Learning Plan 1: Career Goals

“You are never given a wish without also being given the power to make it true. You may have to work for it, however.”

~ Richard Bach

Establishing long and short term career goals is one of the first steps needed to create a career development plan. Just as you may need a road map when you take a cross country vacation, goals help you plan and determine the direction you want to head in your professional life and how you will get there.

Target Competency
Develop a career plan that is supported and enhanced by the education received at National American University.

Learning Objectives
This learning plan addresses the following learning objectives to help you master the competency:

a. Establish and implement short- and long-term career goals.
b. Describe and give examples of his/her skills as they relate to employment.
c. Describe how his/her major course work relates to the job search.

Career Goals

Goals are so important to career planning that we felt it was important to put it at the beginning of this course material. Without goals, people grow stagnant, and more than that, they begin to complain that life is not what they wanted it to be. As you will learn in future chapters, life abhors a vacuum, and almost immediately you will want to determine:

1. What you want in terms of your career.
2. When you want it.
3. How you will know when you have it.

If you do not have clear, specific answers to those questions, life will give you something, and you will probably join the majority of people, who mope and complain that they do not have the job or life they want. For you to take accountability for your life, it is imperative that you learn how to set and achieve goals. High-performance people have learned to set goals properly, and so will you.

Goals are the end to which an effort is directed. Goals give life direction and focus. Goals enable people to put what they want into life and to get what they want out of it. If you read through studies of high achievers, two facts emerge:

1. People who have goals achieve more than those who don’t.
2. People who have written goals achieve the most of all.

Goals are important in at least these three areas:
1. Self improvement
2. Personal or family
3. Work/career/professional

In this class, we will focus on work, career and professional goals. If goals are so important, why doesn’t everyone set goals? They are afraid of failure.

Here are a few examples to think about. Columbus tried for 17 years to get someone to finance his trip to the New World. Of the first four stores F.W. Woolworth opened, three failed. But when he died, he was worth more than $20 million. Admiral Perry finally made it to the North Pole on his eighth try. Thomas Edison tried many ways to invent a light bulb. Many of his friends thought he was crazy and should give up. But he told his friends that he hadn’t failed – that he had successfully found 5,000 ways that wouldn’t work and was therefore 5,000 tries closer to getting it right.

**Success Is Failure Turned Inside Out**

When most people come to an obstacle, they tend to give up. It’s important to remember that obstacles and roadblocks are a part of the journey to reaching your goals. Think about it. The students who achieve their degree are not necessarily smarter than those that quit. They are the students who got through the hard times, dealt with the problems that came their way, and got to the end result anyway.

How do you look at failure? Perseverance can mean the difference between failure and success. To be a success, you need to know the difference between excellence and perfection. Excellence is doing the best that you can do. Perfection is an absolute scale from which you can’t deviate and that can cause fear. Perfection is not a success tool.

Another reason that people do not achieve their goals or even set goals is because they expect instant gratification. People want results. Technology makes a large amount of information easily available. Now, if we want to send someone something, we can send it by e-mail or fax. People are not used to working for things that take time. It is a habit that can be broken.

Usually, if we set a goal, it is something that takes some time and effort to achieve it. Sometimes, we may not have the persistence it takes. But, you can learn to persist.

How do we set goals? We think about something we want to accomplish and put it in writing. When we write a goal, it needs to have several characteristics.

**SMART Goals**
- Specific
- Measurable
- Action
- Realistic
- Time Specific

First of all, a goal needs to be specific. For example, maybe you want a job that will pay better than your current job. Or you might want a “good job.” You decide that you want “more” money. Your subconscious has nothing to work on when you say this. More money can be one dollar
more. Is that what you want? A better job does not mean anything. Get specific! Write down the
details. So what do you want?

Now, you are ready to set a more specific goal. You might say that you are looking for a position
that will allow you to work with people and use your skills in the employment field and that will
pay an annual salary of at least $35,000 a year. Does that give you guidelines to follow as you
work toward your goal? Sure it does. Now you know exactly what you are looking for in a new
position.

