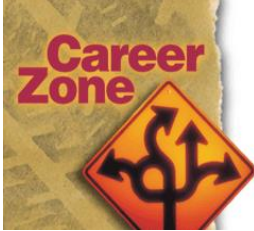




**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.



## Welcome to *CareerSmartz*: Book 1: Selecting a career goal.

This document contains a proven step-by-step career guidance program designed to help you discover the occupations that (a) best match who you are as an individual and (b) offer the best opportunity for career success, rewards, and personal fulfillment. Please start by reading the [Introduction](#) chapter.

### **Caution!**

This document is long. Save paper - print only the pages you need.

### **Authors**

**James C. Gonyea**  
Career Development Specialist  
Author of *CareerSmartz*

**Larry Goldsmith**  
Professional Job Coach/Resume Branding Expert  
Consultant to *CareerSmartz*

[ ]	<u><a href="#">Introduction</a></u>	Page 02
[ ]	<u><a href="#">Define your career selection criteria</a></u>	Page 09
[ ]	<u><a href="#">Form A</a></u>	Page 33
[ ]	<u><a href="#">Identify possible career options</a></u>	Page 11
[ ]	<u><a href="#">Form B</a></u>	Page 34
[ ]	<u><a href="#">Conduct a reality check</a></u>	Page 13
[ ]	<u><a href="#">Form C</a></u>	Page 35
[ ]	<u><a href="#">Select a career goal</a></u>	Page 19
[ ]	<u><a href="#">Form D</a></u>	Page 36
[ ]	<u><a href="#">Prepare a qualifications plan</a></u>	Page 22
[ ]	<u><a href="#">Form E</a></u>	Page 39
[ ]	<u><a href="#">Final thoughts from the author</a></u>	Page 26
[ ]	<u><a href="#">About the authors</a></u>	Page 28
[ ]	<u><a href="#">Guidance and Consulting Services</a></u>	Page 29
[ ]	<u><a href="#">Web links used in this book</a></u>	Page 31
[ ]	<u><a href="#">To Do List</a></u>	Page 41



***“If you don’t know where you’re going, you will probably end up somewhere else.”***

***... Laurence J. Peter***

**Consider this... 31,000+ occupations exist in the U.S. If you guess at which one is right for you, you’ll probably guess wrong! Find the right ones using *CareerSmartz*.**

**[Click here to view a graphic overview of the program.](#)**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 1. Introduction [Table of Contents](#)

### Definition, purpose, and intended users



**CareerSmartz** is a career guidance program (developed over decades of use by experts in career development) designed to guide you in achieving higher levels of career enjoyment, success, and rewards. **CareerSmartz** is ideally suited for the following groups of individuals who are attempting to select a career direction:

- High school, college, and graduate students.
- Mid-life career changers.
- Military vets entering the civilian workforce.
- Adults entering the workforce after a long absence.
- Retirees wishing to continue to work, but in a different career.

**CareerSmartz** was also designed for use by career guidance professionals as a tool for guiding students and adults in selecting a career goal.

### Why so long?

Don't be put off by the fact that this document seems long for simply selecting a career goal. Please understand this... I am a prolific writer, and my style of writing is to clearly define each and every step of my program and to turn them into checklists that you can complete. I feel this is necessary in self-instructional guides to prevent readers from becoming confused regarding what to do and in which order. Therefore, my guides are typically longer than other authors. However, in my guide, you will find that many of the steps can be completed in minutes, so don't be discouraged about the size of the document as you will find that you will move quickly through the program.

### Scope and content

The advice contained in **CareerSmartz** covers the entire range of career development from early adolescence to post-retirement and is packaged in the following 5 guides:



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- **Book 1: Selecting a career goal.** This book offers guidance in selecting a career goal that best matches who you are as an individual and one that offers the best opportunity for career enjoyment, success, and rewards.
- **Book 2: Landing your ideal job and employer.** This book offers guidance regarding how to find and secure employment with an employer where your talent can lead to personal and professional success.
- **Book 3: Capitalizing on the sale of your talent.** This book offers guidance regarding how to enhance the rewards that can be earned from the sale of your talent.
- **Book 4: Managing your life-long career development.** This book offers guidance regarding how to keep your life-long career development on track to success, including how to successfully change career directions when necessary.
- **Book 5: Leaving a legacy.** This book offers guidance regarding how to share your talent with the next generation (after you retire) as a means of leaving behind a valuable and rewarding legacy.

**Important:** Depending upon the date that you read this document, some of the above guides may still be in development. Visit [www.careersmartz.com](http://www.careersmartz.com) to download any of the above guides.

### Steps in Book 1

In Book 1, I will guide you in completing the following 5 tasks:

1. Defining your career selection criteria (interests, skills, etc.).
2. Identifying possible career options based on your selection criteria.
3. Conducting reality checks to understand the true nature of your options.
4. Selecting a career goal.
5. Drafting a plan to develop the qualifications necessary to pursue your career goal.

### The rationale for the development of *CareerSmartz*



impacts us all.

National surveys conducted in the United States over the last few decades have revealed that millions of American workers are dissatisfied with their work. Several surveys reported that as many as 30% to 60% of the American workforce fell into this category. For many workers such unhappiness often resulted in difficulties with relationships, poor work performance, and drug and alcohol abuse. Experts believe that such dissatisfaction and negative work performance produces a workforce that has lower productivity, which, in turn, negatively

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

As a career development specialist, I have worked with many dissatisfied workers and know that careful and thoughtful career planning can produce happier and more successful workers. I also know that when work is satisfying it can help build better relationships with co-workers, family, and friends, and, as a result, produce a more harmonious society and productive economy.

From the national survey results, it is obvious to me that many Americans need accessible and affordable access to professional career guidance to produce better career outcomes. ***This is the mission of the CareerSmartz program!***

### **Past use and validity**

Over the last four decades, **CareerSmartz** has been used by countless numbers of individuals in various applications and formats. For example, the content of **CareerSmartz**:

- Was used to create 5 career guidance books and several *Career Interest Inventories* authored by James Gonyea and published by various commercial publishers.
- Was the core content used by James Gonyea to create the *America Online (AOL) Career Center* which (over an 11-year period) served the career needs of over 45 million subscribers.
- Guided the development of several career guidance websites developed by James Gonyea, including the *Internet Career Center*, *The Perfect Career*, and *CareerSmartz.com*.
- Has been used by both authors and other career guidance professionals to guide tens of thousands of students and adults in career planning and development.

Simply put, it's a well-used and proven program of career guidance – one that you can trust to help guide you to a rewarding career.

### **CareerSmartz is free**



I have elected to give away for free the guidance found in my series of guides as my way of “giving back” after having enjoyed a long and successful career as a career development specialist. Hopefully, it will also become part of my legacy!

