

CAREER DIRECTIONS

The Path to Your Ideal Career

英文大学人文经典教材

职业生涯规划

【美】唐纳·叶纳 Donna J. Yena/著
任静 注释

(注释版)



第5版

Fifth Edition

英文大学人文经典教材—— 职业生涯规划

(注释版)

CAREER DIRECTIONS **The Path to Your Ideal Career**

FIFTH EDITION (第五版)

[美] 唐纳德·叶纳 Donna J. Yena 著
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Donna J. Yena

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Dedication

This book is dedicated to the thousands of students and the teachers who have applied the techniques in this book as a tool for planning and launching successful careers for the past 25 years. I want to especially thank my husband John, whose experience in his 40 years as a leader in career education has provided me valuable guidance, support, and inspiration to ensure this text continues to benefit the career success of the students it serves.

About the Author



With 30 years of experience in career development and human resources, Donna Yena brings a practitioner's perspective to this book. Her experience as Vice President of Career Development at Johnson & Wales University, along with her background as a manager, instructor, and curriculum designer, contribute to the advice and techniques found in *Career Directions: The Path to Your Ideal Career* and the *Career Directions Handbook*.

Yena developed and implemented a series of career management education courses for students at Johnson & Wales University, while responsible for experiential education programs for more than 3,500 students at four campuses. For 30 consecutive years, 98 percent of Johnson & Wales University graduates were employed within 60 days of graduation, under Yena's leadership. Yena is one of the University's certified DACUM (Developing a Curriculum) facilitators. She currently serves as a member of the Board of Governors for the World Association of Cooperative Education and is a member of the Society for Human Resource Management; the Women's Foodservice Forum; and NACE, the National Association of Colleges and Employers.

Yena is a nationally recognized speaker on career development, job placement, and student success. She has led seminars for school professionals and their students across the country and has published numerous articles on a range of job search and career development topics.



Preface

● **WELCOME TO *CAREER DIRECTIONS: THE PATH TO YOUR IDEAL CAREER***

The fifth edition of *Career Directions* is designed to assist career seekers, both in and out of the classroom, from a wide variety of diverse backgrounds. This book is equally ideal for those who are decided or undecided about their career paths, those who are in a career transition, or those who are returning to school with plans to start a new career or reenter the workforce. A major goal of your education is to prepare you for a satisfying career. Being prepared to manage your career from internship and co-op experiences to your first career position and beyond increases the likelihood that you will achieve your career goals. Filled with both updated and new content and features, the fifth edition of *Career Directions* blends the basics of career planning and searching with resources contemporary to today's workplace.

Updated sources and theories, new case studies, real-world examples, and exercises and activities have been added to the fifth edition, making it a comprehensive and current resource for the modern career seeker. Successful job search techniques vary, and as you customize your search to meet your own individual career goals, you will need to decide which online and traditional career resources will work best for you. For example, the use of recruitment technology can be very different between small, local companies and mid-size, large, regional, or national companies. Many companies are now looking to online social networking sites to recruit new hires. Becoming well-versed in resources such as Facebook, Twitter, MySpace, and activities such as blogging will put you ahead of other candidates and increase your chances of connecting with a potential employer. In addition to two new chapters covering networking and internships and co-ops, these are just a few examples of the updated content found in the fifth edition.

The information provided to you in *Career Directions* spans the needs of a wide variety of job seekers. Students in career schools, four-year colleges, and community colleges can all benefit from using this book in career development courses and career workshops. The book can also be used independently for those who want to direct their own career planning and job search efforts. *Career Directions* provides instruction and resource materials that will help you find your internship or co-op job or your first position after graduation or help guide you through a career transition.

● **CAREER DIRECTIONS HANDBOOK**

Since the job search process varies by industry, researching industries and potential career paths is imperative throughout your career planning and searching activities. The text, *Career Directions: The Path to Your Ideal Career*, is designed to help you assess, plan, take action, and attain your desired career path, and the updated *Career Directions Handbook* is carefully designed to assist you in this process.

The *Career Directions Handbook* is a current and comprehensive tool that is now conveniently available both in print and online. Packed with valuable information, the *Career Directions Handbook* will arm you with knowledge, statistics, career possibilities, and over 1,000 specific job descriptions spanning a multitude of industries. Included industries range from technology, to health care, to business, to everything in between! Knowing your industry options, corresponding career paths, specific job descriptions, and what you can expect for each one in terms of salary and job outlook will give you a realistic perspective of your options.

