 3, Chapter 6, “Find Job Openings.” In the ninth edition, Part 2 continues the inward look of what the reader has to offer the employer. This is captured in the resume. Chapter 6 from the eighth edition has been split, into the ninth edition, into **Chapter 4, “Plan Your Resume,”** and **Chapter 5, “Write Your Resume.”** By focusing an entire chapter on planning the resume, students have a chance to deeply understand the experiences, qualifications, and skills they would like to highlight for prospective employers. Then, by focusing an entire chapter on writing a resume, students and teachers can spend more time on critical grammar skills and the shift to a business writing style.

An entire new section focuses on writing tips. Sample resumes have been updated to reflect current trends and practices, both online and off. The focus is less on format and more on content, telling a story, and keywords, which play a big role in today’s software that is used by employers to sift out or highlight potential candidates.

Part 3, Apply for Jobs

While the eighth edition focused on essential job search communications like resumes, job applications, and cover letters, the ninth edition focuses on how to find jobs using a combination strategy that taps into the readers’ Career Network and online searches. This is followed by applying for jobs in a customized manner based on a master resume and following up with a customized Job Application Package for those jobs that are an especially good career fit.

Chapter 6, “Find Job Openings,” (based on Chapters 4 and 5 in the eighth edition) puts a much greater emphasis on building and using a Career Network (versus the eighth edition’s Personal Support System Network) to locate jobs, even before the job opening is publicly announced. New Career Action Worksheets provide guidance for networking. Networking approaches have been updated to reflect today’s heavy use of online networking, while continuing to emphasize face-to-face networking.

Chapter 7, “Write Job Applications,” focuses on the different sections of a job application and makes the distinction between online and hardcopy job applications. (The eighth edition’s Chapter 7, “Job Applications and Cover Letters,” has been split into Chapters 7 and 8 for the ninth edition.)

Chapter 8 “Write Effective Tailored Cover Letters,” gives more focus to customizing cover letters for those jobs that are great career fits, with the

intent of getting noticed among the stacks and lists of resumes. An entire new section addresses writing tips. Another new section provides instructions on addressing a snail mail letter, a skill new to many younger people in this day and age of email.

Part 4, Shine at Interviews

This part continues to focus on interviews. However, the eighth edition centered on how to ask for and get interviews. The ninth edition deemphasizes this topic because so much of this work is done in earlier phases during networking and through applications and cover letters. Instead, the emphasis is placed on practicing for interviews and being prepared physically, mentally, and emotionally. In general, these chapters contain updated advice and tips. **Chapter 9, “Know the Interview Essentials,”** contains content from Chapters 8 and 9 in the eighth edition. **Chapter 10, “Prepare for Your Interview,”** and **Chapter 11, “Interview Like a Pro,”** are based on Chapters 10 and 11 from the eighth edition. The information from the eighth edition about what to do after the interview has been moved to Part 5 in the ninth edition for greater consistency with the Job Search Journey phases.

Part 5, Connect, Accept, and Succeed

Rather than the eighth edition’s “Next Steps,” the ninth edition emphasizes three distinct steps: “Connect, Accept, and Succeed.” **Chapter 12, “Stay Connected with Prospective Employers,”** describes how to stay connected with employers after the job interview. Next, it addresses how to evaluate job offers to consider the whole compensation package, beyond the wage or salary figure that is offered, to ensure the job seeker fully understands what is being offered. **Chapter 13, “Dealing with Disappointment,”** continues to provide advice on how to deal with rejection notices, but with a more upbeat tone and with encouragement to take positive actions following each rejection. **Chapter 14, “Take Charge of Your Career,”** has been rewritten with all new guidelines for how to successfully onboard to a new job based on the authors’ extensive experience with onboarding programs in industry. It also provides practical information on building successful relationships at work, managing one’s career, and identifying signs that it might be time to change careers and restart the Job Search Journey.

Appendices

Appendix A. This completely rewritten appendix addresses how and when to use social media throughout each of the five phases of the Job Search Journey. It includes the latest in successful online job search practices, based on leading recruiting resources and suggested approaches by employers.






Appendix B. This all-new appendix pulls together the most critical tools and reminders for each phase of the job search journey, in a convenient packet that can be torn from the book as a quick reference guide.

