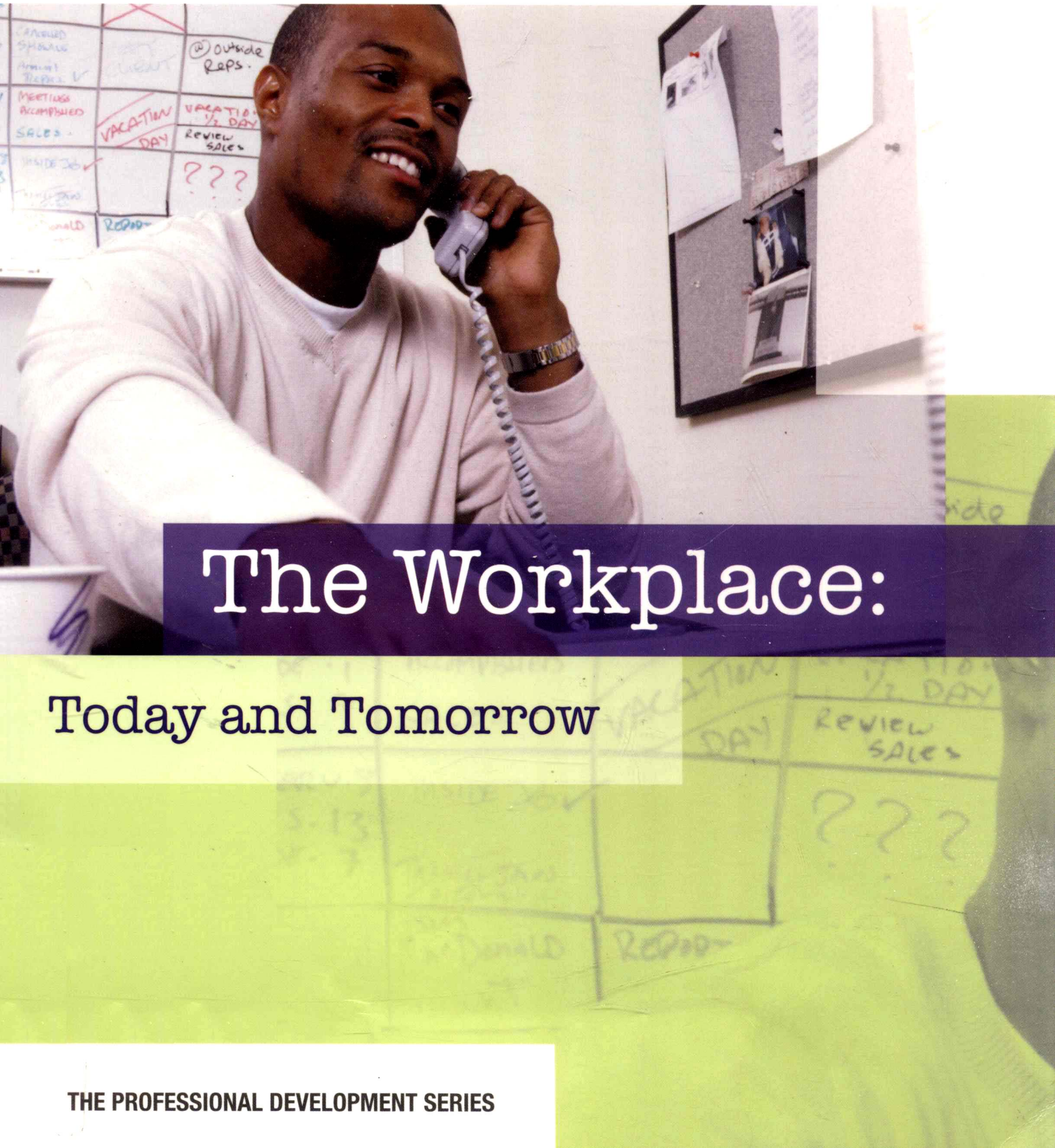


Dr. Joe Pace



The Workplace:

Today and Tomorrow

The McGraw-Hill Companies



Higher Education

THE PROFESSIONAL DEVELOPMENT SERIES: BOOK ONE: THE WORKPLACE: TODAY AND TOMORROW

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Preface

As a psychologist and former college president involved in higher education for over thirty-six years, I often have been asked what skills most directly contribute to career success.