The next characteristic of a well-written goal is that it is measured. How will you know when
you have it? Get very, very specific again.

A well-written goal is attainable and must show action. Can you achieve your goal? If your goal
is to look for a position that will allow you to work with people and use your skills in the
employment field and that will pay an annual salary of at least $115,000 a year, you would need


rethink your goal. That might happen with some experience, but for a recent graduate, it is

somewhat over-reaching. You want to have stretch goals that are also believable. If you say that

you plan to double your monthly income in six months that might be doable. A rule of thumb is

that if you “know how it will happen,” then your goal is not a stretch goal.

Is your goal realistic and relevant? Does it fit your skills and your lifestyle? Will it lead you to

what you want to be doing?

And finally, a goal should be time specific and tangible. When do you want it, and what again
do you want? That means that we should be able to tell if we are getting closer to reaching our
goal and that it needs a deadline. A goal without a timeline is just a wish. Now, what is your goal
missing?

You are seeking a position that will allow you to work with people and use your skills in the
employment field and that will pay an annual salary of at least $35,000 a year.

You probably noticed that this goal does not have a deadline. You need to rewrite the goal.

“I will be working in the management field earning $35,000 a year or more by Dec. 1, 200X.”

For more on setting goals, read up on Make-Your-Goals-Happen.com at
http://www.make-your-goals-happen.com/setting-goals.html

For the more on the specifics of career goal-setting use this link:
http://www.make-your-goals-happen.com/career-goals.html
Now You: Success Worksheet

According to the dictionary, success is the achievement of something desired, planned or attempted. Because your desires and plans are personal and not exactly like anyone else’s, you will need to define success for yourself.

This is not an easy thing to do in our society. Success is often equated with wealth, fame, luxurious homes and fancy cars. These outward displays may look like success to others, but they do not necessarily make those who have them feel successful. The feeling of success comes only when you achieve what is most important to you. True success is a personal feeling, not a public display.

What does success mean to you? What would make you believe that you are a successful human being?

Other people have come up with their own definitions of success. Do any of them match your definition? Think about whether you agree or disagree with each opinion and then write your own definition of success below.

“Money, achievement, fame and success are important, but they are bought too dearly when acquired at the cost of health.” ~Anonymous~

“It’s great to be great, but it’s better to be human.” ~Will Rogers~

“All of us are born for a reason, but all of us don’t discover why. Success in life has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.” ~Danny Thomas~

“The wealthy man is the man who is much, not the one who has much.” ~Karl Marx~

“Winning isn’t everything — it’s the only thing.” ~Vince Lombardi~

“If at first you don’t succeed, try, try again. Then give up. There’s no use being a fool about it.” ~W.C. Fields~

“I’m opposed to millionaires, but it would be dangerous to offer me the position.” ~Mark Twain~

“Success means doing the best we can with what we have. Success is in the doing, not the getting; in the trying, not the triumph. Success is a personal standard; reaching for the highest that is in us, becoming all we can be. If we do our best, we are a success.” ~Anonymous~

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Signature     Date
Think about it…

• What does success have to do with your career?

• If you gave this answer during a job interview, what type of impression would you make?

“Visualization and Your Goals”
~Winner’s Circle Network with Lou Tice - 3/3/99

How important is mental preparation when it comes to achieving a goal that is within your reach?

When you decide on a goal that you want to achieve, when you know it is possible and you feel strongly committed to getting it done, what is next? What can you do that will help ensure positive results?

Well, the first thing you need to do is remind yourself not to get bogged down in figuring out “how” you are going to achieve it. The “how” is important, but it doesn’t come first. First, you want to clearly and vividly visualize the end result. The more clearly and more often you see it (and when I say “see it,” I mean feel it, taste it, smell it and make it 100 percent real in your imagination), the more likely it is to become real in the world.

It takes energy to create reality from a vision or idea, but it happens all the time. Every single person-made reality in the world first started out as an idea inside someone’s head. The more thought, the more energy — and the more energy, the more likely the reality.