### **Self-instructional format and help when you need it**



The design of the **CareerSmartz** program is self-instructional in nature. This means that sufficient directions have been included in each guide to allow you to

**ea. All Rights Reserved. Legal Terms:** You may use this document - at no and/or with students or clients that you serve. You may not edit this document for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamesgonyea@gmail.com](mailto:jamesgonyea@gmail.com).**







**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

right amount of motivation, overcoming obstacles, being willing to take risks, learning from your failures, and asking others for help are all important factors in achieving career success.

Should you suspect that you may lack some of the above success ingredients, it is highly recommended that you search your local bookstore or the Internet (Amazon.com) for self-help books on personal growth and development. One of my favorite motivational authors who helped me succeed in my career is Zig Ziglar and his book, [See You At The Top](#)\*.

\* <https://www.amazon.com/SEE-YOU-AT-TOP-Anniversary-ebook/dp/B0047T78TQ>



### **(3) Don't go it alone**

***"No man is an island entire of itself."*** Even in the 17<sup>th</sup> century, John Donne (Dean of St. Paul's Cathedral) knew that no one could achieve greatness without help from others. This is still true today and successful people build a support team for use in gaining information, ideas, resources, and assistance. You should do the same! Your support team should include as many of the

following individuals as possible:

- Personal contacts (family, relatives, friends, classmates, coworkers, neighbors).
- Experienced and successful professionals and experts in your chosen field.
- A professional career coach.
- A mentor – an experienced professional in your career field who has agreed to guide you in becoming successful in your career.

In today's world, the process of reaching out to others to gain information and assistance is typically referred to as "Networking." Don't be hesitant to call on your support team members when you need information or assistance. Most people consider it an honor to be on someone's support team and are more than willing to help. Here's how to build your support team:

1. Identify the people that you want on your list.
2. Contact each person to get their permission to call upon them in the future.
3. Add their names, email addresses, phone numbers, and information as to who they are and how they may be of help in the future to your list.
4. Continue to add to your list as you find additional people.
5. Regularly keep your team members informed about your activities and ask for their advice.

***Start building your support team today!***

© 2023 James C. Gonyea. All Rights Reserved. Legal Terms: You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. ***For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).***



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

### Keep the following in mind



When searching for the right career it may be necessary to repeat certain steps in this program. This is common and expected. For example, this is often the case when an occupation appears - at first discovery - to be a good choice, but after further research turns out to be the wrong choice for you. If this happens to you later in this program, don't be discouraged – it's expected and typically part of the process. Just follow the "Next steps" directions in the program and continue from there. You will eventually find the right career!

### Get help from the lead author

If you wish to discuss your career needs or how to complete any part of the **CareerSmartz** program, assistance is available directly from James Gonyea (Lead author) via online video chat or email. Visit [www.careersmartz.com](http://www.careersmartz.com) for more information.



OK, let's begin the first step in finding the right career for you either as your first career or as a mid-life career change.

Move to **Chapter 2: Define your career selection criteria.**

### Use a To Do List

To help you keep track of the various tasks that you will be asked to complete, I've provided you with a [To Do](#) list at the end of this book. Print a copy and check off each task when completed.



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.



**Are you looking for an easy-to-use, but powerful “To do” list software program that can improve your productivity?** If so, check out [Swift To-Do List](#). I’ve been using it every day for more than 10 years and I couldn’t function without it! It’s the best To-Do program on the market today with over 1 million downloads.

Full disclosure: I receive no compensation of any kind from Swift To-Do List. I’m promoting it simply because I use it and truly believe it helps me to be more efficient, effective, and productive. James Gonyea – Author of CareerSmartz

OK, let’s move on to [Step 1 – Define your career selection criteria](#).





**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 2. Define your career selection criteria

### Table of Contents

*No one knows you better than you yourself,  
so, look deep within yourself and you  
will discover the keys to your ideal career!  
... James Gonyea*



If using a printed copy, check off [✓] each step when completed, or type in an [x] if reading on a computer.

If you want to make good decisions - in this case which occupation is right for you - then you must first define which criteria your future occupation should match or satisfy. Defining your selection criteria before you make any decisions will help you better evaluate the pros and cons of any occupation that you encounter in completing this program.

In this first step, you will define the following criteria as they apply to you:

- Interests
- Skills
- Values (aka needs)
- Personality traits

**Directions: Complete the steps in the order presented.**

1. [ ] Print a copy of **Form A: Career selection criteria** found at the end of this document. Use this form to record your career selection criteria as you define them in this step.
2. [ ] **Click here\*** to visit my website and download a copy of the **List 1** document. **Do not print this document as it's very long!** Open **List 1** on your computer and review it carefully. On a separate sheet of paper, record all the activities that match your **interests**. **Important:** If your interests are not found in **List 1**, simply record what you believe are your strongest interests.

\* [www.careersmartz.com](http://www.careersmartz.com)

After reviewing all the activities in **List 1**, review the activities that you recorded on a separate sheet of paper, select up to three that are your strongest interests and record your selections on **Form A**.

3. [ ] Following the same procedure as you did in step 2 above, review **List 1** again. On a separate sheet of paper, list the activities that best match your **skills**. **Important:** If your skills are not listed, simply record what you believe are your strongest skills. When you finish reviewing all activities,

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

record up to three of your strongest skills on [Form A](#).

[ ] [Click here](#)\* to return to my website and download a copy of the **List 2** document. **Again, do not print it as it's a long document.** Open and review the section on values and select up to 3 items that best match your strongest or most important **values (i.e. your personal needs)**. Record your selections on [Form A](#). **Important:** If your values are not listed, simply record what you believe are your most important values.

\* [www.careersmartz.com](http://www.careersmartz.com)

[ ] Finally, review **List 2** again, this time the section called Personality Traits. Select up to 3 items that best describe your most descriptive **personality traits** - those traits that best describe how you typically behave or operate as an individual. Record your selections on [Form A](#). **Important:** If your traits are not listed, simply record what you believe are your most descriptive traits.

4. [ ] Note the three left-hand columns on [Form A](#). They are labeled **(M) Mandatory, (P) Preferable, and (N) Not Important**. Review each of your career selection criteria and check  those items that must be satisfied (Mandatory) by your future occupation, those that while not Mandatory are desirable (Preferable), and those (Not important) that do not need to be matched or satisfied.

**Congratulations!** You have now defined the criteria that you will use later in this program to select a career goal. **Good job! You're approaching career selection in the proper way!**



OK, now move on to [Chapter 3: Identify possible career options](#).



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

### 3. Identify possible career options

#### Table of Contents

*Your attitude, not your aptitude,  
will determine your altitude.  
... Zig Ziglar*



If using a printed copy, check off [✓] each step when completed, or type in an [x] if reading on a computer.

In this step you will search a large online database of occupational titles using your interest and skill selections (as recorded on [Form A](#)) as search keywords to identify possible career options that are right for you.

