

Career and you:
How to think strategically

Realising you must make a decision

- You are going to graduate soon.... a **decision** must be made
- Some may continue to study, but most of you will look for work and thus, a career
- The global financial crisis makes it even more important to plan your career
- Pressure from family and friends to make a decision

We will attempt to form a career strategy to give you the best possible chance to find a career

What is the different between a **job** and a **career**?

Making a decision

We can't just decide to be a '**Manager**'... look at the bigger picture. What kind of manager? Where will I manage? How can I get to be a GM? How long will it take me? Which direction?

Career planning is more than just an occupation or title. A career is a long-term thing...a job can just be temporary.

It may be an objective but have you thought '**for whom you want to do what**'?

Find what is right is for **YOU**

Consider yourself:

- What we are
- What we have
- What we really want
- What is out there (in the world)
- How can I turn myself into something that people want
- What shapes us, what motivates us

All the work you do in the next few weeks will go towards your **Personal Website 10%**

*I have no special talents. I am only
passionately curious.*

—Albert Einstein

*It is not the strongest of the species
who survive, nor the most intelligent;
rather it is those most responsive to
change.*

—Charles Darwin

Before we move on in our career, we should consider this:

S.W.O.B.

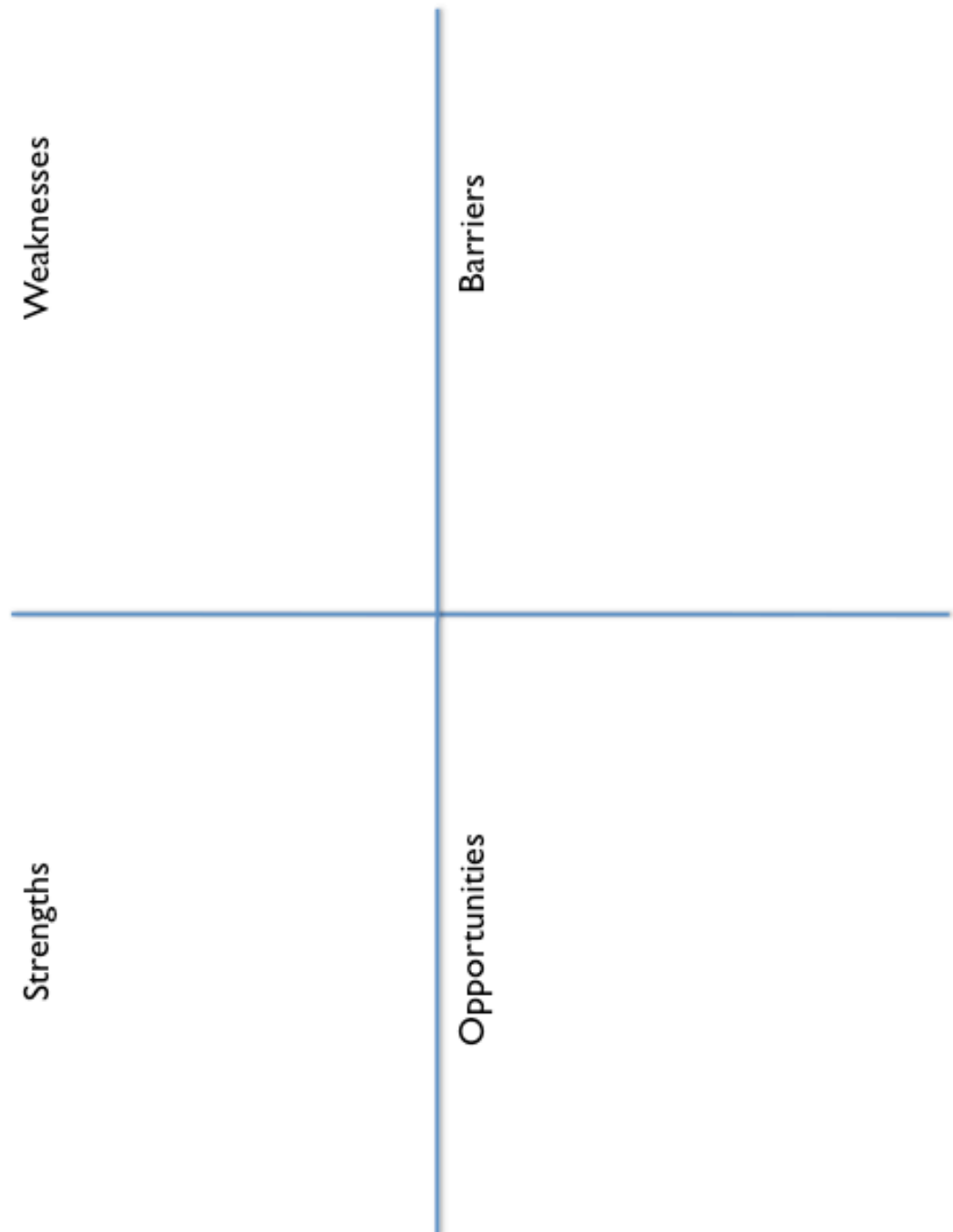
Strengths – what are your strengths

Weaknesses – what are your weaknesses

Opportunities – what opportunities do you have

Barriers – what barriers do you have

Take 15 minutes to write a SWOB analysis on yourself:



Understanding yourself and your options:

Skills
<p>Create a list of things you are proud to have accomplished – Include everything;</p> <ul style="list-style-type: none">• Paid and unpaid,• School accomplishments,• Volunteer work, managing a project etc.• Ask friends for help and input <p>What is the root causes of these accomplishments? <i>personal qualities, characteristics, skills and abilities....</i> these are your strengths</p>

My skills are:

Interests

- What kind of things and activities do you find interesting?
- What interests do you have in relation to the HAT?
 - For example: travelling, cooking, acting, performing, organizing events, participating in team activities and learning and speaking languages
- Is there anything of the above that you are DISINTERESTED in?

Interest and **enthusiasm** are vital for **balanced success** in your career

Combining an interest and work could be your goal:

- What do you **value**?
- Which relationships, objects and activities do you value most highly?

Interests

Values

What do you value?

- *Freedom and Autonomy* vs. Clear direction and close supervision
- *Owning my own business* vs. Working in someone else's business
- *Working individually* vs. Working with a team
- *Working in a large group* vs. Working in a small group
- *Working Mon-Fri* (maybe a few weekends) vs. Working when necessary
- *Multi-cultural diversity* vs. Homogenous environment
- *Managing a crisis* vs. Planning a strategy
- *Managing the details* vs. Shaping the big picture

Values

Personality type:

What kind of personality are you?

For example: If you are shy and introverted, perhaps the F.O. isn't the best place for you

- People are generally more comfortable within their 'comfort zone'

Understanding your options

Now you know **what** you want, **how** can you get it?

- Look for companies and jobs that provide **similar** things to what you have listed
 - **Look at websites, research company information**
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Informational Interviewing:

You should try to speak to people working in your chosen industry (i.e. the HAT industry). **Interview them!**

- Ask how they entered into their particular careers and jobs
 - People like to talk about themselves ☺
 - Graduates who have left from Lambton etc. Even your teachers
 - Friends or family who have worked in the HAT industry
 - Don't be shy!
 - It will help your assessment of your choice
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Publication Research

- Look at industry publications
 - Career websites
 - Published guides, for example from the Government or Hospitality Industry
 - Even financial statements/company reports (CSR) from companies to see if they are a good company to work for
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University Opportunities

- Overseas Lambton schools
 - Career fairs organized by the school
 - Any affiliations with Lambton within China
 - Jiangnan University
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Internships and Field Experiences

- We all know the value of an Internship and gaining experience

Please bring 3 job vacancies (in English and Chinese) for the next lesson.

What is out there?

Let's look at the jobs that you have brought in. I have also brought some vacancies in

In your group of 3-4, look at the job requirements:

1. What are most essential skills needed for the position?
2. Who in the group is the most suitable? Why?
3. How could you get the relevant skills/traits needed for the position?
4. What about the salary? Is it enough considering the cost of living in the UK?
5. How do you apply for the job?

Expanding and narrowing your list of options

When evaluating job choices. **FACTS**

Fit

- Does the occupation match your strengths, values and interests?
- Think in the long-term

Advancement

- Is advancement realistic? Ask about internal promotion

Compensation

- Think about more than the start salary:
 - What bonuses and incentives.
 - Policies such as medical insurance.
 - Paid vacation, emergency and family leave.
 - Educational and training assistance.
 - Relocation expenses.

Training

- What training do they offer?
- Probation period?
- The company's commitment to training.
- How it will benefit you?

Site

- Where you will work. You may have to move somewhere to work.
- Will you be happy to move away from friends and family?

Implementing your choice

Getting a job is purely and simply a sales process

- You now have to **'sell and market'** yourself
- You know your product (YOU)
- You have targeted your buyers (potential employers)
- Create your plan!

"How will I get from where I am now to where I want to be?"



We have seen the above **'market system'** in previous courses. What does it mean with relation to you?

If we consider the above to be the **'JOB MARKET'**:

Who is the **'Industry'**?

Who is the **'Market'**?

What is the **'Communication'**?

What are the **'Goods/services'**?

What is the '**Money**'? What other things may these be?

What is the '**Information**'?

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

Any questions for the teacher:

What are the keywords from this worksheet?

English:	Chinese translation: