

You
and **Your**
Career

Human Resources

THIS WAY **Short Term Goals:**
What do you want
from your current
job?

ANOTHER WAY

Two

You
and **Your**
Career

Human Resources

Long Term Goals:
Establish the
direction you want
your career to head
towards.

THREE

YOU
and **Your Career**

Human Resources

CAREER ACTION PLAN
ACTIVITY

ACTIVITY

You
and **Your**
Career

Human Resources

▶ **"Sell" yourself**

Four

YOU
and **Your Career**

Human Resources

**YOUR PERSONAL BRAND
ACTIVITY**

ACTIVITY

You
and **Your**
Career

Human Resources

▶ **Network**

FIVE

You
and **Your**
Career

Human Resources

Build & foster your
brain trust, including
a super connector

| | | | |
|---------------------|--------------------|--------------------------|---------------------|
| FASHIONISTA | WACUBO MEMBER | ENTREPRENEUR | ORGANIZATION EXPERT |
| PACKAGER | POP CULTURE EXPERT | HIGHER EDUCATION SCANNER | CHEERLEADER |
| ORATOR | CONNECTOR | TRUTH TELLER | LIFESTYLE EXEMPLAR |
| SOCIAL MEDIA EXPERT | MEDIATOR | CAREER COACH | THE INSIDER |

WILD CARD

You
and **Your**
Career

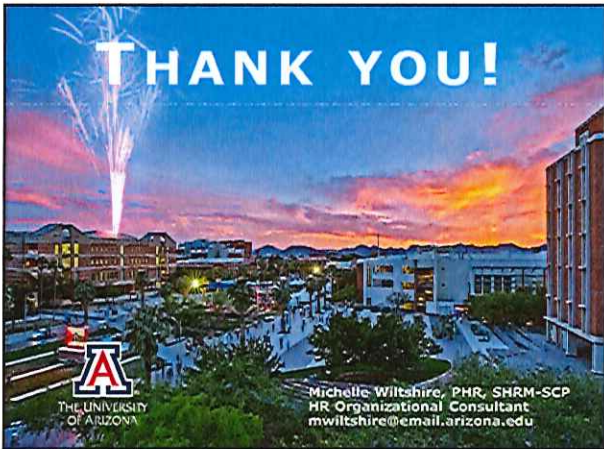
Human Resources

Always have a
resume updated and
ready

RESUME

SEVEN







UA Career Exploration Questionnaire

Name _____

Title _____ Unit _____

Phone _____ Email _____

The following questions are intended to help jumpstart your thinking about your ideal career. Try not to limit your thinking at this stage. If an answer pops into your head, go ahead and jot it down, even if you're not exactly sure what it means or if it doesn't seem realistic. If you feel stuck answering a particular question, you can skip it. We will discuss the questionnaire during our first meeting together.

1. What do you like best about your current job?
2. What do you like least about your current job?
3. What's the most meaningful work experience you've ever had and what made it meaningful?
4. What's the most fun you've ever had at work, and what made the experience fun?
5. What do you most enjoy using?
6. List at least five subjects, fields, or industries that you feel passionate about or have a strong interest in.

7. What formal and informal roles do you most enjoy playing at work (e.g., supervisor, mentor, entrepreneur, historian, event planner, court jester, mediator)?

8. Name three specific people whose careers inspire you or even make you feel a little envious – what is it about their careers that is attractive to you?

9. What's your ideal work environment? (e.g., outdoors, your own office, large unit, small unit) Is re-locating a possibility?

10. What kind of people do you want to interact with? (e.g., what kind of supervisor (if any), co-workers, or colleagues do you want to be around)

11. What would your ideal work schedule be like?

12. What's the minimum salary you think you need to make? What would be your ideal salary?

13. Do you have a specific timeline in mind for career transition? (e.g., 6 months? A year?)

Career exploration involves learning about yourself and possible careers. How do you like to learn?