FOR THE READER: HOW TO USE THIS TEXT

Your Career: How to Make It Happen is more than a text. It is a simulation or practice session for the real event: finding a job that meets your needs.

If you have nearly completed your degree program and graduation is around the corner, use the activities in this text to get you ready for the upcoming Job Search Journey. This text will walk you through every step of the way. Use the early chapters of self-assessment to better understand what elements in your field of study give you the most pleasure and to what kinds of jobs within your field you will most enjoy applying your skills. Use the middle chapters to get peer feedback to help you hone your resume and Personal Brand Statement.

If, on the other hand, you are a few years from graduation, use this text and course as a way to explore your field more broadly. Figure out what you need to add to your life experiences and your portfolio in the next few years to help you land a job that is a good career fit after graduation. Begin now to build your Career Network. You are lucky to be getting a head start on this. Consider practicing to use the Job Search Journey process by applying it as you search for a summer job or internship, or even a volunteer role that will add to your resume.

<p>PHASE 1: Prepare for the Journey</p> <ul style="list-style-type: none">• <i>The Job Search Journey</i>• <i>Know Yourself to Market Yourself</i>• <i>Picture Yourself in the Workplace</i>	
<p>PHASE 2: Create Your Resume</p> <ul style="list-style-type: none">• <i>Plan Your Resume</i>• <i>Write Your Resume</i>	
<p>PHASE 3: Apply for Jobs</p> <ul style="list-style-type: none">• <i>Find Job Openings</i>• <i>Write Job Applications</i>• <i>Write Effective Tailored Cover Letters</i>	
<p>PHASE 4: Shine at Interviews</p> <ul style="list-style-type: none">• <i>Know the Interview Essentials</i>• <i>Prepare for Your Interview</i>• <i>Interview Like a Pro</i>	
<p>PHASE 5: Connect, Accept, and Succeed</p> <ul style="list-style-type: none">• <i>Stay Connected with Prospective Employers</i>• <i>It's an Iterative Process</i>• <i>Take Charge of Your Career</i>	

To get the most out of this text, we suggest that you post the Job Search Journey map seen on the preceding page and described in detail in Chapter 1 where you can see it regularly. Then follow these steps for each chapter to maximize your benefits from the text and class:

1. As you start each of the five parts, use the steps in *PLAN for Success* to set you up for success.
2. With each chapter, review the outcomes before you start. When you complete a chapter, confirm that you can accomplish these outcomes by answering the questions in the end of chapter section called *Chapter Checklist*. Each question has a number beside it that tells which outcome section contains the related information, should you want to review the material.
3. Complete the Career Action Worksheets. These give you a chance to practice and get feedback so that you become a pro. Some worksheets will require you to interact with people you do not know. Expect to feel a degree of discomfort. Be brave and get out there to meet new people and expand your Career Network.
4. Take personal notes as you read the features such as *Caution* and *You, Online*. These tips are gifts to you from the authors. Read the Real World Scenarios and strive to answer the questions at the end of each one.
5. Actively incorporate online activities into your Job Search Journey using *You, Online* and the Appendix A. As you complete each chapter, refer to this appendix for related online activities. Search online and find your own resources to supplement concepts in the book.
6. Because the journey is often long, stay inspired. Find your favorite quotes throughout the book. Reread your favorite stories about real-life people and their personal advice to you at the start of each section of the book. Then check your Job Search Journey map to see how far you have come and to remind yourself of the final destination.
7. Tear out the guide provided in Appendix B, *My Career: Making it Happen*, and proactively use it as a quick reference tool throughout your Job Search Journey.

In addition, make sure to create your **Career Builder Files** to stay organized. The detailed instructions for creating your Career Builder Files will help you organize your many career-related documents and notes in an extremely useful system. You will develop this system through a paper system via a binder or portfolio, or alternatively through an online portfolio tool. Through practical, hands-on application, the personal content of the Career Builder Files will motivate you to take on the challenge of the Job Search Journey now and for your entire career.

From your authors, “We wish you lifelong success in your Job Search Journey.”

KEY FEATURES

Part Opener Content

Plan for Success

Each Part begins with a *Plan for Success* feature to help students plan specific completion dates for the steps they will accomplish in that part, with a reminder to take into account the other things going on in their busy lives.