The questioner generally expects me to talk about job skills. Thirty years ago, it would have been typing. Today, it might be familiarity with common workplace software.

But the fact is that most employers don't care how fast you type or how well you align columns on a spreadsheet.

What Do Employers Want?

In a recent survey,* business owners and corporate executives in the United States were asked to rate what they valued most in a new employee:

- Dependability—35%
- Honesty—27%
- Good attitude—19%
- Competence—19%

What does this tell us? It says, simply, that 81 percent of corporations in the United States rate the personal qualities of dependability, honesty, and attitude—what I call *professionalism*—above any skills-based competencies.

The Need for *Professionalism*

Does it make sense that employers value professionalism over what we generally think of as job-related skills? Certainly. All jobs and businesses are different. Even companies manufacturing similar products in the same city will have their own unique procedures and policies. Working for one does not mean you can easily transition into working for another. Employers know this. They know that they will have to train you in the skills necessary for your job and they are willing to do this. What employers want from you are the internal qualities that make you trainable.

Employers want you to be reliable; they want you to be hardworking; and they want you to be ethical. In a word, employers look for the qualities that make a person *professional*.

*Padgett Business Services, quarterly survey of service and retail clients.

Why *The Professional Development Series*?

The sad fact is that most colleges and schools spend an overwhelming majority of the time and energy developing hard skills while ignoring the personal qualities of character and dependability that actually get people hired. The good news is that—like typing or programming—professionalism can be taught.

My aim in developing this *Professional Development Series* has been to teach the personal skills that lead to job and career success. The *Series* is based on both my own research on career success and my experience as a lecturer, college president, and mentor. The material I present in the *Series* is the same material I have used to guide thousands of students and to train hundreds of instructors across North America. The goal for teachers who use the *Series* is to help turn out graduates ready to meet the challenges of the fast-paced professional world. The goal for students learning with the *Series* is to succeed in their chosen careers and, more importantly, to succeed in life.

The Books in *The Professional Development Series*

The Professional Development Series is easy to read and user-friendly. The books are brief, because you are busy. The books are practical, because you need specific guidance, not vague assurances. Each book and every chapter use a consistent organization of text and features to structure the material.

Book 1: The Workplace: Today and Tomorrow

Book One is an orientation to the world of work. In it, you will consider the occupations that are most likely to have job openings in the coming years, how to prepare yourself to fill these openings, and what the workplace environment is like in the twenty-first century. Professional business protocol, professional presence, and a customer-first attitude also are explored and discussed.

Book 2: The Workplace: Interpersonal Strengths and Leadership

Professional success in the twenty-first century demands that people work together to achieve their goals. Book 2: *Interpersonal Strengths and Leadership* explores and develops the skills that make a person a good teammate and a good leader. Developing a standard of excellence and pride in your work along with understanding ethics, trust, and respect also is covered. Thinking strategically and modeling leadership techniques are addressed as well.

Book 3: The Workplace: Personal Skills for Success

Time management and stress management come to mind when we talk about *Personal Skills for Success* and in Book 3, you will develop and practice these skills. You also will be encouraged to think about who you are and what you believe and to use what you learn to establish goals for the future and to develop a plan to achieve those goals. Communicating and presenting ideas and concepts, as well as thinking critically and creatively, also are covered.

Book 4: The Workplace: Chart Your Career

One day you leave school and you have a job; twenty years later you look back and realize that you have a career. How can you make sure that the career you have is fulfilling and rewarding? How can you avoid or overcome the inevitable missteps—taking the wrong job, for example—and get your career back on track? Book 4 offers guidance on planning a career and, more importantly, on developing, changing, and maintaining it.

Features of Each Book in The Professional Development Series

Every chapter of each book has a consistent format, clearly organizing the material to help you learn.

Beginning Each Chapter

What Will You Do? The entire plan for the chapter is set out in What Will You Do? Each section within the chapter is called out with a one-sentence summary describing the content.

Why Do You Need to Know This? The information in each chapter is there for a reason. Why Do You Need to Know This? explains how the material will be useful in finding a job, building a rewarding career, or succeeding in life.

Set the Pace Before beginning a chapter, it is important to determine what you already know about the topic. Set the Pace asks you to think about your own experiences with the subject.