Professional athletes know this and use visualization techniques all the time. I’ve been teaching it for more than 27 years. Now, there is research accumulating to back it up. Nowadays, these techniques are used in medicine, psychology and education and by more and more folks just like you and me.

Where the thought goes, energy flows. If you can clearly see it, you are far more likely to really be it. Keep that in mind as you move toward your goals.

— Lou Tice
The Pacific Institute
http://www.loutice.com
Now You: Vision Exercise

This vision exercise helps students better understand their desires. If this is done in a class setting, the leader should speak softly and slowly and so participants can get in touch with their vision of success.

I want everyone to sit back for a moment. Relax, close your eyes and imagine your future.

The date is ________________. (Pick a date from two to five years in the future.)

It’s going to be a perfect day at work.

What time are you getting up? What vehicle are you getting in to go to work?

What is your job? What are you doing for work?

You get to work. What are some of the things on your calendar for the day? What is scheduled at work?

What motivates you? What are some of the things happening at work that make this the perfect day at work?

Who are you talking with on the phone or meeting face to face?

What are you talking to these people about?

Today is payday. Turn your eyes to the desk that had your paycheck on it. What is the amount of that check?

Now your perfect day at work is over, and you head home.

Get out of your vehicle as it pulls up to your house. Where is your house? What does it look like?

Walk around the inside of your house. Look at your furniture. What does that look like?
You sink down into your couch to relax. How does that feel?

Now that you are home from work, who are you spending the rest of your day with? What will you be doing for the rest of the day?

As you are ready to end your perfect day in ________ (year) say to yourself, “I love my life because …”

Compare your perfect day to where you are now.

What was different?

What are you longing for?

What are you doing now to help you reach your vision?

What else could you be doing to help you reach your vision?

How did you get to that “perfect” day?
The following newsletter article by Lou Tice should inspire you to follow your dreams.

“Following Your Dream or Passion”
Winner’s Circle Network with Lou Tice - 8/5/05

Today, I want to give you the best advice you will ever get on how to become financially and mentally wealthy. Here is a true story that should interest you if you would like to earn a lot of money or even if you just want to enjoy lots of success. Some time ago, a random sample of 1,500 graduating college seniors were surveyed to find out what they would base their career choice on.

Eighty-three percent said that financial gain was the first thing they would base their career choice on and following their dream, or their passion, would come second. Seven percent said that following their dream would be first and financial gain second. In a follow-up study on actual net worth 20 years later, what do you think they found? Well, 101 of the 1,500 had become millionaires. But only one of those millionaires had come from the group that put financial gain first, while one hundred of them came from the group that followed their dreams.

Of course, this study doesn’t “prove” anything. Its objective is simply to give us information about ourselves. The point I want to make is that a path with heart and a goal with passion driving it is incredibly powerful. People who do great things have, above everything else, a purpose that stirs their soul.

So follow your dream. Do what you love and what gives you joy, and do it with your whole heart. If this survey is any indication, this is the way to become a millionaire. More so, it is also the way to become mentally wealthy, because following your passions will make you happy. So where do your passions and goals lay?

Lou Tice
The Pacific Institute
www.thepacificinstitute.com

“TPI teaches people how to manage change, set and achieve goals, lead more effectively, and think in ways that create success.”

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Code 080505
Now You: Childhood Career Dreams Worksheet

Some of us have forgotten the child in us who dreamed big, but it is important that you revisit that energy as it is aligned with some parts of you still today. When we are young, we do not have all the baggage that keeps us from wanting big dreams. Use this worksheet to find some of those dreams and use that energy to make sure you are on track with what you want to do with your career. Now is not the time to hold back or settle, it is the time to unabashedly go for what you really want.

When I was a child, I wanted to be a ________________________________ _______ or a ____________________________________________________________________________.

I imagined doing this_________________________________________________ if I had that kind of job, and that sounded great!

One of the reasons I wanted to be a ____________________________ was based on (who or what influenced you)______________________________________________________.

If you changed this idea:
As I got older, I changed my mind and decided to become a ______________________________
____________________________________________________________________________.

