

KEYS TO CAREER SUCCESS



CAROL CARTER
CAROL OZEE ♦ BETH BOLLINGER

KEYS TO CAREER SUCCESS

Carol Carter

Carol Ozee

Beth Bollinger



Prentice Hall

Upper Saddle River, New Jersey 07458

Library of Congress Cataloging-in-Publication Data

Carter, Carol.

Keys to career success / Carol Carter, Carol Ozee, Beth Bollinger.

p. cm.

Includes index.

ISBN 0-13-834277-6

1. Career development. I. Ozee, Carol. II. Bollinger, Beth.
III. Title.

HF5381.C368 1998

650.14—dc21

97-11419

CIP

Acquisitions editor: Todd Rossell

Editorial/production supervision: Janet McGillicuddy

Managing production editor: Mary Carnis

Director of production/manufacturing: Bruce Johnson

Marketing manager: Frank Mortimer, Jr.

Prepress/manufacturing buyer: Marc Bove

Electronic page composition: KR Publishing Services

Chapter opening photos: Rick Singer Photography

Interior photos: Tan Pham

Interior design: HRS

Art director: Marianne Frasco

Cover art: Warren Gebert

Cover design: Bruce Kenselaar



©1998 by Prentice-Hall, Inc.

A Simon & Schuster Company

Upper Saddle River, New Jersey 07458

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

ISBN 0-13-834277-6

Prentice-Hall International (UK) Limited, *London*

Prentice-Hall of Australia Pty. Limited, *Sydney*

Prentice-Hall Canada Inc., *Toronto*

Prentice-Hall Hispanoamericana, S.A., *Mexico*

Prentice-Hall of India Private Limited, *New Delhi*

Prentice-Hall of Japan Inc., *Tokyo*

Simon & Schuster Asia Pte. Ltd., *Singapore*

Editora Prentice-Hall do Brasil, Ltda., *Rio de Janeiro*

*To people everywhere who, through their purpose
and their work, seek ways to improve themselves
and the world we live in.*

PREFACE

We wrote this book to help people focus on molding their career paths to fit the larger picture of their life goals, rather than just giving quick-fix answers on how to “land” a job. Certainly, students entering the workplace need to be concerned about making financial ends meet. We hope, however, that this book helps them not only to address their financial goals but also to develop and understand their personal and individual goals as well, especially as they relate to career development.

This first edition of *KEYS TO CAREER SUCCESS* retains the innovations and the tone of other *KEYS TO SUCCESS* books authored by Carol Carter, and has the following significant features:

Real People, Questions, and Answers: Featured in each chapter of this book are stories and advice from real people who have worked hard at building their own careers and can share their thoughts and ideas about career development. There are over 50 people—from accountants to marketers to teachers and lawyers—who unselfishly took their time to think through their own career paths and share with our readers the peaks, valleys, and lessons that they have experienced along the road of developing careers that mattered to them.

By reading these real life stories, students can learn from others’ experiences rather than just read lectures on hypothetical career situations. Professors can point to career advice from *real people* in all different types of careers to explain the importance of career planning and skills development, rather than just expound about the importance of these areas without real life examples.

Skill Building End-of-Chapter Exercises: End-of-chapter exercises ask practical questions about career development and planning that help students to really prepare for their future. The exercises for each chapter are divided into three categories—Asking Questions and Getting Answers, Collaborative Learning and Team-Building Skills, and Long-Term Planning: Key to Your Personal Portfolio—that are designed specifically to teach students skills that they need in the workforce itself.

Success Skills Emphasized Throughout: Workplace skills such as communication, leadership, teamwork, problemsolving, decisionmaking, networking, creativity, tenacity, common sense smarts, ethics, independence, adaptability, and an overall positive attitude are discussed throughout. The text provides advice on how to juggle the “real world” workplace with personal life goals, and emphasizes the need to embrace technology and further education even after the career path has begun. This real-life emphasis on career development gives professors the opportunity to discuss how students can plan for their entire future (and not just the next few months). Included in the text is a discussion of how to plan for the unexpected and how to develop your own portfolio for future career moves.

