When you have completed this chapter, you will be able to:

Section 2.1
- Identify the personal issues to consider when choosing and planning your career.
- Explain how education and training affect career advancement.
- Discuss the factors that influence employment.

Section 2.2
- Describe effective strategies to obtain employment.
- Identify sources of career opportunities.
- Identify the financial and legal issues to consider when looking for employment.

Reading Strategies
To get the most out of your reading:
Predict what you will learn in this chapter.
Relate what you read to your own life.
Question what you are reading to be sure you understand.
React to what you have read.
**In the Real World . . .**

George Leonard is not sure what career to pursue. Since graduating from high school, he has held jobs at a sandwich shop, a bookstore, and an animal park. George learned about small businesses while he was working. As a result, he has decided that he would like to run his own business one day—perhaps a pet store.

Jessica Rodriguez, a high school junior, loves movies. She watches classic films and edits her own short features on the computer. She hopes to work in the film industry.

George and Jessica are not exactly sure what their careers will be, but they realize they will need to make informed decisions.

**As You Read**  Consider how education and training might affect careers and job opportunities.

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**Planning for Life**

**Q:** Career plans are for people who do not know what they want. I know already that I want a high-paying job. So why should I bother thinking about career planning?

**A:** Money is just one motivation for work. You need to consider many other factors as well. Career planning considers your personal values, goals, and interests—the basics for any career decision. Since you will probably spend the majority of your life working, consider the old adage: “Choose a career you love, and the money will follow.”

**Ask Yourself** What job would you love to do?

Go to [finance07.glencoe.com](http://finance07.glencoe.com) to complete the Standard & Poor’s Financial Focus activity.
Planning Your Career

Choosing a Career

What is the difference between a job and a career?

Some people find true satisfaction in their work, while others work just to make money. Like many people, you may decide to get a job—work that you do mainly to earn money. On the other hand, you may decide to prepare for a career. A career is a commitment to work in a field that you find interesting and fulfilling. Ensuring that your career will fulfill your personal and financial goals requires planning.

Career Decision Trade-Offs

Your choice of career will affect the amount of money you make, the people you meet, and how much spare time you have. Some people work just to maintain a standard of living, a measure of quality of life based on the amounts and kinds of goods and services a person can buy. They also work to pay for the hobbies and activities they enjoy. Others pursue careers that provide them with both money and personal fulfillment. They select careers that reflect their interests, values, and goals.

Choosing a career will involve trade-offs, or opportunity costs. Many people devote most of their time and energy to their work. As a result, their family lives and personal satisfaction may suffer. Recent trends—developments that mark changes in a particular area—indicate that some people are making career decisions, such as declining a promotion, that allow them to spend more time with their families or to enjoy their hobbies and interests.

You may select a career that is challenging and offers you the chance to grow, even if it does not earn you a large salary. On the other hand, you may choose to work in a job that is less satisfying but offers more money. You may look for part-time work or work situations with flexible hours so that you will have more time to spend with your family. You could also decide to give up the security of working for someone else to take on the challenge of running your own business.

The more you know about your own interests, values, needs, and goals, the better you will be able to choose a career that will provide a balance between personal satisfaction and financial rewards.
Career Training and Skill Development

Obtaining as much education as possible will help you meet your financial goals. The more you know, the greater your chances are for success. Having a college degree does not guarantee that you will reach your goals and make a lot of money. However, acquiring more education increases your potential earning power, which is the amount of money you may earn over time. Your field of study will also affect your salary. Some careers, such as law and medicine, generally offer higher salaries than others, such as education and the fine arts.

Education is not the only ingredient for success in your job or career. By developing certain habits, you will become an asset to any employer. For example, most successful people are able to work well with others. They always strive to do their best. They do not allow conflict with other employees or changes in their duties to affect the quality of their work. They are creative when it comes to solving problems. They communicate well. They understand themselves and other people. These basic qualities and skills make success more likely in most job situations. How do you measure up to this checklist for success? If you think that you might fall short in some areas, what might you do to improve?

WEIGHING YOUR OPTIONS
Choosing a career involves trade-offs. Some parents will decline a job with a higher salary for a job that offers a flexible schedule. What other trade-offs might a parent have to make?
Personal Factors

You can take special tests to learn more about your own abilities, interests, and personal qualities. These tests—called *aptitude tests* and *interest inventories*—may give you an edge in choosing a career. You can usually find out more about such tests in your school’s guidance office. If you would rather test yourself, you can find test materials in public libraries, bookstores, and on the Internet.

**What Do You Do Best?** Aptitudes are the natural abilities that people possess. For example, you may have a beautiful singing voice, excel at math, or be able to solve puzzles easily. These are all natural aptitudes. Try taking an aptitude test to find out what you do best.