**Directions: Complete the steps in the order presented.**

1. [ ] Print a copy of [Form B: Possible career options](#) found at the end of this document. Use this form to record the job titles that you discover as you complete this step.
2. [ ] [Click here](#)\* to visit the [OnetOnline.org](#) website. This website contains one of the largest databases of job titles found in the American workforce.

\* <https://www.onetonline.org>

Note the following section on the Home page:



3. [ ] Into the search field type a word or short phrase that describes **your first interest** as listed on [Form A](#) and then click on the magnifying glass to reveal a list of job titles that match your search word or phrase.

**Important:** To identify the most appropriate occupations, you may have to use as search words several variations of your interests. For example, assume one of your interests is “space” as in outer space. If you simply use the word “space” you will not get the best possible list of appropriate job titles. However, if you use “outer space” then you will get a much better list. **Therefore, to identify the best job titles related to your interests and skills, spend some time with this step and use a variety of words and phrases when searching the database.**

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

4.  Review the list of job titles that will appear after you initiate a search and note those titles that appeal to you. Click on any job title to learn more about the occupation.
5.  Record on **Form B** the title of any occupation that you find appealing and worthy of consideration as a possible career goal.
6.  Repeat the above procedures for all your **interests and skills** as listed on **Form A**.

**Important:** This step may take some time so be patient as the choice of an occupation can have a negative impact on your career and life if done haphazardly or poorly.

7.  When you have completed searching for job titles using all your interests and skills, place a checkmark to the right of 3 job titles on **Form B** that are most appealing or desirable to you.



**Great job!** From the thousands of occupations that comprise our World of Work, you have chosen several occupations that appear best suited to your interests and skills.

Feel free to return to this online database anytime you wish to search for occupations that match your interests and skills.

Now, it's time to dig deeper into each of your top choices before selecting a career goal.

OK, move on to the next **Chapter 4: Conduct a reality check.**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 4. Conduct a reality check

### Table of Contents

*When asked how someone can achieve career success author Robert Schuller replied, "Simply find a need and fill it."*



If using a printed copy, check off [] each step when completed, or type in an [] if reading on a computer.

In this step you will conduct a “reality check” of each occupation that you checked as “Most appealing” on **Form B**. The purpose of a reality check is to develop a solid understanding of the true nature of each occupation that you are considering as a career goal. By conducting reality checks, you reduce the likelihood that you will unknowingly select an occupation that you later discover is not right for you.

To understand the true nature of an occupation, you will examine such factors as:

- Work duties (What they do)
- Work environment
- Entrance qualifications (How to become one)
- Future employment outlook
- Salary (Pay)
- Job outlook

There exist several ways to check the true nature of an occupation. However, in this step, you will use Occupational Profiles to learn more about each occupation that you are considering as a career goal. For those of you who would like to dig deeper into the true nature of an occupation, I will also present directions regarding how to conduct Informational Interviews.

**Directions: Complete the steps in the order presented.**

### Reviewing Occupational Profiles

1. [] Print a copy of **Form C: Occupational profiles** found at the end of this document. Print a copy of this form for each profile that you wish to produce in this step.
2. [] Select the first occupation that you checked as “Most appealing” on **Form B**. Record that job title on **Form C**.



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

**Version: 3/10/24**

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

3. [ ] [Click here\\*](#) to visit the Occupational Outlook Handbook website. This website, developed by the U.S. Department of Labor, contains in-depth profiles of hundreds of occupations found in the American workforce.

\* <https://www.bls.gov/ooh>


4. [ ] Note the “Search Handbook” search field. Into this field, type in the title of the first occupation that you marked as “Most appealing” on **Form B** and then click the “Go” button. A list of job titles will appear that - in some way or another - match the job title that you entered.

The image shows a dark blue rectangular search box. On the left side of the box, the text 'Search Handbook' is written in a light blue font. On the right side, there is a small, light blue button with the word 'Go' in a darker blue font.

5. [ ] Review the list of job titles and click on the job title that most closely matches the job title that you entered into the search field. By doing so, you will reveal its profile.

**Important:** You may have to click several job titles until you find the one that best matches your job title. If you can't find a job that matches your job title, try searching the database using alternate job titles as keywords. For example, if you're looking for a profile of “Office Manager” and you can't find a job title that matches, try alternative job titles such as:

- Business office manager
- Administrative personnel
- Office worker

6. [ ] When you have found the profile for your occupation, note the various profile categories listed on **Form C**. Your task is to read about the first category as described in the online profile and then check  on **Form C** how you feel about the information that you just read. Your checkmark options are:

- Desirable
- Undesirable
- Not important

Now, go ahead and read about the first category (What they do) in the online profile and then mark how you feel about the category on **Form C**.

7. [ ] Repeat the above step for all remaining profile categories on **Form C** for your first job title.





**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

8. [ ] On your printed copy of [Form C](#), record at the bottom of each column the total number of Desirable and Undesirable checkmarks that you recorded for your first occupation.
9. [ ] Follow the same procedure as above for the remaining occupations that you marked as “Most appealing” on [Form B](#).

**Important:** By completing the above steps, you should have a better understanding of the true nature of each of your most appealing occupations.

10. [ ] Examine the total number of Desirable and Undesirable checkmarks that you recorded for each of your “Most appealing” occupations. Taking note of the total scores for each occupation should help you determine which occupations may be best for you. **Identify the occupations that – at this point in the program – appear to be most appealing. Checkmark these as “Most Appealing” on their profile form ([Form C](#)).**

Now, read the Introduction section on conducting Informational Interviews directly below, and then follow the directions after the Introduction.

### Conduct Informational Interviews – Introduction

#### **PLEASE READ: IMPORTANT MESSAGE**

If you’re wondering why you should conduct Informational Interviews in addition to reading Occupational Profiles, please consider the following:

- While developed by experts, Occupational Profiles do not always fully describe the true nature of an occupation, especially the negative aspects of the work.
- Conducting Informational Interviews can often introduce you to experts in your future career field who can be of great value later in your career.
- Informational Interviews may be more up to date than Occupational Profiles depending upon the knowledge of the person being interviewed.

That being said, it’s important to note that Informational Interviews may also be biased by the person granting the interview as he or she may (a) be dissatisfied with their occupation, (b) intentionally or unintentionally offer incorrect information about the occupation, or (c) over or under embellish the true nature of their occupation.

Unfortunately, some career seekers pass on conducting Informational Interviews because they (a) perceive them as taking too much time, (b) feel uncomfortable seeking interviews with strangers, (c)



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

believe people are too busy to be bothered with interviews, or (d) believe that their current understanding of the true nature of their occupational choices is sufficient for making a wise career decision (which is often not the case).

In spite of the negative aspects stated above, the reality is this – the information gained from Informational Interviews typically outweighs all obstacles and negative perceptions and outcomes. Most people who have conducted Informational Interviews report that the interviews were very rewarding and either confirmed their career choice or opened their eyes to better options.

Therefore, it is highly recommended that you conduct Informational Interviews regardless of how certain you are of the appropriateness of an occupation.