Emphasis on Research and Networking: Two special features of KEYS TO CAREER SUCCESS are its unique, in-depth discussions of Researching and Ranking Companies (Chapter 5) and Networking (Chapter 6). These step-by-step guides are intended to take a lot of the mystery out of how to find a job. The Networking chapter in particular is an excellent tool for professors to help students think about how building relationships with people they like and respect can lead to positive career developments down the road.

This textbook touches a broad spectrum of areas, from discovering who you are to conducting career research, to learning how to present and prepare yourself for career opportunities and choices. We want this book to be a never-ending career reference that will stay on a student's bookshelf for a long time—not just for the duration of a semester-long class.

*Carol Carter
Carol Ozee
Beth Bollinger*

ACKNOWLEDGMENTS

In writing *Keys to Career Success*, we drew a great source of energy from many different people.

Pamela Zemper spent countless hours interviewing people about their career experiences. The result of Pam's efforts can be seen throughout this book in the stories these people shared. In addition, Pam drafted several career profiles as well as parts of the book. Pam also went through the entire text and made comments for improvement.

Our student editors, Kathleen Cole and Tim Short gave us valuable insights on the text—from a returning student's point of view and the perspective of a traditional college student. Jennifer Moe and Marisa Connell, students at Gonzaga University, also helped immensely in giving us feedback on drafts of the text. Both Kathleen and Marisa also helped in the mechanics of getting the book to the printer. Thanks, too, go to Raymona Baldwin and her professor Harry Hazel for allowing us to use the wonderful letter of recommendation he wrote for her. In the same vein, thanks to Jennifer Moe for giving us permission to use her application as an example of the whole "packet," and Lou R. Maxon, her former employer at Code Magazine, for letting us use his letter of recommendation as part of that packet.

The following people, all present or former instructors, gave us feedback on the text while it was still in draft form, helping us to make a lot of improvements: Rita Delude, Paige Terry, Nancy Kosmicke, Charlene Pearson, Jeff McIlroy, Celesia Snyder, Sharon Bollinger, Susan Casmier, Valerie DeAngelis, and Lillian Cole. Thanks to Jeff McIlroy for sharing his expertise and classroom strategies from UT Arlington.

Many thanks to the tireless people at Prentice Hall whose creativity and initiative made this book possible. Tricia Liscio, sales representative in Dallas, signed this project. Without her, the authors would never have met and this book would not have been written. Our editor, Todd Rossell, gave us direction, guidance and fast turn-around on key decisions. Our marketing manager, Frank Mortimer and our sales director, Karen Austin, provided market insight and worked hard to communicate our unique message. Our production editor, Janet McGillicuddy, was first-rate. She coached us and kept us focused on our goals and deadlines. Our special thanks also to the whole production team—Mary Carnis, Marianne Frasco and Kerry Reardon who worked with Janet to design and produce the book. Finally, we would like to thank the Career and Technology team, and especially Robin Baliszewski, Rit Dojny and Dave Garza and the sales and sales management staff of Prentice Hall, who are second to none. Our appreciation to Gary June, Director of Sales and to Jackie Fitzgerald, National Accounts Manager.

Many thanks to the faculty and administrators at De Vry Institute of Technology who encouraged us, especially Linda Dobbs-Willis who reviewed the book, giving excellent and most appreciated suggestions and insight from her career development teaching experiences. Also, thanks to Dr. Lory Hawkes, a published instructor, who was always there to answer questions, give advice, and bounce off new ideas; Dr. Sherry Berg who reviewed the draft and gave encouraging feedback; and Ann Rogers, who would drop whatever she was doing to read a sentence, a page, or even a chapter whenever English correctness was in doubt.

Also, special thanks go to Kimberlee Yates, Human Resource Consultant, for technical guidance; Vickye Schultz, Jerre Yoder, Tisha Hadley, Jennifer Auten, human resource professionals; and Curtis Yates and Ken Ozee who have a special knack for hiring the right people.

Thanks also go to the Casper Star-Tribune (and reporter Chris Tollefson), as well as The Wyoming Tribune-Eagle (and reporter Kurt Moeller) for their articles on Kathy Karpan.

Our friends and family were a great support and source of encouragement. At the beginning of any project, the end is not always easily in sight, so the support from those around us throughout this process has been especially important.