I changed my mind mostly because: _____________________________________________
____________________________________________________________________________

The part of that dream that remains with me is __________________________________
______________________________________________________________________________ and I do not want to lose it.

Now You: Planning Your Career / Future

Name______________________________ Date Due ______________________
CS2080 – Career Management
**Life Goal**

Decide what you want out of life. What is your life goal? Your goal should contribute to what it means to live a successful life. Your life goal should be whatever you think is important to accomplish. Here are some ideas:

- Raising a happy family
- Living a healthy life
- Making others happy
- Achieving recognition

Do not confuse your life goals with other admirable objectives. For example, finding a good job (be sure to define what a “good job” is to you) in a particular geographic location is a noteworthy achievement. But that is not a life goal. Buying a house is a worthy aim, but unless there are some special circumstances (such as building the whole thing by yourself), it is not, for most people, a life goal.

A life goal is usually something personal. Think of it as something you want to leave the world with, something you wanted to accomplish by the end of your life or something that will make you feel like you have been successful.

Try asking yourself this question. What do I want to accomplish with the talents and abilities I have that will give me a sense of lasting fulfillment? Another approach is to project yourself into the future and imagine yourself looking back on your life. Then ask yourself what would have given your life more meaning?

My life goal is ________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

**Career**

Often, your career is a means to help you achieve your life goal. For example, if your life goal is to make others happy, you may choose a career that will allow you to do that. To determine a career that fits your definition of success and that will help you reach your life goal, explore the following areas.

**Assessment**

Personality
Interests
Skills

**Define your “ideal” job**

Skills you possess and wish to use
Interests
Values
Geographic location
Salary
Work environment
**Income**
Special knowledge you possess and wish to use
Level of responsibility

**Explore Careers**
Shadowing
Information interviews
Research

**Prepare for your Career**
Education
Organizations
Related work experience
Internships/cooperative education

**Get a Job**
Research organizations for possible employment
Network
Communicate your skills
Develop and use marketing tools – application forms, resumes, cover letters, etc.

**Career Attitudes**
How do you feel about a career? Check a location on the following scale that most closely represents your feelings.

Career is Important           Career is NOT Important
\[
\begin{array}{cccccccccccc}
1 & 2 & 3 & 4 & 5 & 6 & 7 & 8 & 9 & 10 \\
\end{array}
\]

How important will your career be compared to your family life?

Career is Important           Family is most Important
\[
\begin{array}{cccccccccccc}
1 & 2 & 3 & 4 & 5 & 6 & 7 & 8 & 9 & 10 \\
\end{array}
\]

When you become employed, will your primary objectives be intrinsic (i.e., self-fulfillment, use of your abilities, personal satisfaction, etc.) or will you be seeking extrinsic objectives (i.e., money, security, power, recognition)?

Intrinsic     Extrinsic
\[
\begin{array}{cccccccccccc}
1 & 2 & 3 & 4 & 5 & 6 & 7 & 8 & 9 & 10 \\
\end{array}
\]

Would you work even if you won a multimillion-dollar lottery? _____Yes _____No

If yes, why?

If no, how would you spend your time?

My Vision       I x V = R
Often, goals develop from dreams. Think about your dreams. What do you want your life to look like when you finish your formal education at NAU?

Ten years from now, the date will be ________________________. What will your life be like? What do you want to be doing? Where do you want to be living? Seeing the end as if it already exists makes setting goals easier.

**Career Goals – Create a Future**

**MAKE IT HAPPEN**

1. Write a long-term career goal on the top line. Be sure to make it SMART (Specific, Measurable, Action, Realistic, Time specific – has a deadline). For purposes of this class, a long-term career goal will be something you want to accomplish 2 or more years down the road.

2. Next, fill in your current reality (what it looks like now) on the bottom line.

3. List conscious-level steps that will move you from current reality to your goal.

GOAL __________________________________________________

1 _________________________________________________

2 _________________________________________________

3 _________________________________________________

4 _________________________________________________

5 _________________________________________________

6 _________________________________________________

7 _________________________________________________

8 _________________________________________________

9 _________________________________________________

10 _________________________________________________

CR (Current Reality – Where am I now in terms of skills, education and talent?)