**What Do You Enjoy?** Interest inventories are tests that help you identify the activities you enjoy the most. They match your interests, likes, and dislikes with various kinds of work. For example, someone who enjoys nature and the outdoors could become a science teacher, nature photographer, or landscape designer. A person who likes to make things could study to become a carpenter, clothes designer, architect, or engineer. List some of your interests. What types of careers can you think of that would match your interests?

**The Right Fit** Aptitude tests and interest inventories may not lead you to the ideal career. They can only point you in the right direction. Another important issue to consider is your personality. For example, do you enjoy large parties, or would you rather stay at home and read a book? Do you like to take chances, or do you prefer to play it safe? Do you work well under pressure, or do you need time to do a job?

The goal is to find a job or career that gives you the right balance between financial rewards and personal satisfaction. Some people adapt easily to any work environment. Others are always looking for something better. Because your work situation will never stop changing, the key to success is to remain flexible.

**Stages of Career Planning**

Before you make any decisions about your career, you should review your situation. Changes in your personal life and in society will affect your work life, and the reverse is also true. Figure 2.1 shows the stages of career planning, changes, and advancement. If you are getting ready to enter the workforce, you will probably start at Stage 1. That stage will involve determining your personal and career interests.

The diagram in Figure 2.1 is only one plan of action. Your progress will depend on your opportunity costs, the choices that are available to you, and your career area. If you are unsure about your direction, talk to people in your field of interest. Ask them what they like and dislike about their work and how they got into the field. Answers to these questions can help you with your career planning.
External Factors and Opportunities

**Why should you consider external influences when thinking about your career?**

Before you begin your job search, you should think about how external factors such as social influences, economic factors, and trends might affect your career. These factors directly affect the job market and the opportunities that are available to you. When you consider your career options, you not only need to focus on your skills, training, and experience, you also need to view the “big picture” on a national and global scale. You may have no control over these particular factors, but you can make some personal decisions based on real-world influences.

Social influences include factors such as demographic trends and geographic trends. Economic conditions include factors such as interest rates, inflation, and consumer demand. Industry trends are affected by factors such as foreign competition and the changing and expanding uses of technology.
If you want your career to start off on the right foot, you need a plan of action. You need to know where you are, where you want to go, when you want to arrive, and how you are going to get there.

1. **Personal and Career Interests**
   Make a list of things you enjoy doing. Think about how you could turn an activity like that into a career.

2. **Career Skills**
   Think about work experiences you have already had. Which ones did you like? Which ones did not go so well? What skills did you learn?

3. **Career Training and Education**
   What kind of education or training do you need for the career you want?

4. **Employment Position**
   Now begin to focus. Pinpoint the particular work situation that you would like.
Social Influences

**Demographic trends** are tendencies of people grouped by age, gender, ethnicity, education, or income that change over time. These developments can affect your employment opportunities. Several demographic trends have affected the job market:

- More working parents, which expands the supply of jobs in child care and food services
- More leisure time, which boosts interest in health, physical fitness, and recreational products
- More elderly people in the overall population, which produces a greater need for workers in retirement facilities, health care, and travel services
- Greater demand for ongoing employment training, which increases career opportunities for teachers and trainers

**Geographic trends** are tendencies of people moving from one area of the country to another as financial centers shift location. In recent years, some of the fastest-growing job markets have included cities in Florida, Nevada, Arizona, Arkansas, New Jersey, and California. Geographic location also influences earning level. Remember to consider differences in earning levels as you decide where to look for employment. Big cities, such as San Francisco, New York, and Chicago, usually offer higher salaries, but the cost of living (the cost of food, housing, transportation, and other expenses) is also higher in such areas. If you accept a high-paying position in a big city, you may actually have a lower standard of living than you would in an area where income levels and the cost of living are lower.

Economic Factors

High interest rates, price increases, or decreased demand for certain goods and services can reduce career opportunities. The job market changes as the economy does, and so the demand for certain types of jobs changes. For example, in the 1990s many companies were looking for people to work in the computer and technology fields. As a result, there were a lot of jobs from which to choose, and salaries were high. As we moved into the 21st century, however, the demand for workers in those industries decreased, and salaries either stayed the same or came down. You cannot control the effects of economic factors on employment trends, so be aware of what jobs are currently in high demand.

In addition, economic factors affect some businesses more than others. For example, high interest rates may reduce employment in housing-related industries, such as construction and real estate, because people are less likely to buy houses when interest rates are high. Being aware of current economic trends will help you to choose a career so that you can achieve your financial goals.
Trends in Industry and Technology

Changes in industry and technology also affect the job market. In recent years, the need for workers in manufacturing has decreased as a result of several trends. First, increased competition from other countries has reduced demand for American-made products. Second, automation has taken over many tasks that used to be done by factory workers.

Perhaps you would like a career in the field of electronics technology. You know that your skills are valuable, but you also know that constant technological advances can quickly outdate products and jobs. As a result, you must accept some financial uncertainty.