### Conducting Informational Interviews

Read all of the following options before doing anything. Then, select the option that you wish to follow and proceed forward according to the “Next step” directions associated with the option that you select.

**Suggestion:** As you read the following options cross out those options that you do not want to follow. This will make it easier to visually focus on the right choice for you.

**Option 1:** After viewing occupational profiles, you have selected a career goal and:

- You do NOT want to gather more information about your selection.
- You do NOT want to conduct any Informational Interviews.

**Next step:** Move on to **Chapter 6: Prepare a qualifications plan.**

**Option 2:** After viewing occupational profiles, you are NOT ready to select a career goal and:

- You have 1 or more occupations that are serious options.
- You want more information about your options.
- You ARE willing to conduct Informational Interviews.

**Next step:** Move on to conducting Informational Interviews (see directions below). When finished with all interviews, return to these options, and select the option that best describes what you want to do next.

**Option 3:** After viewing occupational profiles, you are NOT ready to select a career goal and:



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

**Version: 3/10/24**

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- You have 1 or more occupations that are serious options.
- You want more information about your options.
- You are NOT willing to conduct Informational Interviews.

**Next step:** Search the Internet for more information about your occupation(s) and update your profile of each occupation on Form C if necessary. Also, if created, ask people on your Support Team for information about your occupations. When completed, return to these options, and select the option that describes what you want to do next.

**Option 4:** You are ready to select a career goal, however:

- You can't decide as you have 2 or more occupations that are all possible as a career goal.
- You want more information about your options.
- You ARE willing to conduct Informational Interviews.

**Next step:** Move on to conducting Informational Interviews (see directions below). When completed, return to these options, and select the option that describes what you want to do next.

**Option 5:** You are ready to select a career goal, however:

- You can't decide as you have 2 or more occupations that are all possible as a career goal.
- You want more information about your options.
- You are NOT willing to conduct Informational Interviews.

**Next step:** Search the Internet for more information about your occupations and, if necessary, update your profile of each occupation on Form C. Also, if created, ask people on your Support Team for information about your occupations. When completed, return to these options, and select the option that describes what you want to do next.

**Option 6:** After reading a profile on each occupation on your list, you have decided that none of the occupations are right for you.

**Next step:** Return to Form B and select other occupations to consider and proceed forward from there. If you have no additional occupations on Form B, then return to Chapter 3: Identify possible career options. When completed, return to these options, and select the option that describes what you want to do next.

**Option 7:** You are confused as to what to do next. **Next step:** Please seek professional career guidance. If you wish to learn about my guidance service, please visit my [www.careersmartz.com](http://www.careersmartz.com) website.



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

**Directions: To conduct Informational Interviews, please follow the steps below.**



Make sure you have read the Occupational Profiles of all occupations that you are considering as a career goal prior to conducting any Informational Interviews.

1. [ ] [Click here\\*](#) to download and read the article entitled “Informational Interviews” available from my website. This article will give you a good basic understanding of the nature and purpose of Informational Interviews and how to conduct them.

\* <https://www.careersmartz.com>

2. [ ] Follow the directions found in the article to conduct as many interviews for as many occupations as you wish.
3. [ ] When you have completed all interviews, decide what you want to do next by selecting one of the options below, and then follow the directions associated with the option you select.

**Read all options before selecting one to follow.**

**Option 1:** You’ve made a career choice.

**Next step:** move on to [Chapter 6: Develop a qualifications plan.](#)

**Option 2:** You can’t make a career choice as 2 or more occupations appear to be equally suitable.

**Next step:** move on to [Chapter 5: Select a career goal.](#)

**Option 3:** You no longer wish to consider any of the occupations.

**Next step:** Return to [Form B](#) and select a new occupation to consider, and then move forward from that point. If you have no additional occupations on [Form B](#), return to [Chapter 3: Identify possible career options](#) and repeat that chapter moving forward from that point.

**Option 4:** You don’t know what to do next.

**Next step:** Consider getting help from a professional career counselor. If you wish to receive help from me, visit my [www.careersmartz.com](http://www.careersmartz.com) website for more information.



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 5. Select a career goal [Table of Contents](#)

*“Choose a job you love, and you will never have to work a day in your life.”  
... Confucius*



To keep track of your progress, check [] each completed step if using a printed copy or type in an [] if reading on a computer.

In this step you will:

First, compare each of your career selection criteria (as listed on [Form A](#)) to each occupation that you are considering as a career goal to determine how well each occupation can satisfy your criteria.

Second, rate various internal factors (duties, qualifications, salary, etc.) of each occupation to determine each occupation’s level of desirability.

Third, total your scores for each occupation to determine which occupation best matches your career criteria and preferences.

**Directions: Complete each step in the order presented.**

1. [] Print a copy of the [Form D: Career selector guide](#) found at the end of this document. Using a rating system, this form will help you evaluate the appropriateness of each occupation that you are considering as a career goal. By following this strategy, you should be able to identify the occupation or occupations that best match your needs and preferences.
2. [] Follow the directions on [Form D](#) to undertake an evaluation of as many occupations as you wish.

**Complete this step before moving on to the Options section below.**

When you have completed all evaluations, return to this location, and follow the directions in the Options section below.



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## Options

After you have completed all evaluations, review the options below and follow the “Next step” directions associated with the option that you wish to follow.

**Option 1:** You have identified an occupation that you want to pursue as a career goal.

**Next step:** Move on to [Chapter 6: Prepare a qualifications plan](#).

**Option 2:** You have identified several occupations that all seem equally appropriate as a career goal and you’re unsure as to which one you should select.

**Next step:** Ask yourself the following questions:

- Which occupation (regardless of total score) best matches your “Must Match” criteria? Add an extra 10 points to the Total Score (Column 1) of this occupation.
- Which occupation best matches your strongest interests? Add an extra 10 points to the Total Score (Column 1) of this occupation.
- Which occupation is most in demand? Check your profiles ([Form C](#)) or visit the [Occupational Outlook Handbook](#)\* to refresh your memory. Add an extra 10 points to the Total Score (Column 1) of this occupation.

\* <https://www.bls.gov/ooh>

- Which occupation requires the most desirable education or training? Add an extra 10 points to the Total Score (Column 1) of this occupation.

Now, review your new total scores. Are you now able to select an occupation that you want to pursue? If yes, move on to [Chapter 6: Prepare a qualifications plan](#). If not, seek professional advice regarding how to resolve this issue.

**Option 3:** You no longer are interested in any of the occupations that you have evaluated.

**Next step:** Follow A or B below depending upon your situation:

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**



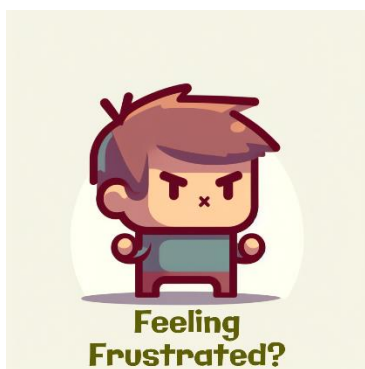


**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- A. Return to **Form B: Possible career options** and select a new occupation to review and evaluate. With your new occupation, re-start the program at the beginning of **Chapter 4: Conduct a reality check** and move forward from that point in the program.
- B. If you have no additional occupations on **Form B**, return to **Chapter 3: Identify possible career options** and identify new occupations to review and evaluate. Continue forward in the program from that point forward.