PART 1

Prepare for the Journey

PART 1 Your job search is like a journey, and each journey begins with one step out the front door and into the world. Successful job searches tend to have five phases. The first phase, "Prepare for the Journey," begins with organizing for what's ahead, assessing yourself to market yourself more effectively, and visualizing yourself as a successful employee in the workplace.

CHAPTER 1	The Job Search Journey
CHAPTER 2	Know Yourself to Market Yourself
CHAPTER 3	Picture Yourself in the Workplace

ADVICE FROM THE EXPERT

ALLEN ZINK
Vice President
Senior Development
Consultant, Fifth Third
Bank

With over 20 years of experience in coaching and developing others, Allen Zink has invaluable advice for those starting and growing on their career journey. "The most important aspect of finding a best fit career is to really, truly know yourself. Being honest with yourself regarding who you are, what drives you, and what your purpose is, are critical elements to truly being happy in a career." To understand your strengths and determine your career goals, Allen suggests, "take a little reflection time" and "think about a time when you were operating at your best and consider where you were, who you were working with, what you were doing, and how you were feeling." During that reflection time, define your strengths and goals based on discovering "the sweet spot of things you not only do well, but are passionate about."

Then connect these strengths with a company's need or role. Find a best fit company by considering if "the company's culture, values, and business proposition" align with your values. Also consider "growth opportunities and ways to further develop your skills and capabilities."

When it is time to find the job, Allen says that "networking plays a huge role in the job search!" It's important to have identified your personal brand, the words or statement that describes "how others perceive you or would describe you." Allen suggests asking yourself, "What do I want to be known for? If I could only use one word to describe me, what would that word be?" When you know what you want and who you are, you can "maximize your network" by "giving your contacts something to work with and ultimately to be able to act on." Even though "your contacts typically really want to help you", without clarity, you may not be using your network well. "Always remain positive when interacting with your contacts. Circle back to your contacts periodically and share your progress, as they may continue to have suggestions for you."

Keep positive during the job search by "planning networking meetings with people you are very comfortable with each week to help balance out the more difficult and energy draining meetings with others." It's also important to "celebrate the wins and debrief the losses from an objective point of view." Lastly, stay energized during your job search by "mixing in some activities that you enjoy and finding other people who are currently looking for a new role. It will be comforting to know that your feelings and emotions are normal!"

PLAN for Success

Most successful people keep a calendar of activities and a running list of tasks they have committed to do. Make *Your Career* a part of your calendar and task list.

- Read the outcomes on the first page of Chapters 1 through 3 and jot down a target date for completing each one. Allow extra time for those that require more than just reading.
- Now make several calendar appointments with yourself to do the readings, homework, and projects for this class.
- Consider your other commitments (other classes, work, home) as you plan to make *Your Career* happen for you!

TALES FROM THE JOB SEARCH

GABRIEL O'NEILL VELASCO, B.S.N
Peaville Valley Hospital

When he was 32, Gabriel Velasco began thinking about changing careers. He had a creative job that he enjoyed at a small television company, shooting and editing news stories and making commercials. Because of his field, videography, Gabriel knew that his career would stall unless he asked his family to move to Los Angeles or New York City, which he didn't want to do.

When Gabriel thought about work he had enjoyed in the past, first in his mind was "helping work" he had done with Habitat for Humanity and the Boulder Sister City Project. He chose nursing because of the challenges and the many career paths for nurses. Four years later, after being a part-time student for one year and a full-time student for two more years, Gabriel is a registered nurse working in a hospital, his first choice of career paths.

Gabriel's advice to anyone entering the job market or choosing a new career is to "prioritize what's important to you, whether it's making a lot of money, making work your focus, or spending time with family and enjoying outside pursuits. You have to consider those things seriously so you can find as much satisfaction and happiness as possible in and out of work."

If you think you may be out of work for a while, Gabriel recommends that you "put your ego in check and be willing to be flexible. Think about taking a job that isn't your first choice, without letting go of your dreams. Network. Be social—you never know where an opportunity is going to arise."

Gabriel has this advice for succeeding at every job: "Do your best at a job no matter what it is. Keep things in perspective as much as possible and don't let trivial matters become weightier than they really are. Each day find some enjoyment in what you do."

Advice from the Expert

Five real-life profiles that include an HR manager and career coach discuss career management and real-world issues when moving forward on the Job Search Journey.