Objectives These are your goals for the chapter. When you have done the reading and the work for each chapter, you should have learned about and practiced each of the bulleted skills. These Objectives will be revisited in the Chapter Summary.

Beginning Each Section

Reading and Study Tip Each tip presents a helpful suggestion to aid your retention of the material in the section.

In Each Section

Quotations These thoughts offer inspiration, context, and perspective from important and influential people in all walks of life.

Vocabulary Important terms are called out in the margins and defined.

New Attitudes/New Opportunities These profiles present real people giving voice to their real-world goals, concerns, and experiences.

Pace Points Techniques and advice that I have found useful from my own work experience.

Judgment Call These real-world scenarios call on you to interpret and act on the information in the section. Check your answers online at www.mhhe.com/pace.

Dr. Joe Pace These are quotations from my workshops that, over time, my students have found the most meaningful.

Ending Each Section

Quick Recap Here is a summary to help you review the section material, check yourself with short review questions, and check your answers online at www.mhhe.com/pace.

Chapter Review and Activities

Chapter Summary The chapter's Objectives reappear here with a review of what you should know about each section and about each objective.

Business Vocabulary All the vocabulary terms from the chapter are listed with the page number where they can be found within the chapter. Double-check to make sure you know what each word means and how it is used.

Key Concept Review Short-answer questions in the Key Concept Review will help you remember the material from each section.

Online Project Go online to learn more about what you have learned in the chapter.

Step Up the Pace These real-world scenarios help you think about applying what you have learned in the chapter to your own life, job, and career.

Business Skills Brush-Up This activity gives you the chance to practice important business skills such as critical reading and effective writing.

Support for *The Professional Development Series*

The books of the *Series* are supported by

Professional Development Series website (www.mhhe.com/pace) On the website, students can find answers to questions posed in the text, additional chapter review materials, and topics for additional reading and study. Instructors also can access sample syllabi, suggested test questions, and tips for teaching.

Study Smart Study Skills Tutorial From time management to taking notes, *Study Smart* is an excellent way to practice your skills. *Study Smart* was developed by Andrea Bonner and Mieke Schipper of Sir Sanford Fleming College and is available on CD-ROM (0-07-245515-2). This innovative study skills tutorial teaches students essential note-taking methods, test-taking strategies, and time management secrets. *Study Smart* is free when packaged with the books of *The Professional Development Series*.

BusinessWeek Online Interested instructors can offer their students 15 weeks of access to *BusinessWeek Online* by requesting that a password card be packaged with the books of *The*

Professional Development Series. For further information call 1-800-338-3987 or speak to your McGraw-Hill Sales Representative.

Instructor's Resource CD-ROM This is a thorough guide to planning, organizing, and administering courses using *The Professional Development Series*. The CD includes sample syllabi, model assessments, and test questions, and teaching tips for each section in every chapter of all four books.

About the Author

For over thirty-six years, Dr. Joe Pace has been a nationally recognized speaker, author, and educator. A psychologist and former college president, Dr. Pace currently serves as the managing partner of the Education Initiative for The Pacific Institute.

Dr. Pace is creator of the *Success Strategies for Effective Colleges and Schools* program implemented worldwide in over 200 colleges and schools. He has served as commissioner of the Accrediting Council of Independent Colleges and Schools (ACICS) in Washington, D.C.; on the board of directors of The Association of Independent Colleges and Schools, now known as the CCA (Career College Association); and as president of the Florida Association of Postsecondary Schools and Colleges.

A popular keynote speaker at conferences and conventions, Dr. Pace also has conducted a variety of seminars and workshops throughout North America on such topics as school management, faculty development, student retention, psychology, and motivation. Thousands of college-level students have benefited from his expertise in the areas of psychology, personal development, and business administration.

Dr. Pace is known for his warmth, enthusiasm, humor, and "intelligent heart." His audiences enjoy his genuine spirit and heartwarming stories. Because of his loving and caring nature, Dr. Pace is able to help people to succeed in their chosen careers, but more importantly, to succeed in life.

Acknowledgments

The energy to develop this series has come from my family: my wife Sharon, my daughters Tami and Tiffany, my son-in-law John, and my grandkids Nicholas, Jessica, Dylan, and Jonathan. Their love and support get me up in the morning, inspire my work, and excite me about tomorrow.

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Advisory Board In October of 2002, a group of educators came together to chart the course for the project that would become *The Professional Development Series*. Their insights and vision guided me.