### Feeling frustrated?

It's normal, don't beat yourself up! Frustration is common when trying to make a career decision as it's inherent in the process. Take a deep breath, recognize that frustration exists, but don't let it stop you from completing this program.

Finding your career path typically takes more time and effort than most people anticipate. However, the alternative of giving up, or just picking any career, is a terrible and costly mistake! Don't do it! Continue on as directed above and you will find your career direction.

And remember, there's help if you need it. Visit my **website**\* for information about my career guidance service.

\* <https://www.careersmartz.com>



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 6. Prepare a qualifications plan [Table of Contents](#)

*"Failing to plan is planning to fail."  
... Benjamin Franklin*



To keep track of your progress, check [✓] each completed step if using a printed copy or type in an [x] if reading on a computer.

Imagine that you're about to drive to a distant location for the first time. Naturally, you wouldn't do this without a map to guide you as you realize that without a map it's not likely that you'll get to your destination in an easy and timely manner. So is the case when trying to negotiate the steps involved in completing the qualifications required to enter your chosen career goal – a map (aka plan) for most people is important and necessary for success to follow.

Therefore, in this step you will develop a list of tasks that must or should be completed, and the order in which they should be completed, to acquire the qualifications necessary to enter your chosen career goal. ***This list will be your plan to follow.***

In full disclosure, your plan could be complex or simplistic or something in between. For example, if your career goal is to become a salesclerk at a local retail store, your prep plan could look as simple as this:

1. Make a list of stores where you would like to work.
2. Prepare a list of reasons why you want to work as a salesclerk, why you want to work at each store, and why you would be a successful salesclerk.
3. Prepare a list of references.
4. Create and make copies of your resume.
5. Dress properly.
6. Visit each store and ask for an interview. Offer a copy of your resume.
7. Participate in interviews.
8. Accept the best offer of employment
9. Start working!

However, if your career plan is to become an expert on the weather conditions on each planet in our solar system, then your plan would be a lot more complex! It all depends



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

on your career goal and your current qualifications (skills, experience, education, etc.).

**Important:** Many of the past users of the **CareerSmartz** program have reported that this step was the most difficult to complete due to the fact that trying to anticipate all of the decisions and tasks that need to be completed to prepare for entrance into a career are often unknown. ***Because of this situation it is highly recommended that you review your plan with a career guidance professional before you attempt to complete it.***

**Directions: Check each item as it is completed.**

To complete this step, you will be asked to record various information about the decisions and tasks associated with developing the qualifications necessary to gain entrance into your chosen career goal. If you are unsure of any of the requested information, then you should:

- Refer to the occupation's profile at the [Occupational Outlook Handbook\\*](https://www.bls.gov/ooh) website.

\* <https://www.bls.gov/ooh>\*\*\*

- Refer to your notes taken during your Informational Interviews.
- Speak with an academic or career guidance counselor.

1. [ ] Print a copy of [Form E: My career goal prep plan](#) found at the end of this document.
2. [ ] On [Form E](#), enter the title of your career goal. If your career goal has alternate titles, enter those titles as well.
3. [ ] Note the following columns on [Form E](#):
  - **Tasks to complete** – Use this column to list the various decisions and tasks that you must or should complete to qualify for entrance into your chosen career goal. Do not worry about the order of completion at this point! Record such decisions and tasks as:
    - Type and length of education
    - Type and length of work experience
    - Specific skills and knowledge required or recommended
    - Certificates/Licenses required
    - Internship experience
    - Finances or Financial Assistance needed

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. ***For licensing rights and to report any broken links, please contact the author at [jamesgonyea@gmail.com](mailto:jamesgonyea@gmail.com).***



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

**Version: 3/10/24**

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- Housing accommodations
  - Transportation requirements
  - Cost of training
  - Clothing apparel needed
  - Equipment needed
  - Etc.
- **Order of completion** – After listing all decisions and tasks to be completed, use this column to indicate which tasks should be completed in order from first to last.
  - **Obstacles** – Each time you identify a task, use this column to record any obstacle or barrier that you suspect may inhibit you from completing the task. These could include physical and mental factors, as well as factors caused by external forces or by other people. Leave this column blank if you foresee no obstacles. Obstacles could include any of the following:
    - Lack of education
    - Lack of training
    - Lack of knowledge or skill
    - Age
    - Physical disability
    - Lack of personal confidence
    - Lack of support from others
    - Etc.
  - **Solutions** – If you list an obstacle use this column to record what you believe may be the solution to the obstacle. If you do not know the solution, simply indicate “Unknown.”
4. [ ] Go ahead now and start identifying the tasks that you should or must complete. Don't worry about the order in which they should be completed – just list all the tasks that you can think of that should be completed.
  5. [ ] Review your list of tasks to be completed. Place a #1 (in the Order of completion column) to the right of the task that should be completed first. Do the same for the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, etc. tasks until all tasks have been numbered from first to last.



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

6. [ ] For every task that you listed, list any obstacles that you believe may be encountered.
7. [ ] For every obstacle that you listed, list any solutions that you believe may be necessary to overcome the obstacle.

Once you have completed the above steps, you should have a basic step-by-step plan for developing the qualifications necessary to enter your chosen career goal.

**Very, very important! Please read carefully!**

Due to the qualification complexities associated with many occupations, it is not expected that you will intuitively know, or be able to discover through research, all the steps (tasks, obstacles, solutions) that need to be completed, and in which order, to prepare yourself for entrance into your chosen career goal. Such information is typically the domain of professional career counselors and academic advisors.

Therefore, it is strongly recommended that you review your plan with a professional career counselor and/or academic advisor before you put it into action. Should you miss an important step it is possible that your career goal could be more difficult to achieve or, worst yet, impossible to achieve. I've seen it happen many times with people who did not give this step its proper attention!



### **Congratulations!**

You have completed Book #1 of the **CareerSmartz** program. This is no small accomplishment, and you should feel proud of the work that you have completed. Because of your willingness to complete the program (a sign of your personality style and character), you are much more likely to achieve success in your future career.

**Before you leave this program, there is one more step I would strongly recommend that you follow before starting your qualifications plan – please see my closing comments in the next chapter.**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 7. Final thoughts from the author

### Table of Contents

*“Career success is not intuitive, it’s not guaranteed, and it’s not automatic - it requires making the right decisions and completing the right tasks.”*

... James C. Gonyea



**In the land of opportunity, all things are possible for those willing to learn, work hard, and stay the course.**

### Congratulations

First of all, congratulations on completing Book #1 of the **CareerSmartz** program! By doing so, you have demonstrated that you have several of the skills necessary for success – a willingness to follow the advice of experts, self-motivation, and persistence. I hope this program has helped you find the right career direction. If it has not, please feel free to contact me via email at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com) and explain what issues you’re facing, and I will do my best to respond.

