

Steer Your Career: A Roadmap to Success



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Program Boulevard

✧ Global Marketplace in Context

- ➔ The Crisis on Wall Street
- ➔ Skills for Competing Globally
- ➔ Attributes for Competing Globally
- ➔ Strategies for Competing Globally

✧ Your Roadmap to Success

✧ Career Resources



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The Crisis on Wall Street

- ✦ Effects are being felt across the nation and around the world
- ✦ Stock markets and credit markets are in crisis
- ✦ Individual income and spending is declining for:
 - ➔ Basic necessities (food, clothing, housing)
 - ➔ Discretionary expenses (education, travel, retirement)
- ✦ Labor market is constricting:
 - ➔ 2 million U.S. jobs lost in 2008
 - ➔ Projections for an additional 2 – 3 million lost in 2009
 - ➔ Employment security is gone
 - ➔ Job search is increasingly more difficult



The Global Marketplace

- ✦ Work can be performed anywhere around the world 24/7, no matter where the company is headquartered
- ✦ Products and services can be produced, distributed and sold anywhere around the world, no matter where they originate
- ✦ Most rapidly growing economies and marketplaces are China and India



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Competition in the Global Marketplace

✦ Competition is relentless

✦ Key factors for competitiveness are:

★ Cost

★ Innovation/creativity

★ Speed

★ Talent

✦ Anything can be copied, patents and copyrights are not honored globally



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Talent in the Global Marketplace

- ✦ Talent can be found anywhere around the world without relocation
- ✦ Educational requirements in many other nations are far more rigorous than in the U.S. including fluency in a second language
- ✦ U.S. scores, among developed nations, continue to fall in reading and math
- ✦ U.S. students are not pursuing the sciences and math in the numbers needed
- ✦ Many foreign nationals receive their advanced education in the U.S.



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Skills for Competing Globally

- * Verbal and Written Communication
- * Strategic and Critical Thinking
- * Self and Time Management
- * Planning and Prioritizing
- * Multi-tasking
- * Giving and Receiving Feedback
- * Negotiation and Consensus Building
- * Problem Solving and Conflict Resolution
- * Leadership, Management and Supervision
- * Fluency in Two or More Languages



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Attributes for Competing Globally

- ✧ Innovative and Creative
- ✧ Willing, Capable, Agile and Quick Learner
- ✧ Seeks, Creates, Embraces and Drives Change
- ✧ Adaptable, Flexible, Accepts Ambiguity and Uncertainty
- ✧ Multi-cultural Awareness, Sensitivity and Operational Capability
- ✧ Ethical and Empathetic
- ✧ Positive Attitude and Outlook
- ✧ Energy and Enthusiasm
- ✧ Balances Work and Life
- ✧ Mobility
- ✧ Volunteerism



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Strategies for Competing Globally

✦ Be the CEO of your career, continuously:

- ➔ Increase your professional and technical knowledge and experience academically, experientially and through your relationships
- ➔ Enhance your professional resume and portfolio and practice your interviewing skills
- ➔ Nurture and grow your professional network
- ➔ Market and promote your self and your ideas
- ➔ Volunteer inside and outside of your organization
- ➔ Be ready for the next opportunity



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Strategies for Competing Globally

✦ Develop and promote your personal brand:

- ➔ Determine what distinguishes you from the competition
 - ★ Your unique qualifications, strengths, competencies and skills
 - ★ Your personal values, inherent talents and attributes
 - ★ Your “whole package” including your appearance
- ➔ Develop creative ways to articulate and market yourself
 - ★ Your value proposition for your current and future employers
 - ★ Your personal advertisement
 - ★ Your marketing plan
 - ★ Your 30 second elevator speech



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Person Resources

- ✦ **Career Counselors**

- ✦ **School Counseling Offices/Career Services Offices**

- ✦ **Online career planning systems**

 - ➔ Bridges, Career Cruising, DISCOVER, etc.

- ✦ **Online or paper/pencil assessment tools**

 - ➔ Self Directed Search (SDS), Myers-Briggs Type Indicator (MBTI), Career Exploration Inventory (CEI), Career Thoughts Inventory (CTI), Strong Interest Inventory, Barriers to Employment Success Inventory (BESI), etc.