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________
CHECK YOUR GOAL

Is it:  Specific?  Yes  No

Measurable?  Yes  No
Action/ Attainable?  Yes  No
Realistic?  Yes  No
Time Specific/ Tangible?  Yes  No

If you checked “No” in any of the above areas, rewrite your goal.

You have to have a desire for you to want to accomplish a goal. What do you most desire in a career? (This may tie back to your life goal.)

Believe you can accomplish your goals, but be realistic. There are only two reasons people do not accomplish their goals. They don’t want it badly enough. They can’t see themselves doing it. Can you accomplish what you want?

Identify obstacles. What may prevent you from reaching your goal? What are solutions to these obstacles?

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Solution</th>
</tr>
</thead>
</table>

Determine benefits. How will you benefit by reaching your goal?

Review your goal sheet daily. Look at your goals in the morning and at night so you don’t lose sight of what you are working for.
“The indispensable first step to getting what you want out of life is this: Decide what you want.”
-Ben Stein, actor and author-

“Always dream and shoot higher than you know you can do. Don’t bother to be better than your contemporaries or predecessors. Try to be better than yourself.”
-William Faulkner-

Your Reticular Activating System (RAS)

Goal setting works best when you know a bit about how the mind works and what you can do to retrain your brain to get the results you seek in life. Each of us has a part in our brain called the Reticular Activating System, or RAS. Your RAS plays a vital part in your ability to achieve the goals you set for yourself. The reason that affirmations and visualizations are effective is that they work on the RAS. Read more about RAS in this link from Make-Your-Goals-Happen.com.
http://www.make-your-goals-happen.com/

“Reticular Activating System (RAS)”
by ~ Winner’s Circle Network with Lou Tice -1/21/00

Did you know that you have a built-in screening device that either admits or blocks information?

The human nervous system contains a marvelous network of cells called the Reticular Activating System, or RAS. Its function is to screen out unimportant information that comes to you through your senses.

A mother with a new baby in the next room will sleep through jet planes screaming overhead, but she’ll wake in an instant if that baby starts to cry. The airplane is louder, but not important, so it doesn’t get through because her RAS keeps it out. Only information that is important -- valuable or threatening -- gets through.

Now when you set a goal, you declare a new significance -- you make something important. And suddenly, information that never got through before is all around you. Did you ever decide to buy something -- maybe a new television, and the next day all you see are advertisements for TVs? They were there all along, but now they’re important to you, so you notice them. My daughter tells me that she never realized how many pregnant women there were until she became pregnant and suddenly they were everywhere.

So when you set a goal and declare its importance, you’ll find yourself noticing opportunities to help you achieve it that you never knew were there before. Try it. I think you’ll be surprised at how efficiently your RAS works.

- Lou Tice
The Pacific Institute
http://www.loutice.com

To learn more about RAS and how to use this part of your brain, you might want to do a quick web-search or go to this link:
http://www.make-your-goals-happen.com/reticular-activating-system.html
Now that you know more about your RAS, you can use this information to assist in finding or creating your ideal job. We will revisit this information from time to time. Essentially your RAS lets only two things get through: things that are important and things that are threats. Once you make your list of specific things you are looking for in your ideal career, your RAS will go to work to screen out information to let only information that is valuable or matches your criteria get through.

### Now You: Invitation to Your Five-Year Reunion: Who Are You?

For this exercise, you are asked to suspend judgment and get a little crazy while you take yourself into your future. Think of going to a reunion (even if you hate them) five years from today.

If you were living your best life, had your ideal job, a purposeful life and were doing what you truly love doing with the people you love being with, what is it that you are doing?

Take some time and write your bio. What would you like to be able to say you are doing or have done? Be specific and concrete with exact details. There are some key principles behind this exercise, so even though it is for “fun,” it is also powerful. You will put your RAS on alert for what you write down in this assignment.

Dear classmate,

I am pleased to announce the upcoming reunion. It is only one month away. Can you believe 201X is already upon us?