Tales from the Job Search

Five additional profiles represent job seekers, including a new hire, a mid-career job seeker, and a recently graduated job seeker. They discuss job search issues and solutions to common challenges that students can immediately relate to.

Chapter Opener Content

Learning Outcomes

At the beginning of each chapter, a list of learning outcomes provides a set of concise learning goals. Each learning outcome is addressed in a main chapter heading. Outcomes are also tied to the end-of-chapter worksheets, questions, and activities.

CHAPTER 1 The Job Search Journey

OVERVIEW
Finding a job that is a good career fit for you is easier if you take it one step at a time. This chapter introduces you to the phases of the Job Search Journey, helps you get organized to succeed, and provides tips and advice for developing the right attitude for success.

OUTCOMES

- 1 Describe the phases of the Job Search Journey.
- 2 Get organized to begin your new job search.
- 3 Develop a good attitude for success.

CAREER ACTION WORKSHEETS

- 1-1: Your Job Search Journey, page 19
- 1-2: Organize and Start Your Career Builder Files, page 21
- 1-3: Proactive Success Action Plan, page 27

WHERE ARE YOU ON THE JOURNEY?

PHASE 1: Prepare for the Journey
• The Job Search Journey
• Know Yourself to Market Yourself
• Picture Yourself in the Workplace

PHASE 2: Create Your Resume
• Plan Your Resume
• Write Your Resume

PHASE 3: Apply for Jobs
• Find Job Openings
• Write Job Applications
• Write Effective Tailored Cover Letters

PHASE 4: Shine at Interviews
• Know the Interview Essentials
• Prepare for Your Interview
• Interview Like a Pro

PHASE 5: Connect, Accept, and Succeed
• Stay Connected with Prospective Employers
• It's an Iterative Process
• Take Charge of Your Career

You are your own boss while you look for a job. Hold yourself accountable and report to work every day.

Chapter Overview

List of Career Action Worksheets

A list of the chapter's Career Action Worksheet titles provides a preview, serving both as pre-exposure to the topics and as an aid to help students plan the time they need for this course. Career Action Worksheets are linked to learning outcomes and are introduced within the chapter under the relevant headings.

Motivational Statements

Brief motivational statements at the beginning of each chapter encourage readers to get started on the chapter. Additional motivational statements throughout the chapter encourage students to continue through the end of the chapter.

The Job Search Journey

Upbeat language and achievable, concrete small steps help keep students in a positive frame of mind in the class and on the Job Search Journey. A colorful graphic repeated at the beginning of each chapter helps students recall the steps and track their progress as they work through the course.

Chapter Interior Features

FEATURE BOXES

MAKE IT A HABIT

Start with a Positive Attitude

Your Job Search Journey will be an exciting and challenging time. You will be managing new tasks on top of an already busy schedule, while at the same time feeling the thrill of taking power into your own hands for your future. Every day, make it a habit to reaffirm feelings of excitement and confidence as you move forward on this journey. Post your favorite affirmations in places where you will see them often. Here are a few affirmations to get you started:

- I have the power to succeed.
- I will create happiness and success.
- I can make my own choices and decisions.
- I can choose to make changes in every area of my life.
- I am satisfied that I have done my best.
- I have a plan for the future, and my plan is open to change.

- I will not give up on myself.
- I have the power to succeed. (End your pep talk by repeating the first sentence—it says it all.)

Don't be shy about starting your day with a pep talk. Add your own sentences and repeat them to yourself throughout the day. Forming this habit will help you during challenging times throughout life.



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Make It a Habit

This feature spotlights winning behaviors and strategies for growing professionally.

Caution

(This feature (formerly titled Watch Out!), titled *Watch Out!*) alerts students about behaviors to avoid or how to plan in advance for good results.

CAUTION

Take Charge of Your Career Right Now

Many factors in your job search are not under your control, but one thing certainly is—the effort you make to stand out from the crowd every step of the way. To get an edge over other job seekers, (1) set personal goals for this class and for your job search, (2) believe in your drive and commitment to achieve your goals, and (3) use this class and textbook to succeed.

Your Career: How to Make It Happen is filled with practical, realistic advice and actions. When you read each chapter, think about

how you can apply the information and advice to your goals and situation. Complete the Career Action Worksheets and be sure to set up and maintain your Career Builder Files. Use the websites that support the textbook.

Set a goal today to use all the resources available to you and to take charge of your career!