We are grateful to all the people who allowed us to photograph them. We also thank Rick Singer and Tan Pham, our photographers whose special vision really made the presentation of this book complete.

We want to give a special thank-you to all the people who allowed us to interview them and share their stories and ideas about career development—the students who ask the poignant questions at the end of each chapter, the people in our Career Profiles and all the people whose stories can be found throughout the text. Your experiences, insights and lessons teach us all and encourage us to seek out the best in ourselves and in others.

In writing this book, the authors have included the thoughts and experiences of many different people following many different career paths. The following is a list of those people and their careers (either present, past or future), as well as the page where you can find their input.

OCCUPATION	INDIVIDUAL	PAGE
Publishers Representative Attorney	Charlotte Morissey	3
Builder/Designer Business Editor	David Carter	3
Advertising Agent Receptionist	Amanda Morales	3
Criminal Defense Attorney	Oliver Loewy	5
Psychologist running consulting business in New York City	Bill Swan	6
Owner of copier company	Chakil Alexander	6
Assistant at copier company	Desmond Blevins	6
State employee analyzing state welfare programs	Jerelyn Burgess	11
Biological Engineer	Deborah Johnston	14
Legal Assistant	Glenda Rae	19
Electrical Engineer Photographer	Kathy Early	24
VP of computer company Owner of tutoring company	Katherine Minges-Albrecht	24, 250
Sales Manager	Jacob Stout	24, 252
Engineer Products Marketer	Rama Moorthy	28, 229
Hotel/conference manager	Kristen Shields	28
Information services analyst	Amy Gargas	37
Student of education	Patty Smith	42
Student aspiring to be sales manager or travel agency owner	Janice Holmes	45
Marketer researcher	Pam Rud	46
Bank executive Clothes manufacturer Operator of own seminar business	Lisa Aldisert	47, 235
Manager telecommunications	Ned Smith	55, 126

OCCUPATION	INDIVIDUAL	PAGE
Company employee striving to become CEO	Joe Jordan	56
Computer analyst striving to become manager	Mark D'Avila	69
Student choosing between career in human relations or finance	John Weaver	73
VP of marketing for MTV consumer products	Mark Kirschner	74, 250
Television reporter Intern at United Nations	Kathy Shannon	78, 152
Physician	Rebecca Parker	79, 234
Student of law enforcement	Roger Quick	79
Student of marketing with emphasis on fashion industry	Terry Bhola	79
Student of education Olympic hopeful	Brad Bauer	85, 223
Student of filmmaking	Hiipoi Kauahi	96
City administrator	Mike Patterson	97, 236
Student of business seeking job as administrative assistant	Julie Rhodes	104
Student becoming medical assistant	Naomi Shidake	117
Engineer in telecommunications industry	Jude Zemper	118
Insurance salesman	Dan Hoyt	123, 128
Laboratory technician	Rodney Ahart	125
Real estate agent	Virginia Cone	126
Recruiter for Deloitte & Touche	Kent Kirch	130
Student of marketing seeking to start own business	Afrika Higgins	142
Executive director of nonprofit organizations Business magazine owner	Shirley Kiser	143
News reporter	Patricia Farmer	146
Teacher of English as a second language	Thom Taylor	147
Student and housecleaner	Janice Lewis	148
Accountant	Pat Duncan	148, 230
Comic book editor	Rob Tokar	151, 233, 256

OCCUPATION	INDIVIDUAL	PAGE
Intern at Save the Children	Marcus McPherson	152
Claims investigator	Jamie Turner	152
Student of electrical engineering	Jeff Ellison	158
Staff specialist of INROADS, a nonprofit organization	Michael Fulton	159, 236
Auditor; university career counselor	Stacey Cloutier	168
Student of broadcast communications	Nicole Bauer	198
Executive recruiter	John Bringman	199
Employee of advertising agency	Cindy Parker	202, 257
Politician Lawyer Public relations	Kathy Karpan	224
Junior salesperson	Jasper Hutton	228
Nurse	Kelly Fox	230
Senior VP at Bell Helicopter	P.D. Shabay	230, 237, 244
Business owner Attorney	Herman Walker	235
Marketing representative/ Salesperson in engineering, firearms, and pharmaceuticals; Firearms instructor	Lisa Quigley	236
VP and district sales manager for Bank of America	Rick Benito	237
Interpreter	Lupe Caballero	243
Electrical engineer	Pat Mealey	251
News reporter/editor	Kerry Drake	257
Camera store owner	Camille Brooks	259
Economist	Sabrina Pabilonia	264
Regional sales manager	Michelle Larson	265