We cannot wait to see you and are sure you are doing all of the things you set out to do with your life.

Please send us a note back with your bio of some of your accomplishments so we can include this information in the class directory we are creating for the reunion.

Sincerely,

Your friends

To make sure that your goals align with your purpose and value, it is key to be aware of the values that drive your life. What good is it to set goals to jet set around the world if you value family time and stability. Of course, you can make sure that you goal-set to travel around the world with your family. The point is to make sure you have done the inside job of knowing your core values so that you can align your career goals with them. The following information will allow you to spend time determining your values and what you need to have an ideal job or great career fit.

### Components of an Ideal Job

**Skills required**

What skills are you good at? Obviously, as you are thinking of your ideal job, you want to be successful in what you are doing. If you do not have the skills or are not able to do the skills well,
you may become frustrated with your job. There can be skills that you enjoy but that you are just not good at. If so, you can develop many skills by learning and practice. You might enjoy using certain computer software but might not really know how to use it. You can learn those skills and by practice become very good. Some people believe they will never be good with numbers. Primarily, this is due to beliefs and programming, not the actual truth. Your self-talk and willingness to learn, can open doors for you that you never dreamed possible.

What skills do you enjoy using? Remember, just because you have skills that you do well, that does not mean that you enjoy using those skills. The key for finding your ideal job (great fit) is to find your passion, develop the skills needed to do the work — including obtaining your education — and realizing that if someone in the world has done what you want to do, then you can also find a way to do it. It may take perseverance, dedication and using your success tool, but it can be yours.

Values
Would you work somewhere you don’t want to be, for an organization you don’t believe in, just because you were well-paid? You need to determine your values. The following grid should help you:

Now You: What Do You Value?

Check the boxes in the numbers that fit with what you value. Then, add up the numbers to get an idea of what you value.
<table>
<thead>
<tr>
<th>Value</th>
<th>Definition</th>
<th>1. (do not value)</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5. (value a great deal)</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accomplishment</td>
<td>Knowing you've done well</td>
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<tr>
<td>Advancement</td>
<td>Moving up</td>
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<tr>
<td>Aesthetics</td>
<td>Beauty and harmony are important</td>
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<tr>
<td>Cooperation</td>
<td>Being in harmony with others/ team spirit</td>
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<tr>
<td>Creativity</td>
<td>Innovation / new ideas or things</td>
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<td>Economic return</td>
<td>Money/Working at a job that pays well</td>
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<td>Education</td>
<td>Life long learning</td>
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<td>Family</td>
<td>Time / energy caring about parents, children, and relatives</td>
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<tr>
<td>Freedom</td>
<td>Having free choice of thoughts and actions/ freedom with schedule</td>
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<td>Health</td>
<td>Balanced life style. Physical and mental well-being/ spirituality</td>
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<td>Helping others</td>
<td>Helping and being of service to people</td>
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<td>Independence</td>
<td>Planning your own schedule and time</td>
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<tr>
<td>Integrity</td>
<td>Keeping your word/ behavior consistent with beliefs/ truthful</td>
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<td>Loyalty</td>
<td>Showing commitment and devotion</td>
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<td>Management</td>
<td>Planning and supervising work</td>
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<tr>
<td>Pleasure</td>
<td>Seeking enjoyment or gratification/ fun</td>
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<td>Power</td>
<td>Important/ influential and the ability to act on it</td>
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<tr>
<td>Prestige</td>
<td>Becoming well-known and respected</td>
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<tr>
<td>Recognition</td>
<td>Gaining respect and admiration/ praise for efforts</td>
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<tr>
<td>Security</td>
<td>Safety</td>
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<tr>
<td>Teamwork</td>
<td>Working together productively/ value group work</td>
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What are your top three values?
1. _________________________________
2. _________________________________
3. _________________________________

**Earnings**
You should know in advance what you would accept as well as what you would prefer. Go to www.salary.com to explore earnings in the fields and geographical locations you are interested in.