- | | |
|--|---|
| <input type="checkbox"/> Fill out career assessments | <input type="checkbox"/> Creative exercises: visualization, drawing, etc. |
| <input type="checkbox"/> Read books about possible careers | <input type="checkbox"/> Read online information about possible careers |
| <input type="checkbox"/> Watch videos about possible careers | <input type="checkbox"/> Talk to someone with a particular job/career |



Career Action Plan for _____

Three Most Important Values: _____

Top Three Skills: _____

Top Three Interests: _____

Favorite Work Environment: _____

Favorite Type of People to Work With: _____

Long-Term Career Goals

3 – 10 years: _____

Short-Term Career Goals

6 Months – 2 years: _____

What existing skills and strengths will you draw upon to meet your goals?

What additional skills might you need to develop?

What education or training will you undertake to further develop skills or meet your goals?

What resources will you use to meet your goals (e.g. online resources, books, HR Career Advising, private career counselor or coach, books)?

What specific individuals can support you in reaching your goals, and how?

When it comes to accomplishing tasks, what helps you be successful? How can you stay on track and be accountable?

| Action Step | Target Date | Done |
|-------------|-------------|------|
| | | |
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Personal Brand

Your “personal brand” is a fancy way of saying what you stand for and what you’re known for. We are constantly forming impressions and making assessments of other people. Guess what? Other people are doing the same to us. Our clothes, way of speaking, posture, decisions we make, and communities we belong to all communicate our brand. When it comes to your career, it’s important to understand how others perceive you, and how you can change those perceptions if they don’t match up with what you’re trying to communicate.

Fill out the boxes below to start thinking about your personal brand. How well do the two boxes match up?

| What are you known for? | What do you want to be known for? |
|-------------------------|-----------------------------------|
| | |

After you’ve filled out the boxes, do some investigative work to figure out if you’re right about how people perceive you. You might find valuable information in past performance evaluations or emails from colleagues or clients. What do people tend to compliment or criticize you for? You can also ask friends, colleagues, even your supervisor in some cases – what’s the first thing that comes to mind when you think of me? In what situations would you turn to me for help? What do you think are my greatest strengths and weaknesses? How do you think others see me?

Your online brand is also important. Search Google for your name if you haven’t done so before to see what information about you is publicly available. Are any of your profiles on social media sites public? What are you communicating through your profiles?

Tips for Improving Your Personal Brand

1) First, Change Yourself

Sometimes, we may not like people's perceptions of us, but if we take a hard look, we might realize some of those perceptions are true. If this is the case, it's time to take responsibility and turn things around. You may need to speak with people individually and express regret for past actions. Let people know what you value and stand for and how you're going to change. You may need training or support to change your behavior, e.g., to improve time management. Contact HR to see what resources are available.

2) Share Your Accomplishments

Yes, modesty and humility are respectable traits, but sharing your accomplishments is a great way to build your personal brand, as long as you don't overdo it. If you receive positive feedback from clients or colleagues, consider sharing this with your supervisor or department. If you spearhead a successful project, think about how you can advertise your success – perhaps an article in your division newsletter or Lo Que Pasa?

3) Dress for Success

You've heard the saying, dress for the job you want, not the job you have. Take a look at people who have a personal brand that is similar to the one you want to cultivate – how do they dress? How do they carry themselves? Of course, you want to be yourself and be comfortable, but consider whether there are any wardrobe adjustments that could better communicate your brand.

4) Present with Confidence

People gravitate toward confidence. Whatever your brand, you want to communicate it with confidence. If giving presentations, interpersonal interactions, or being visible is challenging for you, consider joining Toastmasters (there are a few groups on campus) or another group that helps with communication and public speaking.

5) Enhance Your Online Presence

When you apply for a job, there's a good chance your potential employers are going to Google your name. If there's any information about you online that's not consistent with your desired brand, do what you can to delete it or make it private (depending on the situation, you'll find lots of tips online about how to do this). Take it a step further by creating content online that's aligned with your desired brand, such as on a social networking site like LinkedIn. LinkedIn allows you to create a professional profile where you can highlight your experience, skills, and accomplishments.