### Expect to repeat this type of program

As you may have heard, the only constant thing in life is change. And, as you move on in life you are likely to experience changes in some of your interests, skills, values, and personality traits – the very clues to appropriate career paths. These personal factors are not set in stone – some will change over time while others will remain the same. In addition to personal changes, you can expect changes in the workplace as employers continue to battle for customers and clients and adapt to new technologies. Because of these factors, it will be necessary to re-evaluate your career several times in life. To do this I suggest you use a program like **CareerSmartz** to reset your career direction when it’s time to do so.

### The influence of AI

There is no question about it, Artificial Intelligence (AI) is now and will continue to change both the workplace and workforce. Yes, some jobs will be eliminated while new jobs will be created. Fortunately, many existing jobs will remain the same but will be enhanced by the incorporation of AI technologies.

**Therefore, I encourage all workers to learn as much as they can about AI and incorporate its use into your daily work routines. If you ignore AI, it’s likely that you will be replaced by someone who did not!**

### Find a mentor

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**





**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

Since no one can know everything about their career, it is wise to seek out and learn from those individuals who have achieved success in the same career field as you. Don't go it alone! Find someone successful who will show you how to succeed. Use Google.com and other online search engines to learn more about mentoring and how to find one for yourself. I promise you'll be glad you did. It worked for me – thank you Abraham Maslow, Tom Jackson, Zig Ziglar, John Holland, and Dick Bolles for your life-changing advice!

### **Get regular check-ups**

You know the importance of annual health check-ups from your family physician – they can save your life. Such is the case with your career. Annual check-ups with a professional career coach can heighten your success and avoid disappointment and disasters. Find one in your local community or online.

### **Please give me your feedback**

I truly would like to know how you liked or disliked the **CareerSmartz** program, especially how it can be improved. Without feedback from users, I'm flying blind, so please take a few minutes and send me your feedback via email at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com). Thank you in advance!



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 8. About the authors [Table of Contents](#)

*Voted "two of the most visionary and forward-thinking leaders in the field of career development"*

*... 2013 CSO Career Services Insight Survey*



James C. Gonyea



Larry Goldsmith

### James C. Gonyea

Author of *CareerSmartz*

- 5+ decades of experience guiding thousands of students and adults in career development.
- Author of several books, software programs, and career interest inventories related to career selection and career development.
- Past Developer/Host of the *America Online (AOL) Career Center* serving the needs of 45 million subscribers. Largest online career service to date!
- Past Director/Counselor of Career Development at St. Petersburg College in Florida.
- Instructor of *Career & Life Planning* at St. Petersburg College in Florida.
- Career guidance consultant to major corporations including Apple, Disney World, Pearson Publishing, and Monster.com.
- Developer/Host of *ThePerfectCareer.com* and *CareerSmartz.com* websites.
- Past member of the National Career Development Association.
- BS in Education, MS in Guidance & Counseling, SUNY at Plattsburgh.

### Larry Goldsmith

Consultant to *CareerSmartz*

- Over 25 Years' experience as a self-employed Professional Résumé Writer and Job Coach.
- Worked with more than 30K job seekers and those seeking to find a different career path.
- Led Career Development Services at St. Petersburg College in Florida.
- College Professor (*Career and Life Planning, Study Skills, and College Experience*).
- Former Workforce Development One-Stop Career Centers.
- Administrator/Labor Market Specialist.
- SCORE Business Mentor

Visit Larry at his website: [Jaazle.com](http://Jaazle.com).

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com).**



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 9. Guidance and Consulting Services [Table of Contents](#)



**James C. Gonyea**  
**Career Development Specialist**  
**Nationally recognized expert in career development**

[View bio here](#)

***Satisfaction guaranteed!***

### **Personal career guidance...**

I offer a personalized, one-to-one career guidance and counseling service via online video chat designed to help you with:

- Selecting a career goal
- Changing careers
- Creating a job search plan
- Transition from military to civilian work
- Resume and interview preparation
- Capitalizing on the sale of your talent
- Post-retirement career selection
- Leaving a legacy
- Working from home
- Working as a Gig worker
- And more...

Online sessions are:

- \$45/hour (no minimum required, sign up for as few or as many as you wish)
- Conducted via Skype or other online chat service
- Confidential
- Available worldwide

To learn more, please email me a description of the kind of assistance that you need, and I'll respond with how I can help and how to sign up for your first session.

Thank you. James C. Gonyea  
Email: jamescgonyea@gmail.com

***Scroll down for information on my consulting service...***

© 2023 James C. Gonyea. All Rights Reserved. **Legal Terms:** You may use this document - at no cost - for personal use and/or with students or clients that you serve. You may not edit this document or sell or exchange it for any form of compensation, nor incorporate any part of, or all of, it into any other system, electronic, printed, or otherwise without the prior written permission of the copyright owner. **For licensing rights and to report any broken links, please contact the author at jamescgonyea@gmail.com.**



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.



**James C. Gonyea**  
**Career Development Specialist**

[See bio here](#)

*Consultant/Contributor to:*

*America Online (AOL)*  
*Walt Disney World*  
*Pearson Education*  
*McGraw-Hill*  
*Barron's Educational Series*  
*Peterson's Guides*  
*Chronicle Guidance*  
*Orchard House*  
*Monster.com*

## Professional Career Consulting...

I am available for online consulting/training for individuals, organizations, teams, schools, colleges, and universities who wish to learn how to incorporate **CareerSmartz** into their career guidance service.

For more information, please email me and describe the type of training that you need. I will respond with detailed information regarding how I can help.

Thank you, James C. Gonyea  
Email: [jamescgonyea@gmail.com](mailto:jamescgonyea@gmail.com)



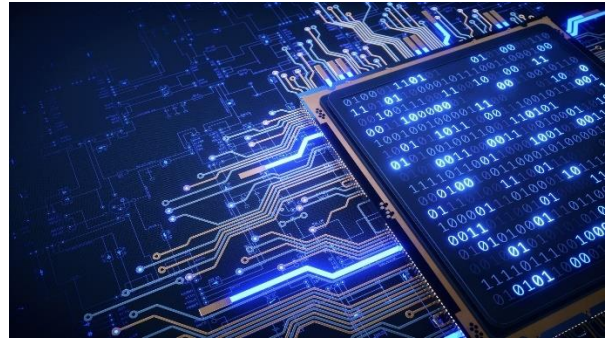
**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## 10. Web links used in this book

### Table of Contents



### Web links used in this book:

- [Abraham Maslow's Hierarchy of Needs](#)  
Proof that helping others leads to success.
- [CareerSmartz.com](#)  
The home of the *CareerSmartz* program.
- [Occupational Outlook Handbook](#)  
Profiles of hundreds of occupations
- [OnetOnline.org](#)  
Wide range of career/employment data.
- Zig Ziglar [See You At The Top](#)  
One of the best books for becoming successful.