Whether you have already pinpointed a specific industry in which you are interested or you are still unsure about the career path you desire, the *Career Directions Handbook* offers a wealth of information. With this information, you will be prepared over other career seekers in the hiring pool. When you are prepared, and know what you want in a career, it translates into confidence during interviews and throughout your life.

Acknowledgments



I would like to acknowledge the tremendous efforts and guidance of the entire McGraw-Hill Higher Education team whose vision, partnership, and expertise contributed to the development of this fifth edition. Particular thanks go to Jenae Grossart and Vincent Bradshaw for the talent, commitment, and diligence they demonstrated in shepherding this new edition to completion. I would also like to extend my gratitude to Alice Harra and Sarah Wood for your continued support and belief in this book; to Keari Green for your marketing efforts in ensuring the value of this book is communicated to students and instructors alike; to Jane Mohr and Janean Utley for your efforts behind the scenes regarding schedule coordination and production; to Srdjan Savanovic and Daniel Krueger for your work on the cover and interior design; and to Destiny Hadley and Marcy Lunetta for your work on citations and permissions, respectively.

McGraw-Hill and Donna Yena would like to acknowledge all the instructors who reviewed this and previous editions. Their continued insight and input contribute directly to the development and success of this text.

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The fifth edition of *Career Directions: The Path to Your Ideal Career* is designed to ensure that students will not only learn fundamental strategies of career success, but also will be able to put those basics into action through real-world cases, examples, and a multitude of activities.

“A refreshing change from my current textbook, with more contemporary topics.”

Belen Torres-Gil, Rio Hondo College

Career Directions is

1. **Identify** how world trends are affecting the workplace
2. **List** the 21st century skills employers consider critical to career success
3. **Recognize** the value of your education in the workplace

It is important for you to have an awareness of the world around you as you prepare for today's workplace. Now more than ever, societal and economic trends will affect your job and your work environment on a regular basis. This chapter discusses how world trends are reshaping your world of work by focusing on the major challenges today's workers face and how businesses and people are responding to these changes. The chapter also focuses on the skills you will need for success in the millennial workplace. A major part of your own professional development will depend on your ability to respond and adapt to some of these changes.

Learning Outcomes

LEARNING OUTCOMES outline the focus of the chapter and provide a roadmap for the material ahead. Each is tied to a main heading in the chapter, as well as to the chapter summary, to help reiterate important topics throughout.

CASE STUDY

CASE STUDIES located at the beginning of each chapter introduce students to chapter topics through real-world scenarios. Related Discussion Questions are provided at the end of each case to encourage classroom discussion.

“It encompasses real world application, engages active learners, and is at an appropriately rigorous level.”

Maria E. Sofia, Bryant & Stratton College

CASE STUDY

Maria attended community college immediately following her graduation from high school. While pursuing her degree in communications, Maria completed an internship at a local hospital in their public relations office. As an intern, Maria was part of a team that helped to develop a local ad campaign to recruit more members of the community into the hospital's volunteer program. Her work included meeting with college students and local business groups to explain the importance of the volunteer program and share the positive feedback about the experience from current volunteers. Her goal after graduation was to work in a small advertising firm where she could further develop her writing and presentation skills and learn more how to promote a variety of different products and services.

Discussion Questions

1. What skills did Maria need to apply to work successfully with her coworkers who were so different from her?
2. Why do you think Maria was selected to create the campaign for the nutrition products?
3. What else could Jim do to increase his value to the firm in a competitive job market?

... a
comprehensive
and engaging
way for students
to explore, identify,
and achieve their
ideal career paths.

REAL LIFE STORIES exemplify chapter topics, and allow students to connect the material to current businesses, well-known individuals, and their own lives. These stories range from companies like American Girl, LLC, to people such as Lance Armstrong, to everyday individuals who have had experiences similar to those that students might face.

Real Life Stories

Laura Murphy

Dissatisfaction with several entry-level positions and work for a car rental company led Laura Murphy to pursue a more rewarding career. She went back to school and obtained an associate degree in nursing. She became a travel nurse and eventually assumed a nursing position at a medical center's high-risk and delivery center. She also worked with new mothers, like herself, to adjust to parenthood.