Teresa Beatty, ECPI

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The Workplace

Understand Tomorrow's Job Opportunities

What Will You Do?

1.1 Career Directions Look at the many directions a career can take and understand the importance of developing transferable skills during your professional growth.

1.2 Information Technology Examine some of the jobs in the country's fastest-growing industry and understand the importance of continuously upgrading your skills to keep up with technology.

1.3 Health Science Learn about the potential rewards of a job in the health sciences.

1.4 Retail/Wholesale Sales and Service Recognize the jobs involved in bringing products from the manufacturing plant to the hands of the final customer.

1.5 Communication and Media Examine a career cluster that includes both the technicians that make modern communication and media work and the creative people who provide information and entertainment to the public.

1.6 Finance and Accounting Assess the finance and accounting career cluster and understand how the management, measurement, movement, and recording of transactions can put professionals into the highest levels of management.

Why Do You Need to Know This?

The world has never offered so many career opportunities. Today's professionals can choose to go in directions that stimulate their interests, challenge their capabilities, and provide the income they need for the lifestyle they deserve. With so many choices, it's easy to go astray. Your career will last most of the rest of your life. By choosing the right career today, you can more quickly achieve your personal and professional goals. However, choosing the "wrong" career isn't necessarily a personal or professional disaster. By continuing your education throughout your career, you can prepare yourself to shift directions as your interests change.



Chapter Objectives

After completing this chapter, you will be able to:

- Understand the careers that five business fields offer professionals.
- Assess trends and job prospects in five business areas.
- Appreciate the skills necessary to succeed in various career tracks.
- Identify regions where each of the five industries is strongest.

Set the *Pace*

Understand Tomorrow's Job Opportunities You want a satisfying career, one that's interesting, challenging, and secure and pays the salary you need to live the way you want to live. Write a few sentences in response to each of the following questions:

- In what kind of environment do you see yourself working?
- What kind of people would you like to work with?
- What skills and knowledge are you willing to pursue?

Activity Think of the jobs your friends, family members, or even fictional television or movie characters hold. Do you aspire to have a job like theirs? Write a paragraph about your "dream job."

Career Directions

Your career choices are as wide as the world. You can apply yourself to science. You can help people in medicine or social work. You can challenge yourself in the people-to-people field of retail sales or put yourself into the high-powered field of accounting and finance. You also can channel your creative energies into communication and media.

Where Do You Want to Go? You have the rest of your life to pursue a career, but the choices start right now. This chapter will present those choices and take you on a quick tour of a few industries that offer a bright future.

Reading and Study Tip

Topic Sentences

Most paragraphs begin with a topic sentence stating the main idea of the paragraph. Find at least two paragraphs in this section that begin with a topic sentence.

Transferable Skills

Start by giving some thought to developing skills that will help you adapt to change when it comes. If you go into information technology (IT), for example, you'll be able to work in the IT part of the medical industry, the retail industry, and many others. All use computer systems, so as long as you can adapt to the special requirements of different fields, you can shift jobs without learning a whole new set of skills.

The transferable skills that bridge your shift from one industry to another are the same skills you learned in high school:

- Speaking
- Writing
- Organizing
- Interacting with other people
- Basic computer skills

You can take these skills with you wherever your career may go. With these general skills and your main area of expertise, you can shift your career as you move ahead.

Continuing Education

continuing education education and training pursued after graduation for the sake of better professional performance

Most good careers will require continuing education. **Continuing education** is training that you pursue after graduation for the sake of better professional performance. The education you receive before your first big job will get you started, but then the real learning begins. As you see the many options that your career field offers, you'll be looking for opportunities in various specialties. You'll have a lot to keep up with, including

- Changes in technology.
- New products that you either use or sell.
- Changes in legal requirements relating to environment, labor, financial reporting, and so forth.
- Developments in techniques, industry standards, markets, and so on.