Global Financial Landscape

Standard and Poor’s publishes the globally recognized S&P 500® financial index. It also gathers financial statistics, information, and news, and analyzes this data for international businesses, governments, and individuals to help them guide their financial decisions.

JAPAN

Traditionally, the domain of Japanese women has been the home and children. However, when the first equal-opportunity law was passed in Japan in the mid-1980s, many women began to shun marriage for the workplace. In fact, in the past decade, the number of unmarried women ages 25 to 29 has grown from 40 to 54 percent. As a result, the birthrate in Japan dropped steadily during that time. Japanese leaders fear that there will be a decrease in population and consequent labor shortages in the future. In response to this potential problem, policymakers have suggested that companies provide better job opportunities and child-care programs to the female workforce. That way Japanese women can opt for marriage and having children as well as successful careers.

think globally
What trend in Japan might affect job opportunities there? Why?
While opportunities have dwindled in some areas of the economy, opportunities in other areas have grown. **Service industries**, which are businesses that provide services for a fee, offer employment potential in coming years. There are numerous careers in these industries:

- Computer or telecommunications technology—systems analysts, Web-site developers, service technicians
- Health care—medical assistants, physical therapists, home-health workers
- Business services—employee benefit managers, trainers
- Social services—child-care workers, elder-care coordinators
- Hospitality services—travel agents, food service managers
- Management—employment service workers, recruiters
- Education—elementary, secondary, postsecondary, and adult education teachers
- Financial services—insurance agents, investment brokers

Whatever career area you choose, having knowledge of a variety of computer programs and the Internet will be essential.

### Section 2.1 Assessment

#### QUICK CHECK

1. What are three characteristics of successful people? Describe how each characteristic might be an asset at school or work.
2. How can you learn more about your own abilities, interests, and personal qualities as they relate to career planning?
3. What are three factors that influence employment opportunities?

#### THINK CRITICALLY

4. Why do you think that the increase in the number of working parents has contributed to a higher demand for food services?

#### USE COMMUNICATION SKILLS

5. **New Career Choices** Service industries will offer some of the greatest potential for jobs in coming years.  

   **Analyze** With a partner, conduct a survey of five students and identify their most popular career choices.

### SOLVE MONEY PROBLEMS

6. **Geographic Influences** Tyrell has worked his way up from sales associate to department supervisor for a large suburban discount store. Now he has been offered a higher position in Atlanta. Currently, Tyrell earns about $18,000 annually, which covers the cost of food, housing, transportation, and other living expenses. With the new job, his salary would increase 20 percent, but the cost of living in Atlanta is much higher than it is in the suburbs. By doing some research, he found that the rent for a one-bedroom apartment averages $800 per month, and the round-trip train ride to work will cost about $4 per day. Food will probably cost $65 per week.

   **Calculate** Assuming Tyrell works five days a week and 52 weeks a year, help him calculate what his living expenses would total per year if he moved to Atlanta.
Employment Search Strategies

What are steps to take when searching for a job?

Meg filled out dozens of job applications but never received a call for an interview. Douglas went to many interviews and found a challenging and satisfying job. What were the differences between these two people? The answer has to do with how well they communicated the value of the experience they already had and how effectively they used proven employment strategies.

Obtaining Employment Experience

Many young people who are entering the world of work worry that they do not have enough experience. They may be overlooking the importance of various kinds of work-related training:

- Part-time work
- Volunteer work
- Internships and cooperative education
- Class projects or after-school activities

**Part-Time Work**  Summer and part-time jobs can provide valuable experience. If you have been a camp counselor during the summer, you may decide that you really enjoy working with children and would like to get a job in a day-care center. Perhaps you are a cashier at a drugstore after school and on weekends. You may want to pursue a career in pharmacology or business administration.

Many companies use temporary workers to fill various positions. Working as a “temp” is a good way to gain experience and learn more about a particular field. For the same reasons, part-time and temporary work can be worthwhile for people who are changing careers.

**Volunteer Work**  You can learn new skills, develop good work habits, and make professional contacts by volunteering. Many nonprofit community organizations and some government agencies include volunteers on their staffs. You might collect funds for a disaster relief project or build houses with Habitat for Humanity. Volunteering can help you develop skills that you can apply to other work situations. Where could you volunteer in your community?
**Internships and Cooperative Education**  An internship may give you the experience you need to obtain employment. An internship is a position in which a person receives training by working with people who are experienced in a particular field. Sometimes it can lead to permanent employment. You also get a chance to practice your application and interviewing skills.

**Cooperative education** programs allow students to enhance classroom learning with part-time work related to their majors and interests. For example, you would take your high school classes in the morning, and in the afternoon you would work at a local business to apply the workplace skills you learned in class.