Making Connections: Networking and Mentoring

Most people cringe when they hear the word “networking.” They may picture a room full of people wearing dark suits, giving each other firm handshakes, and passing out business cards. But networking is really about sharing yourself authentically and connecting with others for mutual benefit. Networking can happen at formal events, in the office hallway, or in one-on-one conversations.

A mentor is someone who may have already reached the career goals to which you aspire or who can share wisdom about challenges you may encounter on your career path. Although there are formal mentoring programs, chemistry is extremely important in a successful mentoring relationship, so many mentoring relationships form organically, often as a result of networking.

Tips for networking and developing relationships with mentors:

1) Any interaction can be a networking opportunity

When you’re talking to someone, you never know what you might have in common or how you might be able to support each other professionally. Your sister’s best friend from college might turn out to manage the department you’d like to work in someday. Any interaction can be an opportunity to demonstrate your strengths, skills, passions, and professionalism.

2) Be prepared to share about yourself

Think about your career goals and your personal brand. If people remember one or two things about you, what do you want those to be? For example, are you working as a Business Manger but wishing you could work more with students? Share your passion about working with students and maybe even an anecdote about a recent experience. People may not ask you the magic question to share this information, so you may have to offer it on your own. Remember, networking involves authentically sharing your interests and passions.

3) Ask questions

Asking questions and listening is a great way to connect with someone. People appreciate the opportunity to share about themselves and feel understood and appreciated. If you get nervous in networking conversations, have some stock questions that you can ask in just about any situation. Some examples: What do you do? What do you enjoy about your job? How did you start doing this type of work?



4) Strategic networking

Although any interaction can turn into a networking opportunity, certain environments, organizations, or individuals will be more fruitful for your career development. Think about your career goals – who can potentially make your career goals a reality, and where do those individuals work, network, or socialize? If you don't know, you'll have to do some research. If you know people who are already connected in this field, you can ask them, or you can do online research. Search for the job titles, fields, or organizations in which you have an interest. Who are the leaders? In what organizations or associations are they involved? Are there related meetings, events, or conferences that you can attend? If so, check them out! Additionally, consider contacting individuals directly for informational interviews (see HR's handout on Informational Interviewing) or with specific career-related questions.

5) Allow mentoring relationships to develop organically

A mentor is someone who gives you guidance and can help you problem-solve tricky situations. A mentoring relationship usually develops over time and requires genuine chemistry to be successful. Instead of asking someone to be your mentor, approach him/her for an informational interview or for guidance on a particular topic. Follow-up with a thank you note and keep in touch. As your relationship develops, let them know about your successes and ask them for specific advice when needed. Try to focus your efforts on relationships where there is natural chemistry, which will feel better for the both of you.

6) People love to help

Research shows that helping others is one of the strongest motivators of people's behavior. People usually love the opportunity to help someone's career development. If you believe someone might be able to help you, why not ask? Ideally, the requests you make of others will be roughly proportionate to how well you know them. Try to cultivate a genuine relationship before making a major request.

7) Offer your own help – it's good karma

When possible, offer your own assistance. Can you help connect them with people who will help their career? Can you serve as a mentor? Not only does being of service feel good, you never know how the individual who you are helping might be able to help you out down the line.

8) Be positive

Save your venting for conversations with your best friend, family members, HR staff, or therapist. Try to keep networking conversations and conversations with mentors positive. Although you can certainly ask mentors to give guidance or help problem solve when you are facing a challenge, try to stay focused on potential solutions instead of judgment or blame.



9) Be respectful of people's time

Mentors will be most willing and excited about helping you if they know you will be respectful of their time. Try to prepare in advance for conversations and stay focused.

10) Remember, everyone else is probably nervous too

Everyone feels insecure and vulnerable sometimes, especially when networking. You are not alone! Remember that behind all of the nervousness, most people have a genuine desire to connect and be helpful.