### Additional suggested links:

- [BLS/Student Desk](#)  
Career information for students.
- [Bureau of Labor Statistics](#)  
Employment data on thousands of jobs.
- [CareerOneStop.org](#)  
Wide range of career/employment data.
- [Degrees and related careers](#)  
Careers related to specific degrees.
- [Employment projections](#)  
Future outlook for various occupations.
- [GCFGlobal](#)  
Free career information and training.
- Jobs...



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- [Fastest growing](#)
- [Highest paying](#)
- [In decline](#)
- [With the largest employment](#)
- [Most openings](#)
  
- [MyFuture.com](#)  
Post high school advice for students.
- [STEM occupations](#)  
Information on Science, Technology, Engineering, and Math occupations.
- [U.S. Government Jobs](#)  
How to get a job with the U.S. Government.
- [Veterans Affairs](#)  
Information and assistance for Military Veterans.





**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

**CareerSmartz - Form A: Career selection criteria** [Table of Contents](#)

M = Mandatory P = Preferable N = Not Important

M	P	N	Interests: I am interested in...
			1.
			2.
			3.
			Skills: I am skilled at or with training could be skilled at...
			1.
			2.
			3.
			Values: I value or need the following in my career or life...
			1.
			2.
			3.
			Personality Traits: My most descriptive personality traits are...
			1.
			2.
			3.




**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

**CareerSmartz - Form B: Possible career options** [Table of Contents](#)

Job titles I find appealing...	 My top 3 most appealing occupations.
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## CareerSmartz - Form C: Occupational profiles [Table of Contents](#)

Job title:

---

[ ] Most Appealing Occupation

### Directions:

1. Note the first category below titled “What they do.”
2. Go to the Occupational Outlook Handbook website and look up the profile for the occupation (Job title) listed above.
3. Read the section in the profile titled “What they do.”
4. Decide how you feel about what you just read. Your options are:
  - **Desirable: I prefer or accept this as part of my future occupation.**
  - **Undesirable: I don’t want this to be part of my future occupation.**
  - **Not important: I don’t care if this is or is not part of my future occupation.**
5. On the “What they do” line below, place a checkmark in the column that represents your feelings.
6. Repeat the above steps for the remaining categories ((2) – (5))
7. Total the number of checkmarks for each of the 3 Personal Preferences columns.

Categories:	Personal Preferences			Optional Comments: Positive and/or negative facts to remember.
	Desirable	Undesirable	Not Important	
(1) What they do				
(2) Work environment				
(3) How to become one				
(4) Pay				
(5) Job outlook				
<b>Total checkmarks:</b>				



**CareerSmartz - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.**

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## CareerSmartz - Form D: Career selector guide [Table of Contents](#)

**Directions: Important! Complete each step before moving to the next step!**

1. Write below the title of the occupation that you wish to evaluate as a possible career goal.

Title: \_\_\_\_\_

2. Read items 1-15 below and answer each item as directed. Place a checkmark in the appropriate column to the right of each item. **Do this before moving on.**
3. Place a checkmark [ ] in the column “Must Match” to the left of any item that MUST be satisfied or matched by your future occupation. Caution: be selective – only choose the items that are “deal breakers” and truly must be satisfied or matched.
4. Count the number of checkmarks that you placed in Columns 1, 2, and 3. Record the totals at the bottom of the form.
5. Calculate the percentage of “Must Match” items that the occupation appears to satisfy.
6. When you have completed all evaluations, return to the “Options” section at the end of Chapter 5.

Must Match		Column 1	Column 2	Column 3	Column 4
		Strong	Moderate	Weak	No Interest
[ ]	1. <b>Duties:</b> How strong is your interest in the duties of this occupation?				
	2. <b>Skills:</b> From <b>Form A</b> , list below your top 1-3 skills. Then answer this question for each skill: <b>Does your skill match any of the <u>REQUIRED</u> skills of the occupation?</b>	Yes	No	?	
[ ]	1.				
[ ]	2.				
[ ]	3.				



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

	3. <b>Values:</b> From <b>Form A</b> , list below your top 1-3 values. Then answer this question for each value: <b>Will the occupation support your value (or at least not challenge your value)?</b>	Yes	No	?	
[ ]	1.				
[ ]	2.				
[ ]	3.				
	4. <b>Personality traits:</b> From <b>Form A</b> , list below your top 1-3 traits. Then answer this question for each trait: <b>Will your trait help you achieve success in the occupation?</b>	Yes	No	?	
[ ]	1.				
[ ]	2.				
[ ]	3.				
	<b>Are these factors associated with the occupation acceptable to you?</b>	Yes	No	?	Not Important
[ ]	5. Salary				
[ ]	6. Advancement opportunities				
[ ]	7. Future employment outlook				
[ ]	8. Working environment/conditions				
[ ]	9. Required education or training				
[ ]	10. Work-Life balance				
[ ]	11. Physical dangers of the job				
[ ]	12. Mental stress caused by the job				



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

	Questions:	Yes	No	?	Not applicable to me
[ ]	13. Can you successfully perform the job with your disabilities?				
[ ]	14. Is the job open to individuals with your criminal record?				
[ ]	15. Do you have the necessary support from family and friends to pursue this occupation?				
Total number of checkmarks in Columns 1-3:					
Total number of items that you checked as <b>Must Match</b> = ( ) <b>A</b> Total number of <b>Must Match</b> items that were actually matched with a checkmark in Column 1 = ( ) <b>B</b> Percent of <b>Must Match</b> items that were matched = ( %)					
<b>Example:</b>					
Total number of items that you checked as <b>Must Match</b> = ( <b>8</b> ) <b>A</b> Total number of <b>Must Match</b> items that were actually matched with a checkmark in Column 1 = ( <b>6</b> ) <b>B</b> Percentage of <b>Must Match</b> items that were matched = ( <b>75</b> %)					
<b>Or B divided by A = C</b>					



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

**CareerSmartz - Form E: My career goal prep plan** [Table of Contents](#)

(Print extra copies as needed)

Career goal (Job title): \_\_\_\_\_

Alternate titles: \_\_\_\_\_

\_\_\_\_\_

Tasks to complete:	Order of Completion:	Obstacles:	Solutions:





**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## Something to think about... [Table of Contents](#)



### Question:

*What does a man adrift at sea with no paddle or sail have in common with a person who has no career plan?*

### Answer:

*They both are at the mercy of forces beyond their control and where they end up in life is up to fate.*

*The clues to who you are as a person and which careers are right for you lie inside of you.*

*Look deep inside and through self-assessment you'll find them!*



*Helping others should be your goal no matter which occupation you pursue. Meeting the needs of others has proven to be one of the keys to personal and professional success.*



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## To Do List [Table of Contents](#)

Print a copy and refer to it daily!