**Class Projects or After-School Activities**  Class assignments and school activities can be sources of work-related experience. They can help you gain valuable career skills such as:

- Managing, organizing, and coordinating people
- Public speaking
- Goal setting, planning, and supervising
- Financial planning and budgeting
- Conducting research

**Career Information Sources**

You need up-to-date information to make the best career decisions. Many sources of information are available to you.

**Libraries**  Most school and public libraries offer a variety of references on careers. Start with such guides as the *Occupational Outlook Handbook*, the *O*NET Dictionary of Occupational Titles, and Occupational Outlook Quarterly Online.

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**Money for College**

1. Ask your school counselor about student loans, grants, and scholarships.
2. Check the Internet, using the keywords *college scholarships*.
3. Ask for money for college instead of gifts.
4. Apply for scholarships offered by your parents’ employers.
5. Get a part-time job and save as much money as possible.

**VOLUNTEER**  Volunteering for a local or national nonprofit organization can provide work-related experience. *What types of skills might you gain by helping to clean up a city park?*
Investigate: An IRS Form W-4

A Form W-4 asks you for the following:

- Your name and address
- Your marital status
- Number of allowances
- Additional withholdings
- Signature and date

Key Points: Employers are required to have each employee complete an IRS Form W-4 to determine the tax withholding. The number of dependents (people you are financially responsible for) you claim on Form W-4 determines the amount of tax withheld from your paychecks. The tax rate varies by the number of dependents you claim. The more dependents, the less you pay in taxes. Because your tax situation may change, review your withholdings each year.

Find the Solutions

1. What is the purpose of the Form W-4?
2. On line 6, you may elect to withhold additional money from your pay. Why would someone choose to do this?
3. How could a person be exempt from having withholdings taken from his or her pay?
4. Why is it necessary for the employee to sign the form?
5. Can a married person withhold at the same rate as a single person?

Learn to identify and understand the standard financial documents you will use in the real world.
**Mass Media** Most newspapers feature business and employment sections with articles on job hunting and career trends.

**The Internet** Log on to the Internet for a wealth of information about jobs and employment. You will find tips and suggestions on everything from filling out applications to job interviewing.

**School Guidance Offices** Visit your school guidance office for materials and advice on career planning. Take advantage of any placement services your school may offer.

**Community Organizations** Almost every community has business and civic groups that can help you in your career search. Attending their meetings gives you an opportunity to meet local businesspeople.

**Professional Organizations** Many professions have organizations dedicated to sharing information. The *Encyclopedia of Associations* can help you find organizations representing careers that interest you.

**Contacts** Family, friends, coworkers, teachers, professors, and former employers are the people you already know who can help you to prepare for your career. Even people whom you do not know can assist you in a job search. That is why it is never too late to begin networking. Networking is a way of making and using contacts to get job information and advice. The contacts you make may not be people who can hire you, but they may know someone who can. They may be able to arrange an informational interview, which is a meeting with someone who works in your area of interest who can provide you with practical information about the career or company you are considering.

**Identifying Job Opportunities**

**What sources can you use to find an employment opportunity?**

If you are going to find employment that is right for you, you need to know where to look for job openings. Explore sources such as job advertisements, job fairs, and employment agencies.

**Job Advertisements**

All newspapers have classified ads that include job listings. Although most advertise only jobs that are available locally, some major newspapers, such as *The Wall Street Journal*, list jobs from a wide geographic area.

The Internet is a valuable source for job opportunities. If you are interested in working for a particular company, you can use a search engine to find its Web site and learn more about it. Sometimes you can also find that company’s list of current job openings. In addition to company Web sites, the Internet offers job-search Web sites with job advertisements, advice, and résumé services.
Job Fairs

At a job fair, recruiters from local and national companies set up tables or booths where you can discuss job opportunities and submit your résumé. To make the most of a job fair, be prepared to make your best impression on several recruiters in a short amount of time. They may call you for an in-depth interview at a later date.

Employment Agencies

Employment agencies are businesses that match job hunters with employers. Most often the company that hires you pays the employment agency fee. In some cases, you pay the fee, or you and your new employer share the cost. Do not get involved with agencies that ask you to pay a fee without promising you a job in return. The government also supports employment services. To find out more about them, contact your state’s employment service or department of labor.

Other Ways to Find a Job

Your ability to find a job is limited only by your imagination and energy. Remember that finding a job is a job in itself. There are also other ways to find a job:

- **Visit**—Visit specific companies where you would like to work and ask to speak to someone who might help you.
- **Call**—Check your local telephone directories for the names of businesses in your field of interest, and contact them.
- **Network**—Talk to people with similar interests who have already graduated from your school. They may be able to help you focus your career search.

► ANOTHER APPROACH
One way to find a job is to write a letter to a company that interests you. *What might be some of the benefits of contacting companies even if they are not advertising a job opening?*
Applying for a Job
What are the steps involved in the job application process?