Tips From a Mentor

Ten Things to Do When Looking for a Job

- **Involve family and friends** by asking for useful contacts. Networking is one of the most productive activities of any job search!
- **Ask three people to review your résumé** and give you comments.
- **Explore your options!** Never say no to an opportunity. Even if the job isn't for you, looking into it may lead to one that is!
- **Consider using a headhunter.** Recruitment specialists often have inside information or contacts. They can be especially helpful if you are in a new place with few contacts of your own.
- **Accept temporary work or even volunteer** in the company or industry you'd like to join. Temporary and volunteer work often lead to permanent job offers.
- **Role-play interviewing.** Have a friend play the role of the interviewer. Even interviewing yourself with a mirror will be good practice.
- **Research the industry.** Know the major companies, trends, salaries, and whatever else you can find out. Your research will prepare you not only for the interview, but also for the job itself.
- **Take classes** or seminars to update your knowledge and skills. However, make sure not to over qualify yourself for the job you want.
- **Research the company.** Find out the company's products or services, chief executives, locations, and basic policies and the person who does the hiring.
- **Treat your job search like a job.** Keep at it—the payoff will be worth it!

Educational Opportunities

As you immerse yourself in your new profession, you'll find educational opportunities all around you, such as

- Colleges and universities that offer continuing education courses.
- **Trade associations**, whose missions often include improving professional standards in a given industry or profession by offering conferences and seminars.
- In-house training, offered by your company.
- Trade magazines to help you keep up with what's happening in your industry, from technology to market conditions.
- Vendors who provide products that your industry uses or sells and provide seminars that explain the use of their products.

trade associations organizations dedicated to improving professional standards in a given industry or profession

Pace Points

Thanks

Write a thank-you note to an interviewer the same day or, at the latest, the next day. Send it immediately. Add something personal to help your interviewer remember you.



Dr. Joe Pace
DETERMINATION

"The race is not always to the swift...but to those who keep running!"

“ When you have a dream you’ve got to grab it and never let go. ”

Carol Burnett
Entertainer

- The Internet with all sorts of online courses, many of them provided by colleges, universities, private professional education organizations, and professional associations.
- Education packages consisting of books, CD-ROMs, reference materials, and tests that sometimes grant credit.

Remember, the only careers that advance upwards are careers that demand continuous education, and professionals with the most education tend to be the ones most likely to succeed.

Career Clusters

When you choose a career in a given industry, you’ll have opportunities in a wide variety of workplaces. A career in information technology, for example, can lead you to jobs in banking, meteorology, Web site design, software development, computer assembly, training, technical writing, hospital equipment service, and many other areas. All the occupations associated with a given industry are called a *career cluster*. The occupations in a career cluster tend to demand the same fundamental training and education, though each occupation will call for its own special skills.

When you consider a career, look for the opportunities within a career cluster. Do you want to develop the skills required by those careers? Does the cluster offer you the kinds of companies, workplaces, salaries, and benefits that you want?

Career Pathways and Ladders

A career pathway is an area of concentration, or a specific direction, taken through a career cluster. Each pathway leads to a group of careers that require similar academic and technical skills, perhaps even the same certifications. For example, in the health services career cluster, you may want to take a career pathway into occupations involving patient care. Such jobs include emergency medical technician, licensed practical nurse, registered nurse, dental hygienist, and anesthesiologist.

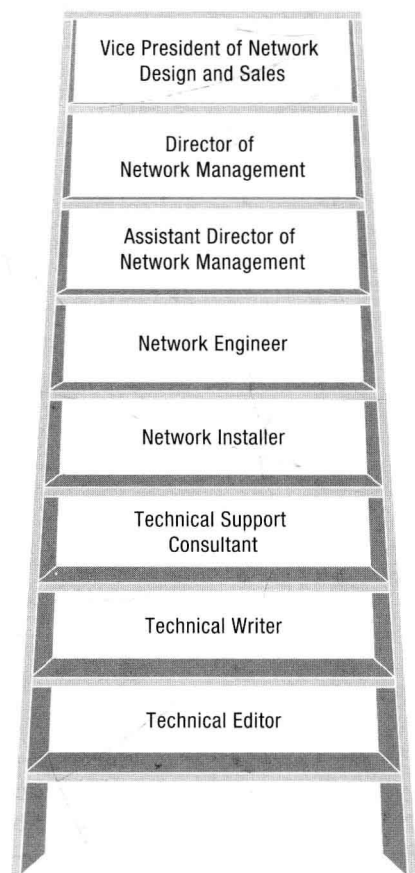
Your career ladder is the pathway you take or intend to take toward your career objectives. See Climbing a Career Ladder, Figure 1.1, for one example. Visualize each rung of the ladder as a job that moves you upward in your career. As you plan to take a new job, consider whether it is a step upward, and whether it prepares you for the next step.