Laura moved on to work as a full-time school nurse which allows her to spend time with her two children. She believes nursing offers a wide variety of career paths for those seeking a personally rewarding career with many opportunities.¹

Source: Reprinted with permission. Winter 2005 *Alpha Phi Quarterly*. Copyright © 2005.

¹ T. Riemer Jones, et. al. (2005). "Values-Based Career Moves." *Alpha Phi Quarterly* 117(1). Retrieved August 31, 2009, from www.alphaphi.org/pdfs/Quarterly/2005Winterp.1-10.pdf.

ACTIVITIES provided throughout each chapter encourage immediate application and practice of the topics covered.

"Easy to read; full of activities to make students begin thinking."

Debbie Liddel, Pinnacle Career Institute

"I like the variety of exercises. They are thought-provoking and allow the student to personally connect with the content."

Earl Wiggins, Miller-Motte College

ACTIVITY 2.1 Choosing Values

Values affect most of the choices we make every day. The career you choose should be compatible with your values. The following words describe some common values. From the list, select 10 that are most important to you and then rank them 1 to 10, with 1 being the most important.

Values	Most Important	Rank (1 = most important)
Being a difference		
Integrity		
Honesty		
Being		
Reputation		
Individuality		
Peace		
Power		
Richness		
Security		
Stability		

PROGRESS CHECK QUESTIONS facilitate class discussion and encourage students to pause and reflect on key topics as they progress through each chapter.

"The Progress Check Questions are on target, thought-provoking, and can be used effectively as the basis for classroom (or online) discussion."

David M. Leuser, Plymouth State University

Progress Check Questions

1. Do you think your strongest personality traits are always an advantage to you? why not?
2. How do you think your personality traits affect your career choice?

Real Life Stories

Lance Armstrong

Lance Armstrong's extraordinary athletic career is an example of how one can draw upon strong personality traits to set ambitious goals and overcome potential obstacles that can prevent achieving those goals.

At age 22, Lance Armstrong became the youngest winner of the World Championship bicycle road racing. He went on to break a record, winning the Tour de France for seven consecutive years.

NOTES BOXES highlight material directly related to chapter topics, providing reinforcement and enhancement of the subject matter.

NOTES Sample Goal Statements

Vague Goal Statements	SMART Goal Statements
1. I want to save my money.	1. I will save 10 percent of my income to pay for my professional certification test to be taken next spring.
2. I want to be happy with my job.	2. By January, I will have my resume updated with the eight transferable skills from my current job with the goal of having a new job by April.
3. I want to work for a progressive company.	3. I want to work for a company that has customized career paths that will allow me to move to a senior financial analyst's position in five years.
4. I want to find an internship in my field.	4. I want a teaching internship to earn the 13.5 credits I need to qualify me my student teaching for by September.

CHAPTER SUMMARIES review the Learning Outcomes outlined at the beginning of the chapter, bringing the material full-circle, encouraging retention, and preparing students for the next chapter.

CHAPTER SUMMARY

By exploring the career paths overview in this chapter, you have had career planning foundation and establish direction for your job search.

Beginning with knowing the difference between a job and a career. First, it helps you decide which of the two is a better choice for you. You can change your course at any time in the future, it is best to have a time with a series of unrelated jobs if you later decide you want to pursue a career.

Understanding how jobs relate to different career paths is key to making career moves as you work your way along your career path. The market available to you will always be changing along with periods of growth and decline. The rate at which companies are able to create more or new job opportunities in the market. Being knowledgeable about current trends in job growth is important. It will ensure you know whether you have a strong future in a particular field.

REFLECTION EXERCISES at the end of each chapter allow students to think critically about what they have learned and respond through an application-based exercise.

“The exercises are very useful and lend themselves to group discussion or activity.”

James Rubin, Paradise Valley Community College

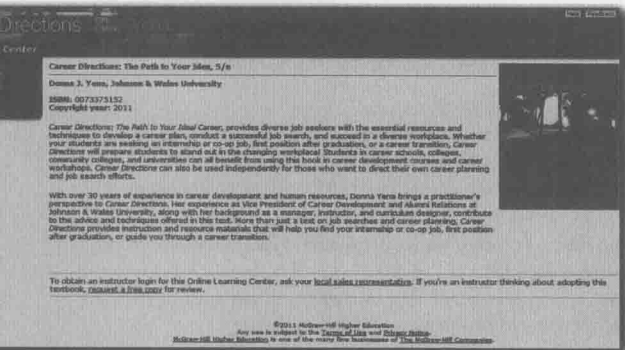
CAREER PATHS AND CAREER DECISION MAKING

Based on what you have learned about career paths in this chapter, identify two potential career paths you think you would like to pursue:

To try to decide which career path might best suite you, answer the following questions.
What am I trying to decide between my two options?