This morning the personnel director of a company to whom Christopher had sent his résumé and cover letter many weeks ago called him. In two days, he has an appointment for a job interview. He is excited, but he knows that he has a lot to do to prepare.

Making the best possible presentation of your skills and experience is the key to landing a job. Your résumé is your most important tool. A résumé is a one- or two-page summary of your education, training, experience, and qualifications. It provides prospective employers with an overview of the special contribution you may be able to make to their companies.

The two basic types of résumés are the chronological résumé and the skills résumé. The chronological résumé provides a year-by-year (or longer periods) outline of your education, work experience, and related information. This format is useful for job hunters who have continuous work experience. A skills résumé highlights your skills and abilities in specific categories, such as communications, supervision, or research. If you are a recent graduate or are changing careers, a skills résumé might be the better choice for you.

When you send your résumé to an employer by regular mail, e-mail, or fax, you will want to include a cover letter. A cover letter is the personal letter that you present along with your résumé. While the résumé serves as an overall summary of your qualifications, a cover letter tells a potential employer why you are interested in a particular job and why you think that it would be worthwhile for him or her to interview you. See Figure 2.3 on page 46 for examples of a chronological résumé and a skills résumé, and Figure 2.4 on page 47 for a sample cover letter.

The interview is a formal meeting with your potential employer that allows you to express why you think you are the best person for the job. If you are granted an interview, you should obtain as much information as you can about the company or industry before your interview. Possible resources include the library, the Internet, and informal interviews with people who are familiar with that company or industry. Here are some typical questions an employer might ask:

- What education and training qualify you for this job?
- Why are you interested in working for this company?
- Other than past jobs, what experiences have helped prepare you for this job?
- What are your major strengths? Major weaknesses?
- What do you plan to be doing five or ten years from now?

Most interviewers will end the interview by telling you when you can expect a response. While you are waiting, send that person a note reiterating your interest and expressing your thanks for the opportunity to interview. You may also want to recall your performance during the interview and think about how you might improve.
Your résumé should give a clear overview of your education, training, experience, and qualifications.

What are some experiences that you would describe in your résumé?
Considering a Job Offer
What factor would be most important to you when considering a job offer?

You may go on several interviews and experience disappointment. Sooner or later, however, someone will say, “We’d like you to work for us.” But before you accept an offer, you have to consider several factors. Find out all you can about the company, the job itself, the working environment, the salary, and any other benefits.

The Work Environment

As you go on interviews, you will notice differences in workplaces. The pace and pressure will vary. Even the way people behave when they are at work will depend on the company.
Ask about official company policies. How does the company handle pay increases? How does it measure the quality of employees’ work? How does it decide which employees to promote?

Factors Affecting Salary

Your beginning salary will depend on your education and experience, the size of the company, and the average salary for the job you are considering. To make sure that you are starting with a fair salary, talk to people with similar jobs at other companies or look for related information on the Internet.

Raises and promotions are a direct result of how well you do your job. Once you have accepted a job offer and started to work, meet regularly with your supervisor. Ask for feedback on your performance and any suggestions for improvement. Let your supervisor know that you are interested in increased responsibility. Meeting—or exceeding—your supervisor’s expectations should bring the reward of a raise. If it does not, you might want to look for another job.

Measuring Employee Benefits

You should also evaluate the types of benefits the company offers besides a paycheck. Pay particular attention to health care, retirement benefits, and the specific needs of your family.

▲ WORK CULTURE The pace and pressure of work differ from company to company. What type of pace might be most appropriate for your personality and work habits?
Meeting Employee Needs  Changes in society have brought about changes in the types of benefits that employees receive. Today single-parent families and households in which both parents work are common. Businesses have responded to these changes in a variety of ways.

Cafeteria-style employee benefits are programs that allow workers to choose the benefits that best meet their personal needs. A married employee with children may want more life and health insurance, whereas a single parent may also be interested in childcare services.

Because people today live longer, retirement programs are more important than ever. In addition to Social Security benefits, some companies contribute to a pension plan, which is a retirement plan that is funded at least in part by an employer. The features of pension plans vary among several basic types. Some plans provide you with a fixed amount of money at retirement. If a business uses a profit-sharing plan, it makes an annual contribution to a retirement fund each year. The money in this fund builds up until you reach retirement age. A third type of pension plan is a 401(k). You set aside a portion of your salary from each paycheck to go into your 401(k) fund. Your employer may match a percentage of your contribution.
Comparing Benefits  You can compare the dollar value of employee benefits in several ways. The market value of a benefit is what the benefit would cost if you had to pay for it yourself. For example, the market value of free health insurance is what it would cost you to buy the same insurance. Also, the market value of one week’s (five days’) paid vacation is one week’s salary.