QUICK RECAP 1.1

CAREER DIRECTIONS

- Transferable skills (reading, writing, organizing, etc.) will help you shift between career tracks.
- A career cluster consists of all the occupations associated with a given industry.
- A career pathway is one direction that a career might take through a career cluster.
- A career ladder is the series of jobs that an individual holds as he or she advances through a career.
- Your education will be continuous throughout your career.

Figure 1.1 *Climbing a Career Ladder*



CHECK YOURSELF

1. What are transferable skills and how can they help you in your career?
2. Name four sources of continuing professional education.

Check your answers online at www.mhhe.com/pace.



BUSINESS VOCABULARY

continuing education education and training pursued after graduation for the sake of better professional performance

trade associations organizations dedicated to improving professional standards in a given industry or profession

Information Technology

Information technology (IT) is the industry of computer hardware (physical computer equipment) and software (the applications that make computers work), including the Internet and the World Wide Web. The challenges of an IT career are great because you'll need to keep learning as fast as technology advances. However, the rewards are also great. IT careers offer many opportunities and much potential for personal and professional growth.

Take the IT Track. This section addresses the IT industry. Since IT touches just about every industry from aerospace to the arts, it offers career paths that go in all directions. Which one is right for you?

Reading and Study Tip

Organization

Paragraphs about specific jobs are organized in a set pattern. Determine the pattern and look for other patterns as you read.

What Is Information Technology?

Information technology (IT) is used to design, develop, set up, operate, and support computer systems. The IT industry includes computer assembly, software design, networking, use of the Internet and the World Wide Web, and use of computers in all sorts of applications. Computers control hospital equipment, traffic lights, credit card payments, automatic teller machines, television studios, robots in factories, air traffic control systems, investment and financial systems—more things and functions than anyone could ever list.

In other words, information technology is everywhere, and so are IT jobs. A career in IT gives you opportunities in just about every industry in the world, including, of course, the companies that produce computer hardware and software.

The IT Workplace

IT professionals generally enjoy workplaces that have been designed for a comfortable, productive workday. Most jobs are in office buildings, usually at large and medium-sized corporations.

It is becoming increasingly common for IT professionals to work from home offices, often connecting to a corporate office by Internet. Since much of their work involves nothing more than a computer and electronic data, their physical presence in a business office is not needed. Some professionals work from a **virtual office**, connecting their laptop computers wherever they are.

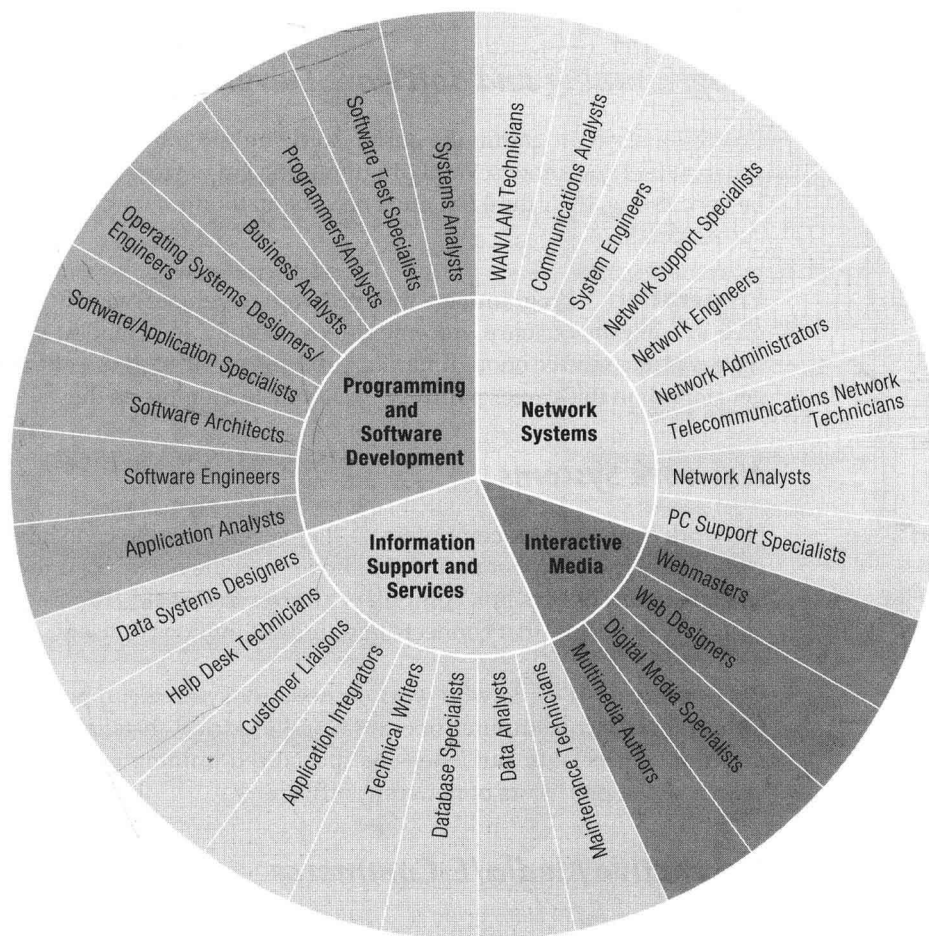
virtual office a portable office, consisting mostly of a laptop computer