FROM OUR STUDENT EDITORS

KATHLEEN COLE: I decided to return to school after being out for a number of years. Even though the work I was doing was fulfilling, I had advanced as far as I could with my particular skills and credentials. Besides which, my earning potential had definitely hit a peak. After a difficult divorce forced me to take a realistic look at my life and future, I enrolled in college and began the process of creating a new and improved version of myself, with better skills and greater options.

When I was asked to be a student editor for *Keys to Career Success*, I jumped at the chance. If I had had these resources at my disposal, I certainly wouldn't have put so much time and effort into trying to figure these things out for myself. As it was, I had to learn by trial and error. My resume was far too long and contained way too much information. It looked like a small book. I also ended up changing majors twice because I just couldn't figure out which was the best path for me to take. If I'd had the self-assessment exams like the ones in this book or was able to read about others who'd had similar experiences as mine, I think my journey would have been easier.

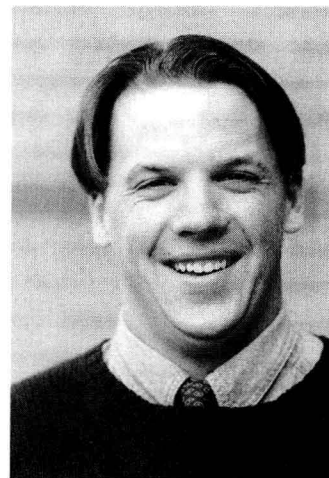
That's why I want to encourage you to get the most out of this book. The tools are priceless. Whether you are beginning again, like me, or starting out fresh on your career path, this book will help you discover your options, increase your self-awareness, cue you into the latest technological resources, help you understand the necessity of being flexible, and inspire you to continue investing in your greatest asset—you. Enjoy!

TIM SHORT: As a senior in broadcasting at Washington State University, I am confident that I have many career paths and choices to consider in the coming months. When I enter the workforce I can only hope that I will find a job that will not only provide me with success, but one that I am interested in as well.

Keys to Career Success has helped me to assess what types of interests I have and what my abilities are. The Scans Report is a wonderful tool that has enabled me to gain a better understanding of where I belong in the workplace.

I have found that I lean towards jobs that are technical in nature. I enjoy figuring out how things work and then seeing them through to completion. That's why I've accepted a summer position as an electrical contractor. Of course, money is always a concern with any job, but finding work that you both enjoy and excel at is of paramount importance.

Keys to Career Success has helped me to formulate some ideas as to where I would like to go with my degree after graduation. I hope you find this book as enjoyable as I do. If you apply the information in this book, you will find it an invaluable tool in your search for a career and in your professional life.



ABOUT THE AUTHORS

CAROL J. CARTER

Carol Carter is Vice President and Director of Student Programs and Faculty Development at Prentice Hall. She has written *Majoring in the Rest of Your Life: Career Secrets for College Students* and *Majoring in High School*. She has also co-authored *Keys to Success*, *Graduating into the Nineties* and *The Career Tool Kit*. In 1992 Carol and other business people co-founded a non-profit organization called LifeSkills, Inc., to help high school students explore their goals, their career options, and the real world through part-time employment and internships.



CAROL OZEE

Carol Ozee has worked in the field of labor and human relations for over 20 years with companies such as General Dynamics and Computer Sciences Corporation. Designing and implementing classes and projects involving human relations is her specialty. Carol conceptualized and managed an ombudsman program for General Dynamics for almost 2,000 employees. With her leadership, over 1,500 complaints were resolved through the mediation system that she set up. Carol teaches at DeVry Institute in Irving, Texas and travels the country giving workshops on career development and human relations.