Taxes should also play a part in your decisions about employment benefits. There are two types of employment benefits: tax-exempt and tax-deferred. A tax-exempt benefit is a benefit that is not taxable. For example, medical insurance paid by an employer is tax exempt. For example, if your employer pays $2,000 for your medical insurance, it equals $2,500 before taxes (for the 25 percent tax bracket). A free life insurance policy for an employee is an example of a tax-exempt benefit.

A tax-deferred benefit is a benefit for which you will have to pay income tax sometime in the future, most likely after you retire. A 401(k) plan is an example of a tax-deferred benefit.

Your Rights as an Employee

Why should you know your legal rights as an employee?

As an employee, you have certain legal rights, which can also affect your financial situation. You also have certain legal rights during the hiring process:

- An employer cannot refuse to hire a woman or terminate her employment because she is pregnant. A female employee who stops working because she is pregnant must be given full credit for previous service and for any retirement benefits.
- An employer cannot discriminate against a person for any reason related to age, race, color, religion, gender, marital status, national origin, or any mental or physical disabilities.
- In some cases, an employer must pay the minimum wage set by the government as well as a certain amount for overtime work.
- An employer must pay for unemployment insurance, contribute to Social Security, and provide for workers’ compensation funds in case of a work-related injury or illness.

Long-Term Career Development

What steps can you take to help make your career a success?

A job is for today, but a career can last a lifetime. As you enter the world of work, ask yourself: Will you always enjoy the work that you do today? Will you be successful in the career you select? You cannot predict the future, but you can develop skills and attitudes that will increase your chances of being satisfied with your work in years to come. Here are some basic guidelines to follow for career success:
• Make a point of improving your communication skills—both written and oral.
• Do your best to get along with your coworkers.
• Remain flexible and open to new ideas.
• Develop good work habits.
• Use lists, short-term and long-term goals, note cards, and other time-management techniques. When you have a task to complete, do it as well as you can.
• Be aware that problems may arise, and be ready to take action when they do.
• Be creative in solving your own problems.
• Be willing to learn new techniques and technologies.

Training Opportunities

Advances in technology are changing the world of work at a rapid pace. Many careers that people have today did not exist just a few years ago. These changes will surely continue. A key to your ongoing success will be your ability to keep up with changes in technology and to adapt to the global economy. Remember that you will always be learning new skills and ideas.

How can you make sure that your skills remain up to date? Many companies offer regular training programs, encourage attendance at professional seminars, or help pay for college courses. Read as much as possible on your own. Take advantage of the wealth of information on business, economic, and social trends on the Internet and in newspapers, magazines, and professional journals. Talk with others in your field. Informal meetings with coworkers and associates from other companies can be a valuable source of new information.

YOUR RIGHTS

An employer cannot discriminate against a person during the hiring process for any reason related to age, race, color, religion, gender, marital status, national origin, or any mental or physical disabilities. What would you do if your legal rights were not honored?
## Career Paths and Advancement

As time goes by, you will experience changes in your personal interests, values, and goals. Outside factors, such as economic conditions and social trends, will also affect you. These changes will influence your career choices and other financial decisions that you make. You will probably go through a series of career stages, such as those shown in Figure 2.5, and experience specific tasks and concerns with each one.

One way to make sure that your career develops in the right direction is to gain support from someone with more experience and knowledge. A mentor is an experienced employee who serves as a teacher and counselor for a less-experienced person. A mentor can give you one-on-one training and help you to meet other knowledgeable people. He or she can also provide you with emotional support during difficult times at work. Many organizations have formal mentoring programs. Some of the best mentors are retired people who are eager to share a lifetime of knowledge and experience.

In addition, you may know a small number of people who can provide opportunities and guidance on a personal basis. Mentors can be role models, or they can be professionals outside your career area who take an interest in your career. They can make suggestions, inform you of opportunities, introduce you to key people, and help guide you through your career. Besides mentors, you probably know other people, friends and/or family, who can serve as role models and supporters as you travel your career path.

### Figure 2.5 Stages of Career Development

<table>
<thead>
<tr>
<th>Stage</th>
<th>Tasks</th>
<th>Concerns</th>
</tr>
</thead>
</table>
| Pre-entry and career exploration | • Assess personal interests.  
• Obtain necessary training.  
• Find an entry-level job. | • Matching interests and abilities to job  
• Dealing with disappointment |
| Career growth                  | • Obtain experience, develop skills.  
• Concentrate on an area of specialization.  
• Gain respect of colleagues. | • Developing career contacts  
• Avoiding career burnout |
| Advancement and mid-career adjustment | • Continue to gain experience and knowledge.  
• Seek new challenges and expanded responsibility. | • Finding continued satisfaction  
• Maintaining sensitivity toward colleagues and subordinates |
| Late career and preretirement  | • Make financial and personal plans for retirement. | • Determining professional involvement after retirement  
• Planning participation in community activities |

### New Horizons

Why might you decide to seek new challenges and responsibilities during the mid-career adjustment stage?