The IT Career Cluster

The IT career cluster can be organized into four career pathways (see Figure 1.2):

1. Information support and services
2. Programming and software development
3. Network systems
4. Interactive media

Figure 1.2 *The Information Technology Career Cluster*



Thinking Critically IT involves the design, development, support, and management of hardware, software, multimedia, and systems integration services. *How do your skills and interests fit with jobs in the information technology cluster?*

Information Support and Services

As you can see from the information technology career cluster, information support and services employ more people than any other IT pathway. Employees must continue their education in order to keep up with advancing technology. Professionals in this field hold a wide variety of jobs. Their duties include

- Analyzing computer users' requirements.
- Selecting the best IT solution for a given set of requirements.
- Designing computer systems or software that makes the solution work.
- Implementing and operating the system.
- Teaching people how to use the system.
- Maintaining the data in the system.
- Fixing or changing the system when it breaks or needs improvement.
- Writing instruction manuals.
- Staffing technical support desks and telephone help lines.

Preparation Skills and education levels in this career pathway vary widely. Many professionals have degrees in computer science. Many have degrees in unrelated areas but have an aptitude for IT. Some pick up their skills while holding a non-IT job. Some take courses at technical schools, at community colleges, or online.

Programming and Software Development

Professionals in programming design software and translate their designs into computer code. They know several programming languages. Their skill with logic must be very strong, their thinking must be very methodical, and they must be able to focus on detail.

Preparation Programmers and software developers usually hold a college degree in computer science, information technology, information systems, or mathematics. Some receive enough training at technical schools or community colleges to get started on this career pathway, then they learn more as they advance.

Network Systems

network systems links among computers and peripherals that enable several people to share software, files, computers, and peripherals at the same time

Network systems link computers so that several people can share software, files, computers, and peripherals at the same time. Some networks link the computers in a single office. Others link computers all over the world. The Internet is actually a system of networks that connects hundreds of millions of users.

Preparation People who work in network systems support must have strong technical skills in computer operation and electrical installation. A college degree may not be necessary, but extensive specialized training is. Training is often available from the producers of network software.

Interactive Media/E-Commerce

Interactive media electronic systems that allow users to input information and receive responses, as in computer games, chat rooms, and computer-based interactive training programs

E-commerce business conducted over the Internet

Interactive media are electronic systems that allow users to input information and receive responses. Computer games, chat rooms, and interactive computer-based training programs are examples of interactive media. Many Web sites are interactive, especially those that allow **e-commerce**—business conducted over the Internet.

E-commerce has been growing rapidly as companies create Web sites that allow customers to order products or seek technical assistance over the Internet. Professionals who work in this area of IT may be involved in Web page design, online payment systems, or writing of technical assistance scripts.

Preparation Professionals in e-commerce need to use many programming languages. Education often includes a degree in business or marketing, with strong training in computer graphics and programming languages.

Jobs in IT

Information technology embraces dozens of job titles and all levels of education and skill (Figure 1.3). Here are a few of the more common jobs, and the qualifications required to do them:

- **Computer Engineer** Hardware computer engineers design and develop computers, components, and peripherals. Software engineers design software, a complex process of determining how data should flow through a computer. Software engineers write computer code to make the software work.