What do I need to know?

Why do I need to know it?



ONLINE LEARNING CENTER

The Online Learning Center (OLC) is a website that follows the text chapter by chapter with digital supplementary content. The instructor's side of the OLC contains useful resources to aid in planning and teaching the course, including the Instructor's Manual, PowerPoint presentations for each chapter, a Test Bank, and an Asset Map. The Asset Map fully integrates the text with all coordinating supplements. It is designed to assist instructors in organizing and teaching the course efficiently and comprehensively.

As students read the book, they can go to the student side of the OLC to take self-grading quizzes, review material, access relevant Web links, and view and print examples and relevant forms. The information center includes the book's table of contents, preface, sample chapter, description of supplements available, and information about the author. The OLC for *Career Directions* is located at www.mhhe.com/yena5e.

WHAT'S NEW

NEW THROUGHOUT THE TEXT!

NEW to this edition: Case Studies

NEW to this edition: Real Life Stories

NEW to this edition: Progress Check questions in each chapter

NEW to this edition: Reflection Exercises included at the end of each chapter

UPDATED Chapter Summaries throughout

CHAPTER 1: THE MILLENNIAL WORKPLACE

- 21st century skills employers consider critical to career success
- The value of your education in the workplace
 - New: Activity: Understanding the Value of Your Degree
- Coverage of today's economy: mortgage crisis 2007, Obama stimulus package 2009; new job growth trends: green jobs, education, credit management, researching job growth trends
 - New: Activity: Researching Job Growth Trends
- More diversity coverage and examples
- Entrepreneurship job growth
- New: Three Real Life Stories
- Generational differences in the workplace
- Social and professional networking trends

CHAPTER 2: SELF-ASSESSMENT

- Know what 21st century skills employers want
- New: Activities covering values, interests, personality traits, skills, emotional intelligence
- New: Three Real Life Stories
- New: Emotional intelligence
- Discussion of emotional intelligence and importance to career success
- Expanded discussion of job matches for some personality types.

NEW! CHAPTER 3: GOAL SETTING AND CAREER DECISION MAKING

- New: Practice writing goals
- New: Apply career decision-making skills

- New: Real Life Story
- New: Discussion of possible influence of ethnicity, age, and gender on personal definitions of career success with activities:
 - New: Activity: Age and Career Success
 - New: Activity: Gender and Career Success
 - New: Activity: Ethnicity and Career Success
 - New: Activity: Write Your Career Success Statement
- Setting goals for self-improvement—expanded discussion and activities
 - New: Activity: Use SMART approach to practice writing goal statements

CHAPTER 4: PERSONAL DEVELOPMENT

- New: Real Life Story
- Communication skills: conversation skills, telephone skills, writing, listening skills
 - New: Activity: Write a SMART Goal to Improve a Speaking Skill
 - New: Activity: Write a SMART Goal to Improve a Writing Skill
- Advice on personal finances: saving, budget, debt management, credit score, retirement planning
 - Activity: Write a SMART Goal for Personal Finance Skills
- Expanded discussion of time and stress management
 - New: Activity Write a SMART Goal to Improve Time and Stress Management Skills
- Expanded discussion of grooming and dress

CHAPTER 5: CAREER PATHS OVERVIEW

- Job versus career discussion has been expanded
- New: Activity: Job versus Career, helps students gain a better understanding of the difference between the two and how it relates to their personal values, interests, and definitions of success
- Where the Jobs Are: expanded public sector list
- Career path examples include hospitality, information technology, retail services, health care
 - New: Activity: Identifying Career Paths
 - New: Activity: Researching Career Paths using the Career Voyages website
- New: Two Real Life Stories

CHAPTER 6: YOUR CAREER PORTFOLIO

- New list of employer expectations replaces 17 Pathways to Success
- Updated activity skills developed through coursework to include 21st century skills examples
- Updated Activity: Skills Developed Outside the Classroom
- New: Real Life Story
- New: Addition of a portfolio time line helps students plan their portfolio development from the preparation to presentation stages
- Types of portfolios expanded to include e-portfolios