---

### WebQuest

**One Life to Plan**

Learn more about life planners and how you can apply what they do for people to your own life right now.

To continue with Task 3 of your WebQuest project, visit [finance07.glencoe.com](http://finance07.glencoe.com).
Changing Careers

Most workers change jobs several times over the course of their lives. Some seek a better position within the same field. Others move to new careers. There are various signs that it is time to move on:

- You feel bored or depressed at work.
- Your job adversely affects you physically or emotionally.
- You receive a series of poor performance evaluations.
- You have little opportunity to obtain a raise or promotion.
- You have a poor relationship with your supervisor or coworkers.

At some point you may find yourself out of a job through no fault of your own. This situation can cause emotional and financial stress. While you are looking for another job, continue to eat, sleep, and exercise as usual. Stay involved in family and community activities. You may find new career contacts anywhere. Improve your skills through personal study, classes, or volunteer work. Think about opportunities with nonprofit or government organizations.

Whether looking for a new job or your first job, always consider how the financial and personal costs and benefits of your career choice will affect your needs and goals.

Section 2.2 Assessment

QUICK CHECK

1. What are three ways through which you might obtain employment experience?
2. What factors will affect your salary?
3. What are two methods that you might use to grow and develop your career?

THINK CRITICALLY

4. Compare the advantages and disadvantages of using the career information sources discussed in this section.

USE MATH SKILLS

5. Employee Benefits  Gustavo has received a promising job offer from XYZ Company. He would earn $25,000 a year. In addition, he would receive two weeks of paid vacation, five paid personal days, and five sick days. He would also receive a free health insurance plan that has an equivalent market value of approximately $5,000.

If you consider the dollar value of employee benefits, how much will Gustavo’s employment package be worth if he accepts this job offer?

SOLVE MONEY PROBLEMS

6. Measuring Employee Benefits  Suzanne is a single mother who works full time and pays a sitter to take care of her two children. She recently moved to another state and found a new job. The company offers a variety of employee benefit plans. Suzanne needs to determine which benefits will be best for her family.

Based on the information in the section on measuring employee benefits, what possibilities might Suzanne have? What will she have to consider in making her decision? Write a one-page report to help Suzanne make her decision.

REACT

Do you think the skills needed to embark on a career are the same as those needed to simply get a job? How are they the same? How are they different?
Personal issues to consider when choosing a career include your aptitudes, interests, personality, and current personal situation.

The more education and training you have, the greater your potential earning power will be. Also, the field of study you select will affect your salary.

Employment opportunities are affected by social influences, such as demographic trends, geographic trends, and economic factors, as well as industry and technology trends.

Gain experience through part-time work, volunteer work, internships, cooperative education, and class projects.

To evaluate career opportunities, use sources such as the Internet, libraries, newspapers, school guidance offices, community organizations, and networking with people working in the field you choose.

Financial issues to consider when looking for employment are your starting salary, opportunities for promotions and raises, benefits, and the cost of living. Legal issues to consider relate to the work environment of the company, its adherence to laws regarding discrimination, minimum wage unemployment insurance, Social Security, and workers’ compensation.

Communicating Key Terms

Using 8 to 12 of the terms below, write an article for a class or school newspaper on the primary influences that will affect your personal career choice.

- job
- career
- standard of living
- trends
- potential earning power
- aptitudes
- interest inventories
- demographic trends
- geographic trends
- service industries
- internship
- cooperative education
- networking
- informational interview
- résumé
- cover letter
- cafeteria-style employee benefits
- pension plan
- mentor

Reviewing Key Concepts

1. List some of the personal issues you will need to consider when planning your career.
2. Describe factors that affect your potential earning power.
3. Explain how current demographic trends might influence your choice of career.
4. List some ways you might obtain job-related experience.
5. Identify sources of information to find out more about the career in which you are interested.
6. Explain your rights as an employee.
Chapter 2 Review & Activities

**Language Arts**  Review the information about the factors involved in choosing a career. Choose a career you would be interested in pursuing.

**Write About It**  Write a short essay about why you chose this career. Be sure to discuss some of the personal issues that influenced you.

**Cost of Living**  Use an Internet search engine to find a Web site that compares the cost of living in cities in the United States. If you were offered a salary of $35,000 in Columbus, Ohio, what salary would you need to maintain the same standard of living in Chicago, Illinois? In Richmond, Virginia? In San Diego, California?

1. **Analyze and Calculate**  (a) What are the differences among the cities in percent increases and decreases? (b) Use the cost of living information and real estate Web sites to find out the reason for the difference in costs of housing, insurance, and utilities.

2. **Compute**  by using spreadsheet software to calculate and compare the proportional differences in costs of living among the cities.