- ✦ **Job board assessment programs and tools**

- ✦ **Testing and assessment web sites**

- ✦ **Other Assessment Resources**



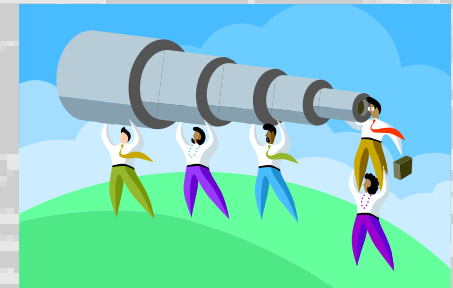
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Perspective Resources

- ✦ Supervisors, Managers, Superiors
- ✦ Coworkers, Colleagues, Peers
- ✦ Employees, Subordinates
- ✦ Instructors, Teachers, Professors
- ✦ Counselors, Advisors
- ✦ Mentors, Coaches
- ✦ Friends, Family Members
- ✦ Spouses, Significant Others
- ✦ Spiritual Advisors



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Place Resources

- ✧ **Career Counselors**
- ✧ **School Counseling Offices/Career Services Offices**
- ✧ **Local Chambers of Commerce**
- ✧ **State of Michigan**
- ✧ **U.S. Department of Labor**
- ✧ **Business Publications – Fast Company, Fortune, Business Week, Forbes, Wall Street Journal, etc.**
- ✧ **Local Publications – Detroit News, Crain’s Business Detroit, etc.**
- ✧ **Online research**



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Possibilities Resources

- * Career Counselors
- * School Counseling Offices/Career Services Offices
- * Alumni Associations
- * Networking
- * Information Interviewing
- * Civic and Volunteer Opportunities
- * Professional Organizations/Associations
- * Company Web Sites
- * Federal, State and Local Civil Service
- * Military Services – Army, Navy, Marines, Coast Guard, etc.
- * Non-Profit Organizations
- * Job Boards – Monster, CareerBuilder, etc.
- * Business Organizations and Directories
- * Advance Degree/Continuing Education Programs
- * One Stop Centers
- * Placement Firms



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Possibilities in Michigan

- ✧ **Alternative Energy and Power Generation**
- ✧ **Biotechnology**
- ✧ **Medical Devices and Instruments**
- ✧ **Micro/Nanotechnology**
- ✧ **Robotics and Automation**
- ✧ **Communications and Information Technology**
- ✧ **Homeland Security**
- ✧ **Advanced Electronic and Control Systems**
- ✧ **Advanced Materials and Chemicals**
- ✧ **Financial Services**



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Plan Resources

- ✦ Career Counselors
- ✦ School Counseling Offices/Career Services Offices
- ✦ Alumni Associations
- ✦ Undergraduate/Graduate School Advisors
- ✦ Career Planning Workshops and Courses
- ✦ Job Search Workshops and Courses
- ✦ Financial Planners and Advisors
- ✦ “Perspective” Resources – Managers, Colleagues, Professors, Counselors, Friends, Family Members, Spiritual Advisors, etc.



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How do you define career success?



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MCDA Presents

Career Planning and Development Workshops

✦ The MCDA Executive Board is offering a series of workshops that are designed to:

- ➔ teach key career planning and development concepts, tools and techniques
- ➔ promote the importance of career planning and development across the lifespan for both individual career satisfaction and success and bottom-line business performance and results
- ➔ be delivered to a variety of audiences (students, parents, staff, administrators, professionals, etc.)
- ➔ be flexible with a variety of topics and delivery formats
- ➔ be “portable” and “deliverable” at your location and at various times
- ➔ be cost-effective



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**If you do not think
about the future,
you cannot have one.**

John Gale



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**Find your true path.
It's so easy to become someone we
don't want to be, without even
realizing it's happening.
We are created by the choices we
make everyday.**

Bernie Siegel, MD



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**If you think you can or
You think you can't
You're always right.**

Henry Ford



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