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You, Online

Positive Support Using Social Networking

Social networking, both online and offline, will be a vital tool in your successful job search. Every chapter of *Your Career: How to Make It Happen* highlights ways to use social networking, specifically social media tools, to enhance your job search. If you were an employer, whose would you look at first: the resume of the job seeker your friend or business acquaintance told you about, or one from the long list of applicants who applied through a job board?

As you start your job search, set a goal to use your social networks to maintain a good attitude for success, to motivate yourself, and to find job leads:

- Post your defined, clear objective for your career goals on your online social media

profiles. Make your goals SMART: specific, measurable, achievable, realistic, and time-sensitive.

- Post questions to start conversations with your networks and get Warm Introductions to job opportunities; for example, "Does anyone know someone in this field I could talk to?" and "What qualities do you think make me unique?"
- Stay away from discussing how difficult your job search is in any forum (except in trusted, close relationships). Project an upbeat attitude.

Your social network gives you back what you put into it. It can reinforce your positive outlook—or it can drown you in negativity with well-intended empathy. Use your networks to motivate you and reinforce your own positive thinking.

You, Online

Every chapter includes instruction and tips for using the Internet and social media in the Job Search Journey. *You, Online* (formerly untitled and not in all chapters) connects the textbook to the Internet, both for resources and for the job search itself. Activities guide students to create a LinkedIn® profile, clean up their online social media so they present a professional face to prospective employers, and assess the top-rated online tools for job searches.

Real World Scenario 1-1

Jamie is finishing her associate's degree and has a part-time job. As she starts to look for a full-time job, she realizes that her desk is very disorganized. She missed paying a bill for her apartment and finally found it buried under some important class notes she thought she'd lost. (The business cards she'd been looking for since the career fair two weeks ago were also in the pile of paper.) Keeping up with follow-up phone calls for her job search, juggling her class and work schedule, and taking care of her day-to-day needs is harder than she thought it would be. She knows she needs a system to stay on top of everything.

What suggestions do you have for Jamie as she organizes her desk?

Real-World Scenarios

New to this edition: Each chapter now includes one or two real-world scenarios that give insights into how chapter concepts work in real-world situations and pose thoughtful questions that can be great for kicking off class or group discussions in order to personalize the learning.

End-of-Chapter Content

Chapter Checklists

These checklists of questions help students confirm that they have achieved the major goals from each chapter's action steps. These checklists are keyed to the chapter outcomes. Students are encouraged to review a section if they struggle to answer a Chapter Checklist question.

Trial Run

Interactive and role-play activities are provided in *Trial Run* at the end of each chapter. These provide opportunities to practice desired outcomes of the chapter. Each activity requires peer or self-evaluation.

Chapter Checklist

Check off each item you can do. Reread sections in this chapter to help you complete the checklist.

- Name and explain the phase that best describes where I am today in my Job Search Journey. Name and describe the next job search phase. 1
- Plan and organize my job search by collecting and organizing my records and choosing a method to keep track of communications. 2
- Describe my plan for further developing and maintaining a good attitude during my Job Search Journey. 3
- Put my long-term and short-term goals in writing, with concrete steps to achieve each goal. 3
- Describe a few tips to help me manage my time even better during my Job Search Journey. 3
- Practice proactive skills that demonstrate a positive attitude and a focus on solving problems. 3

Critical Thinking Questions

1. What is the value of knowing about the phases and steps for a job search? 1
2. Why is it important to organize your records for your job search? 2
3. How will your Career Builder Files help you succeed in your Job Search Journey? What tools will you use? How will you get started? 2
4. What effects do positive and negative thoughts, images and self-talk have on performance? 3
5. How would you rate your ability to set goals, manage your time, and be proactive? Would you rate your skills as excellent, good, or needing improvement? What specific actions can you take to stay strong or improve these skills? 3

Additional Resources

For data files, career resources, and more, visit www.cengagebrain.com.