INFORMATIONAL INTERVIEWING

Informational interviewing is one of the best ways to learn about a potential career and to network with people in a given field. You contact people who are already doing the type of work you're interested in doing to learn more and make connections. It's a good idea to do informational interviewing before investing in an expensive educational program or accepting a job that you may not like once you start. Although you should never ask the person you are interviewing if he or she will hire you, making the connection could help you get a job down the line.

Here's how you do it. First, identify people who have jobs that you are interested in. If you don't know anyone with that particular job/career, ask everyone you know if they know anyone with that job/career. If that doesn't work, try your alumni association or professional associations. If all else fails, search for that title on LinkedIn or even Google to find someone with your desired career/job.

Email or call the person and tell him/her that you're interested in doing similar work, but would like to learn more about what the job is really like. Ask, would s/he be willing to chat with you in-person or over the phone for 20 minutes about his/her career? Most people love to talk about themselves and are more than happy to speak with a stranger, but if you don't hear back, don't take it personally.

Sample questions to ask during an informational interview:

- What do you do on a typical day or during a typical week?
- How did you start working in this field or at this organization? What led you to this particular position?
- What do you like best about your career/job?
- What's challenging about your career/job, or what do you dislike about your career/job?
- What education, experience, and/or skills do I need to be competitive for this type of job?
- What personalities or work styles are best suited for this job?
- What opportunities for advancement are available in this field? Where is this field headed in the next 5-10 years? How is it changing?
- What advice would you give to someone who wants to break into this field?
- How can I best craft my resume/cover letters when applying for this type of job?
- Is there anyone else who you would recommend that I speak with?

Try to interview multiple people, since everyone has a different experience. Remember to send a thank you note after the interview is over. The information you gain will help you figure out your next steps.

Adapted from What Color is Your Parachute? by Richard Nelson Bolles. For more information, contact UA HR Employee and Career Advising at 621-8298.



UA Career Exploration Worksheet

Name _____

Date _____

After taking a career assessment or exploring your career interests, you will likely come up with a list of possible careers that you'd like to learn more about. This worksheet will help you keep track of each possible career and how to gather more information about it.

In the first column, you'll write the name of each possible career. In the second column, you'll list specific steps you'll take to learn more about the career. There are lots of different ways to learn about possible careers. Here are some of the steps you could include in your chart:

- **Online Research:** There is a wealth of information about possible careers online. For example, at O*Net Online (www.onetonline.org) you can search for information about hundreds of specific careers, including skills used, training required, and salary information.
- **Watching Videos:** If you enjoy learning by video, some websites have videos of people discussing their careers. Try careeronestop.org.
- **Reading Books:** If you prefer learning by reading books, for certain industries, you can find books on career options, for example, *Career Opportunities in Healthcare*. To save money, you can check to see if the UA Library or Pima County Library carries the books you are interested in.
- **Informational Interviewing:** One of the best ways to learn about a potential career is to speak with someone who is already employed in your field of interest, i.e., an "informational interview." See HR's handout on informational interviewing for more information. [ADD LINK WHEN READY]
- **Professional Associations:** You can search online to see if there are professional associations for your careers of interest. If these associations hold meetings or networking events, you may want to attend to get a better sense of the types of professionals in that field.
- **Training/Educational Programs:** If you learn that a career of interest to you may require additional education or training, one of your steps might include looking into potential educational/training programs by searching online, speaking with advisors at potential schools/organizations, or connecting with individuals enrolled in such programs.

For some people, setting a specific target date for when each task will be completed can be helpful for staying on track. If this works for you, write a target date into the third column. In the final column, you can write any notes you learn about that particular career, for example, what the average salary for that career in your region. Make as many copies of the worksheet as needed.

| Career | Steps to Gather Information | Target Date | What did you learn? |
|--------|-----------------------------|-------------|---------------------|
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