Check off items as they are completed.

- Create a daily or weekly schedule for completing Book 1.

### Chapter 1: Introduction chapter.

- Read the chapter.
- Hire a Career Coach.
- Hire a Career Mentor.
- Start building a Support Team.
- Check out Swift To Do List.

### Chapter 2: Define your career selection criteria.

- Read the chapter.
- Print Form A.
- Download List 1 and List 2.
- Define my interests, skills, values, and personality traits on Form A.

### Chapter 3: Identify possible career options.

- Read the chapter.
- Print Form B.
- Use the ONetOnline.org website to identify possible career options (Job titles) and list my job titles on Form B.
- Select the three most appealing occupations.

### Chapter 4: Conduct a reality check.

- Read the chapter.
- Print Form C.
- Use the Occupational Outlook Handbook website to review and rate the desirability level of each profile category for each occupation marked as



**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

- [ ]      “Most appealing” on my list of possible career options (Form B).
- [ ]      • Record the total number of desirable and undesirable checkmarks for each occupation.
- [ ]      • Place a checkmark on the profile of each occupation that most appeals to me.
- [ ]      • Download and read the article “Informational Interviews” from [www.careersmartz.com](http://www.careersmartz.com).
- [ ]      • Complete all Informational Interviews.
- [ ]      • If necessary, update profiles on Form C.
- [ ]      • After completing all profiles and Information Interviews, select the “Next steps” option that most appeals to me.

#### **Chapter 5: Select a career goal.**

- [ ]      • Read the chapter.
- [ ]      • Print Form D.
- [ ]      • Complete Form D.
- [ ]      • Select the “Next steps” option that most appeals to me.

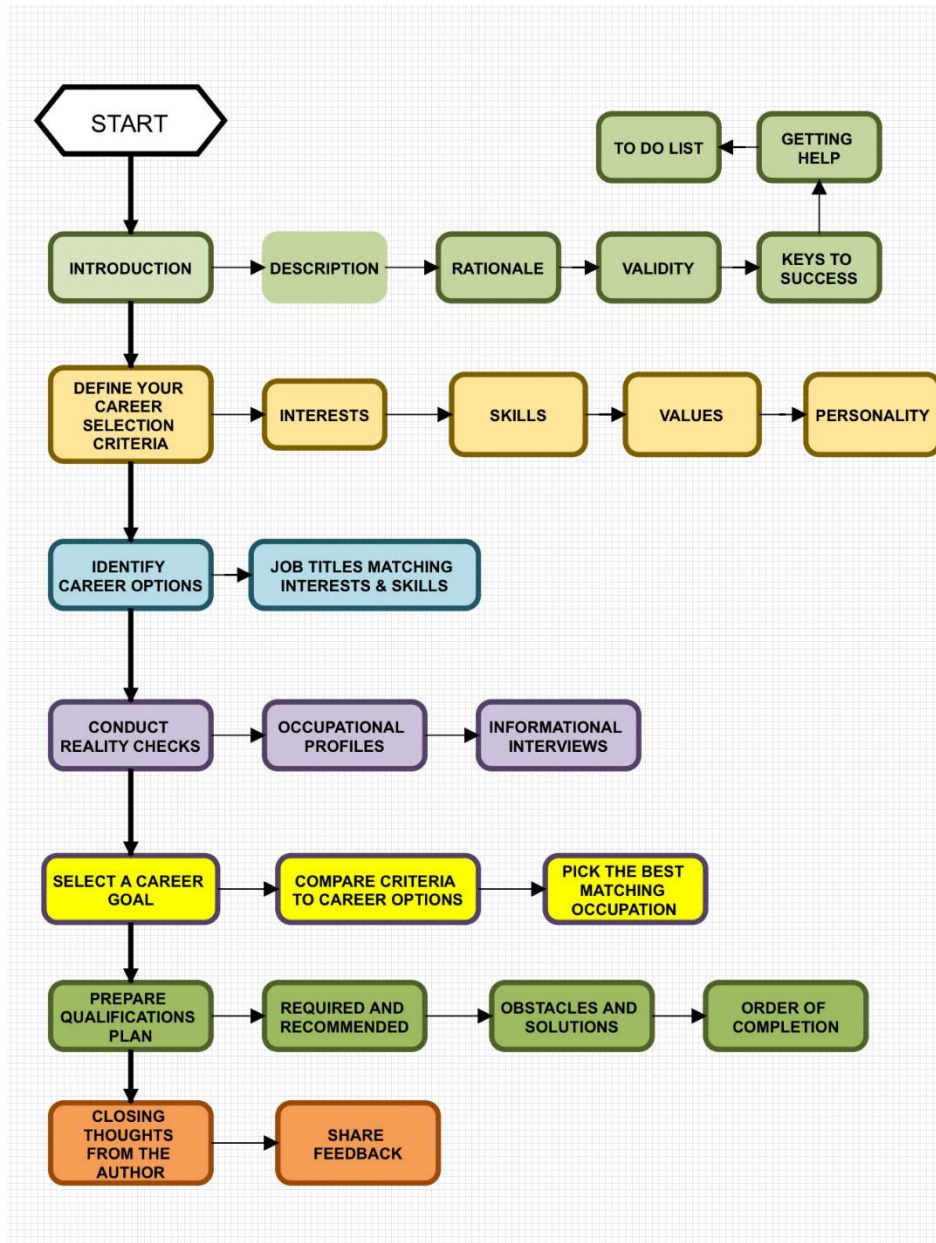
#### **Chapter 6: Prepare a qualifications option.**

- [ ]      • Read the chapter.
- [ ]      • Print Form E.
- [ ]      • Complete Form E.
- [ ]      • Review my plan with a professional career coach.

#### **Read final thoughts from the author chapter.**

- [ ]      • Provide feedback to the author.

**Flowchart of the process outlined in selecting a career goal** [Table of Contents](#)





**CareerSmartz** - A proven program of career guidance designed to increase your career enjoyment, success, and rewards.

Version: 3/10/24

**Note:** This document contains both internal and external (Internet) links. To work properly please view this document on your computer while connected to the Internet. All links are red and underlined.

## Bonus section [TABLE OF CONTENTS](#)

### Top 10 Reasons Why People Fail at Achieving Career Success

According to research (including help from ChatGPT) and from my observations over the years, there are a number of reasons why people fail at achieving their career goals. Here are the top 10:



1. No clear goals and/or plans regarding how to reach one's goals.
2. Current job conflicts with personal values.
3. Poor relationship building skills.
4. Negative mindset.
5. Limited knowledge or skills.
6. Poor work ethic.
7. Poor communication skills.
8. Resistance to new ideas and change.
9. Unwilling to upgrade talent.
10. Unwilling to ask for feedback.