Trial Run

Get Off to a Good Start

The beginning of your job search is a good time to evaluate some of the skills and attitudes that will help you have a successful journey. Read these statements and rate yourself using the following scale:

Rating Scale: 1 to 4 (1 = not really; 2 = sometimes/somewhat; 3 = usually; 4 = definitely)

- ___ A. I tend to be a positive person.
- ___ B. I like spending time with positive people.
- ___ C. I spend time thinking about my goals.
- ___ D. I have a written list of goals with the dates I want to achieve them.
- ___ E. When I have something complicated or important to do, I break the task into smaller steps.
- ___ F. If something goes wrong, I try to figure out what I could have done differently.
- ___ G. If I don't understand something, I'm willing to ask for advice.
- ___ H. I tend to keep my files well organized at home and school.
- ___ I. I use time management strategies to help me get things done and do them on time.
- ___ J. I feel positive about the future.

For your high-scoring statements, consider offering your help to others in these areas.

My high-scoring statements (list from 1 to 3 statements):

Which low-scoring statements do you think will have the most negative effect on you during your Job Search Journey (list from 1 to 3 statements)?

Write a goal for improving in those areas. Find someone—friend, mentor, family member, classmate, instructor—who might be able to help you improve.

My improvement goal:

Who might help me with the low-scoring statements?

Critical Thinking Questions

Critical Thinking Questions encourage students to reflect on each chapter's learning outcomes, and how the students will use those outcomes in the Job Search Journey.

Career Action Worksheets

More than 50 Career Action Worksheets help students apply chapter content and advice to their own unique situations. Extremely flexible, the worksheets can be used individually or in groups, in class or as homework.

Students create personal documents that can be used as they search for jobs, now and in the future. Guided assessments prompt students to consider a good career fit beyond matching skills and qualifications, to include their preferences, personal traits, lifestyle, personal goals, and preferred work style. All this is clearly aimed at helping students find jobs that are a good fit for them and their desired career path.

Self-assessment tools built into the worksheets enable readers to easily evaluate their progress on their Job Search Journey. Students are instructed within the chapter when they should complete each worksheet; the worksheets themselves are located at the end of each chapter.

Career Action Worksheet Callout Boxes

Boxes are placed strategically within the text to suggest at what point the reader can jump to an activity. This encourages student to do a few activities at a time rather than be overloaded with activities at the end.

CHAPTER 1 The Job Search Journey | 27

► **CAREER ACTION WORKSHEET**
1-3 Proactive Success Action Plan 3

Take this time to set goals that inspire and excite you for your Job Search Journey.
My job search goal:

Why is this goal important to me? What will happen if I don't achieve this goal?

Steps I will take to achieve this goal:

Action Steps	Date
1. Schedule time to assemble my Career Builder Files	
2.	
3.	
4.	
5.	

Add your completed work to the "About Me" section of your Career Builder Files.

► **CAREER ACTION**
Complete Worksheet 1-1
Your Job Search Journey page 19

SUPPLEMENTAL MATERIALS

For Instructors

Instructor Companion Site

Everything you need for your course in one place! This collection of book-specific lecture and class tools is available online via www.cengage.com/login. Access and download Microsoft® PowerPoint lecture slides, the Instructor Guide, course management forms, and more.

Instructor Guide. Expansive yet focused, the powerful Instructor Guide helps busy instructors create a cohesive learning experience for students.

MindTap

MindTap Career Development for *Your Career: How to Make It Happen*, ninth edition is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

- Portfolio builder activities your students to build and organize electronic career portfolios, using the online portfolio tool of your choice, that they can access during and after the course.
- Relevant readings, multimedia, and activities are designed to take students up the levels of learning, from basic knowledge to analysis and application. Video animations provide an engaging introduction to chapter topics.
- Personalized teaching becomes yours through a customizable Learning Path built with key student objectives and your syllabus in mind.

For Students

Student Companion Site

Visit www.cengagebrain.com and search for this book to access useful web links and an explanation of common workplace terms.

MindTap

MindTap Career Development for *Your Career: How to Make It Happen*, ninth edition engages and empowers you to produce your best work—consistently. By seamlessly integrating course material with videos, activities, apps, and much more, MindTap creates a unique learning path that fosters increased comprehension and efficiency.

- Portfolio Builder activities guide you to build and organize electronic career portfolios, using an online portfolio tool suggested by your instructor, that you can access during and after the course.
- MindTap delivers real-world relevance with activities and assignments that help you build critical-thinking and analytic skills that will transfer to other courses and your professional life. Video animations provide an engaging introduction to chapter topics.
- MindTap helps you stay organized and efficient with a single destination that reflects what's important to your instructor, along with the tools you need to master the content.