BETH M. BOLLINGER

Beth Bollinger is a litigation attorney in Spokane, Washington. Beth comes from a family of educators and has always been interested in the process and outcomes of education. Her own varied background includes time as a teacher and journalist. She has taught English in Japan, and has taught legal seminars on a variety of topics, including the admission in court of expert testimony on the Battered Spouse Syndrome. She has been a guest “judge” at law schools, assisting law students in preparing for their moot court and other law school competitions. Beth has lived around the nation and the world, and *Keys to Career Success* benefits from her diverse life experiences. She balances a hectic legal practice with her writing projects as she expands her commitment to helping others choose and develop careers.



KEYS TO END-OF-CHAPTER EXERCISES

These exercises are designed to help you work on the very skills that you need to succeed in your chosen career—communications, leadership, teamwork, problem-solving, decision making, and many more. You will explore the importance of these kinds of skills in Chapter 2 (when you evaluate the skills that you have or can develop), Chapter 7 (when you contemplate the importance of experience in developing your career), and Chapter 10 (when you study those business skills that are a necessary part of the workplace).

You also will *develop* these skills along the way, however, by participating in the end-of-chapter exercises. They are deliberately separated into three categories—“Asking Questions and Getting Answers,” “Collaborative Learning and Team-Building Skills,” and “Long-Term Thinking and Planning”—to teach you the following:

ASKING QUESTIONS AND GETTING ANSWERS

These exercises are designed to help you develop effective thinking skills. Why? Because that is the number one quality employers look for in people they hire.

- How do you ask questions?
- How do you create answers?
- How do you solve problems?
- How do you make decisions?

In every chapter, you will be reinforcing and improving your ability to think.

COLLABORATIVE LEARNING AND TEAM-BUILDING SKILLS

By working with each other on these exercises, you will learn to develop the art of

- Teamwork, one of the most important skills to have in today’s workplace

To be a good team player, you need to develop the ability to

- work effectively with others to reach a common goal
- listen and respect the opinions of others
- communicate your own opinions clearly



An equally important lesson to learn from this section of exercises is

- Leadership, also crucial to succeeding in today's working world.

Leaders have the ability to

- Take responsibility with a group of people
- See something to completion
- Manage others well and with compassion

You may not be a leader or one of the leaders in every group exercise, but you will be able to take the lead in some. If you have any long-term interest in management, learning to be a leader will be essential.



LONG-TERM THINKING AND PLANNING

This section of exercises helps teach you how to plan ahead and make goals that you can reach.

- How much time will it take for you to accomplish your goals?
- What are realistic goals for you?

By going through these exercises and making real-life plans for yourself and your future, you will get a sense of what planning and goal setting means in terms of your career success as well. They will teach you to have tenacity and drive to accomplish what you set out to do. This is exactly the kind of life lesson that will help you along your path to be successful on the job and in your life.

SUPPLEMENTS

INSTRUCTOR'S MANUAL

This is a complete package of course information, including: general tips for using this textbook; lecture outlines; overhead transparency masters; useful quotes; key terms; essay questions; explanation for end-of-chapter exercises; team building exercises for career development; classroom activities; movies summaries and questions; bibliographies; recruiter questionnaires; and sample resumes.

THEMES OF THE TIMES, PH NEW YORK TIMES SUPPLEMENT

This sixteen-page newspaper, containing articles published within the last year, teaches students about majors and career fields that they might wish to pursue.

ABC CAREER VIDEOS

There are ten videos from ABC news programs, including Nightline and 20/20, each relating to one of the chapters in the textbook. This supplement is accompanied by a Video Guide, which has a detailed summary of each video along with questions for class discussion or essay topics. This is an effective way to teach students through a medium they like, using real-world examples.

TRIPOD STUDENT WEB SITE

This innovative web site provides advice, insight, and information to students on thought-provoking and timely issues regarding college, career, work, finance, community, and social issues. This is a perfect opportunity to help students feel comfortable using the World Wide Web! Visit the site at tripod.com.

TRIPOD STUDENT MAGAZINE

This magazine, published each semester, is free to any student using this book, and contains tips to success for school, work, and personal development.

OTHER BOOKS BY CAROL CARTER