**Connect with Communication Skills**  You are applying for summer jobs. Look through the sources described in this chapter and prepare a list of employers to whom you will submit your résumé and cover letter.

1. **Write About It**  For each job, prepare a résumé and cover letter. Next, work with a partner to role-play an interview. Interview each other using the résumés and cover letters as a basis.

2. **Think Critically**  How will you change your résumé and cover letter to emphasize your specific skills?

**Internet Connection**  Forecasts about careers with the greatest potential can help you narrow your choices.

- **Log On**  Go to [finance07.glencoe.com](http://finance07.glencoe.com) for a link to a Web site for nationwide career information developed by the U.S. Department of Labor. Click on Résumé Tutorial to find directions about what to include in your résumé. Answer the following questions:

  1. What are most employers looking for when they read your résumé?
  2. What can you do to make your résumé stand out from other résumés?

**Newsclip: Career Edge**  Students who develop strong job-search skills have a career advantage. They develop clear career direction. They also communicate and promote their competitive edge to employers.

- **Log On**  Go to [finance07.glencoe.com](http://finance07.glencoe.com) and open Chapter 2. Learn more about career strategies. Write a paragraph about how you can boost your chances of getting hired.
FIND YOUR PERSONALITY TRAITS

Learning more about your own personality will help you choose the best career for you. Read the characteristics below that describe people’s personalities. On a separate piece of paper, write down the five traits that best describe you, then answer the question that follows the list of characteristics.

### Personality Traits

| outgoing | ambitious | patient |
| studious | kind | thoughtful |
| neat | strong | intelligent |
| quiet | trustworthy | respectful |
| playful | warm | happy |
| energetic | persistent | spontaneous |
| serious | organized | worried |
| easygoing | rebellious | sensitive |
| caring | stubborn | sociable |
| loyal | responsible | creative |
| confident | fair | talkative |
| cheerful | help | imaginative |
| dependable | brave | funny |
| generous | helpful | athletic |
| shy | imaginative | competitive |

### Activity

Keeping in mind the five traits that best describe your personality, what kind of work do you think would suit you? For example, if you are persistent, outgoing, assertive, energetic, and confident you might enjoy working in sales. If you are inquisitive, creative, imaginative, inquisitive, and intelligent you might enjoy a career in writing. List the jobs or careers that you think fit best with your personality.
Mark Cortez was interested in working at his neighborhood grocery store as a clerk. He wanted to work part-time after school and on weekends to earn money for his personal expenses. He filled out the application at the store and was called back for an interview. Mark interviewed with the store manager and got the job.

**Complete**

Before you interview for a job, you will probably have to fill out an application. Take time to practice “the art” of completing application forms. Always fill out a job application as neatly and accurately as possible. Write “N/A” in any blank for which an answer is not required. N/A means “Not Applicable” and tells the employer that you saw the question, but it does not apply to you. Fill out the application on a separate sheet of paper, being sure to fill it out completely. Use a pencil before you complete the application in ink, or use a rough copy. Were there any questions that you could not answer? If so, list those questions and see if you can find answers to them elsewhere.

**Analyze**

What would a neatly prepared application tell a prospective employer about you?

---

**APPLICATION FOR EMPLOYMENT**

**SUPERIOR MARKETS**

**NAME** Mark A. Cortez  
**SOCIAL SECURITY NUMBER** 032-XX-XXXX

**HOME ADDRESS**

134 North Avenue  
Indianapolis, IN 46268

**TELEPHONE #** (317) 555-2492

**POSITION APPLIED FOR** Clerk  
**SPECIFY DAYS AND HOURS AVAILABLE** evenings and weekends  
**PAY DESIRED** negotiable

**EDUCATION**

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<tr>
<td>Valley Middle School</td>
<td>Indianapolis, IN 46266</td>
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<td>June 6, 20--</td>
</tr>
<tr>
<td>Northwest High School</td>
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<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**LAST EMPLOYMENT**

<table>
<thead>
<tr>
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<th>ADDRESS</th>
<th>SUPERVISOR</th>
<th>JOB</th>
<th>PAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cameron’s Business Supply</td>
<td>1217 Sheldon Ave</td>
<td>Jill Lambert</td>
<td>Clerk</td>
<td>$6.50/hr</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

June 20--  
September 20--  
Summer position only

Additional qualifications applicant has to offer for consideration. These may include job-related interests, experiences, or volunteer activities. Volunteer one night a week to help deliver meals-on-wheels, on weight-lifting team, and run track at school.

The facts set forth on my application are true and complete.

**DATE** October 8, 20--  
**SIGNATURE** Mark A. Cortez

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**Your Financial Portfolio**

**Applying for a Job**

Mark Cortez was interested in working at his neighborhood grocery store as a clerk. He wanted to work part-time after school and on weekends to earn money for his personal expenses. He filled out the application at the store and was called back for an interview. Mark interviewed with the store manager and got the job.