NEW! CHAPTER 7: CAREER NETWORKING

- Types of networking: person to person, networking events, career fairs, conferences, and workshops
 - Activity: Create a List of Career Network Contacts
 - Activity: Create a Calendar of Networking Events
 - Activity: Create Your Career Network Card
- New: Real Life Story
- How to network: plan, establish rapport, connect, follow-up, build relationships, networking online, social networking
 - Example: Networking at a Career Fair
 - Activity: Create Your List of Online Networking Resources

NEW! CHAPTER 8: INTERNSHIPS AND CO-OP PROGRAMS

- Importance of internships and co-ops to the student and employers
- Finding the right program
 - Day in the Life of Accounting Intern Leah
 - Day in the Life of Ad Sales Associate, Carla
 - Day in the Life of Merchandising Co-op Student, Anthony
- New: Two Real Life Stories
- Learning Goals
 - Activity: Writing Learning Goals
 - Activity: Write a SMART Learning Goal for Co-op and Internship Experiences
 - Activity: Reflect on Your Accomplishments
- Your Success with the Program

CHAPTER 9: SOURCES OF JOBS

- Streamlined to include discussion of the visible job market and hidden job market
- New: Real Life Story

CHAPTER 10: RESUMES AND JOB APPLICATIONS

- New: Determine when to use different resume styles
- New: Organize information for your resume
- New: Real Life Story
- New: Practice the use of power words in your resume
- New: Resume samples have been added
- New: Section on electronic (e-resumes) and paper resumes
 - New samples of e-resumes
 - New Activity: Create Your Own E-resume

CHAPTER 11: LETTERS

- New samples include networking letter and career changer letter
- New: Real Life Story
- New samples of e-cover letters

CHAPTER 12: SUCCESSFUL INTERVIEWS

- Reorganized for clarity: before the interview, during the interview, after the interview
- Information about telephone calls now includes new examples of self-introductions
- Information on researching companies now includes resources for researching companies online, researching small companies, and using blogs and message boards
 - New Activity: Company Research Profile
- New: Real Life Story
- Updated information on group interviews and tips, typical questions asked, 21st century skills questions, ethics, improper questions and how to respond, and questions to ask during an interview
 - New Activity: Prepare and Practice Responses to General Questions
 - New: Sample responses to some general and 21st century skills interview questions.

CHAPTER 13: ACCEPTING OR REJECTING A JOB

- New: Real Life Story
- New: Introduction of new topic of salary negotiation and the dos and don'ts of salary negotiation
 - Activity: Practice Salary Negotiation

CHAPTER 14: GROWING YOUR CAREER

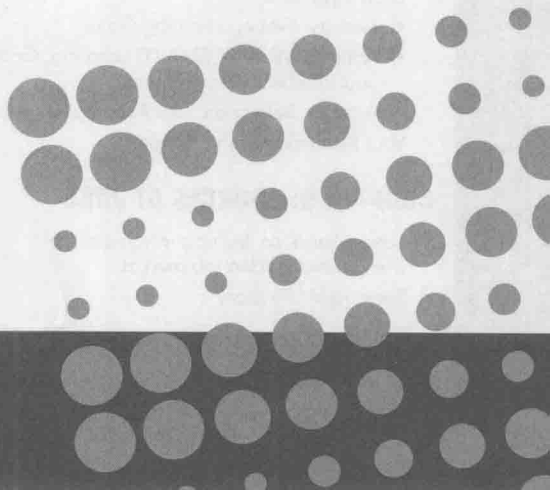
- Preparing for your first day on the job
- Identifying the purpose of industry orientation and training programs
- Recognizing the importance of periodic review and assessment of your performance

- Determining strategies to get promoted and recession-proof your job
- New: Real Life Story

CHAPTER 15: CONTEMPORARY ISSUES IN THE WORKPLACE

- Coverage of employee assistance programs
- Identifying how health-related issues affect you in the workplace

- Recognizing family care issues that affect you in the workplace
- New: Real Life Story
- Discussion of laws that protect employees from workplace discrimination
- Expanded discussion of personal ethics and discrimination issues including misuse of technology at work and why people make unethical decisions



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