**Level of Responsibility**
Work as a team member or alone? Do you enjoy working with others when making decisions or solving problems, or would you rather just do that yourself?

Supervise others or work under someone else’s guidance? Remember that generally the more responsibility you take on, the greater your earning potential.

**Location**
Relocation? In many companies, for you to climb the corporate ladder, you may need to relocate to where those positions are. If you do not want to move, you may limit or slow your opportunities for promotion.

Where are the best job opportunities for the sort of job you want?

**Special Knowledge**
Things you know that might help you in a particular job. An example of this would be someone that grew up on a ranch who wanted to work as an agriculture loan officer in a bank. These are the special things that make you stand out from others in your particular field. If you are relying on your degree alone to get you a job, the job search could be a little difficult. For example, everyone who graduates with a Bachelor of Science degree in Business Administration, for all practical purposes, has had similar classes and learned similar things.

**Work Environment**
Indoors or outdoors? This one is self-explanatory, although many people neglect this point when seeking a job.

Sitting or active? Do you want to be seated at a desk in an office or cubicle all day, or would you prefer to have activity, such as giving presentations, going to meetings and traveling to visit clients?

Not people-oriented or customer contact? Again – consider if you like to work alone or with others.

**Types of People to Work With or For**
**Interests**

Career Fulfillment: When looking for a career, it is important to find those careers that you will take an interest in or that will allow you to develop and build on the skills and interests you already have. Basically, it comes down to personal fulfillment. Individuals who do not find a career fulfilling usually are not in their careers for long. Rather, they will find a career in which their interests are shared and have a chance to develop and grow.

**Career Objective**

Now that you have worked on your skill language, it is a good time to begin to formulate your career objective. You will refine this later when you work on your resume and portfolio. Most people think that this is going to be a difficult and arduous task. However, now that you have developed your career intent, you are in a good place to turn this into an excellent career objective. Furthermore, you do not need to lock on to one career objective. Many people change the objective each time they send out a resume so the career objective is specific to the job they are applying for. You will learn to do this as well.

When you think of your career intent you might find yourself saying something like: “I want to work for a good company with good benefits and to use my skills.”

Although that might be true, it is like saying you want a car. No one has any idea what kind of a car you have in mind. So if someone gives you an old jalopy, you might be happy, or you might be upset. Use all of the knowledge that you have about your skills and career intent to refine your objective so it says what you have in mind.

Before you write out a few objectives, check out these links:

From FSU Career Center:  
[http://www.career.fsu.edu](http://www.career.fsu.edu)  Type in career objective in the search box

From LEO Literacy Online:  
[http://leo.stcloudstate.edu](http://leo.stcloudstate.edu)  Look for resume objects link

From Quintessential Careers by Katharine Hansen  

Here are a few examples:

- A marketing management position where excellent organizational, administrative and management skills can enhance company visibility and profits.

- Innovative, persuasive registered dietitian seeks a position where excellent administrative management, program/project development and communications will enhance company profitability and patient satisfaction.

- Objective: To use my paralegal degree and skills to add value to a midsize law firm specializing in employment law.

- Objective: To obtain a human-resource internship at xyz company [you put in the name of the company each time you apply]
• Objective: To secure a business internship with a progressive company in the sports nutrition industry.

• Objective: To obtain employment in management for xyz corporation.

**Now You: Career Objective**

Fill in 3 possible career objectives for your career intent at this point.

Objective: ______________________________________________________

Objective: ______________________________________________________

Objective: ______________________________________________________

**Skill Check**

1. What is a SMART career goal and how would you know if you had one? ______________

_____________________________________________________________________________

_____________________________________________________________________________

2. What is an RAS, and why is it important to know about this in terms of your goals?

_____________________________________________________________________________

_____________________________________________________________________________

3. Why should you know about your values to find your ideal job? ______________

_____________________________________________________________________________

_____________________________________________________________________________

4. What is the purpose of an objective? ______________

_____________________________________________________________________________

_____________________________________________________________________________

5. List your objective. Does your objective define the type of job you are seeking?

_____________________________________________________________________________

_____________________________________________________________________________