

CAREER PLANNING STRATEGIES

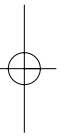
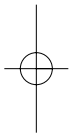
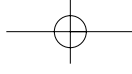
Hire Me!

Fifth Edition

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Indiana University–Bloomington



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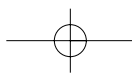
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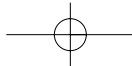
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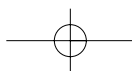
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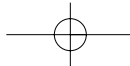
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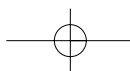
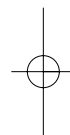
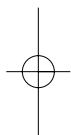
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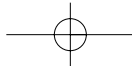
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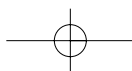
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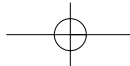
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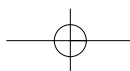
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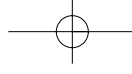
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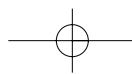
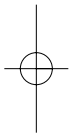
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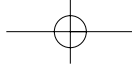
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PREFACE

This book has one overriding purpose: It is to help you find **career happiness**. Happiness (or job satisfaction if you prefer) comes from doing things you enjoy. What you choose to do to earn a living contributes immensely to your happiness or lack of it.

Career Planning Strategies is a book from which you can learn a lot the first time through, and more importantly, it is a reference book that you may find yourself coming back to over and over. It is designed as a guide that sets you on a course that occasionally may need redirection.

The focus of the book is on planning. Planning involves developing a systematic approach to the direction you want your working life to take. The approach described in this book not only sets the plan but shows you how to implement it as well.

The approach of this book goes beyond the one-shot job hunt. It shows you how to be continually in charge of your career; not how to temporarily deal with a current problem with our employment process.

The employment system may not be the problem; the problem may be in how people use the system. The strategies and techniques suggested here assume the process is going to be around a long time and thus you must learn how to make it work for you.

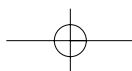
Subtle humorous illustrations and cartoons dot the manuscript. The purposes of the illustrations are to drive home key points and lighten your day. The response to the earlier editions was overwhelmingly positive from both career professionals and job seekers. The illustrations and cartoons may help you identify personally with the message.

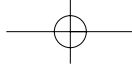
It is important for you to know something about the author of a nonfiction book. You should know where I am coming from when I make the recommendations and suggestions given in the text.

Who am I? I humbly call myself a career professional. I have devoted part of my life to helping other career professionals and job seekers set and achieve personal career objectives. I have devoted another part of my life to helping organizations locate employees who can help them satisfy their organizational goals.

I am a university faculty member and college career services professional who is not paid by either the employer or the potential employee. I have no personal monetary stake in bringing these parties together. I earn a faculty member's salary from Indiana University. It is fun, interesting, and quite educational to sit on the sidelines and coach and observe both sides simultaneously.

My position has opened doors for me that I do not believe could have been opened in any other way. I have worked with inexperienced entry-level





college graduates, and I have worked with executives who were seeking chief executive officer positions. I have worked with organizations seeking executives to whom they are willing to pay huge salaries. On a daily basis I work with organizations desiring to hire experienced and inexperienced candidates in the \$30,000 to \$90,000 salary range.

Until 2003 I managed one of the largest college career services programs in the nation. It is a hectic work environment that attempts to relate to hundreds of employers, recent college graduates, and experienced alumni. It can be described as a massive brokering operation that works quite effectively and efficiently.

I also have the opportunity to observe and study the employment system. In the final analysis, employment is a very personal business for both the employer and the employee. Both of them need a little help in finding each other.

During the eighties, a colleague, Dr. Don Kirts at Lafayette College, and I finished a text titled *Career Services Today*, which was published by the College Placement Council, Inc. (now the National Association of Colleges and Employers). *Career Services Today* was written as a handbook for people practicing in our profession of career planning, career services, and recruitment. That book sparked my interest in writing a career book for the average job hunter.

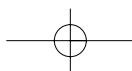
Several years later I was elected and served as president of the Midwest College Placement Association (now the Midwest Association of Colleges and Employers), which at that time was the largest regional association of employers and college professionals in the nation. I continue to serve as a leader in the profession. These experiences have been helpful to me in meeting and understanding career professionals and the needs of the job seeker.

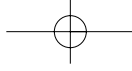
My career has taken me into literally hundreds of corporations, banks, retail firms, educational institutions, and government agencies. I have talked to thousands of people in all types of career fields about their jobs and how they got there. I have talked to people at the very top of the largest organizations in the United States, and I have talked to the lowest level of employee.

It is nearly impossible to describe the extent of the research that has gone into this book. The research was not the esoteric, empirical type that uses the computer to crunch a bunch of numbers. It was thousands of open-ended, probing questions to people who have "been there." It was a thorough, practical investigation of work settings, career fields, and job search methods.

I constantly met with search firm executives, employment agency owners, career services experts, career counselors, and others who let me pick their brains. I badgered hundreds of human resource managers who are responsible for hiring thousands of managerial, technical, and professional people.

The basic ideas in this book were first published in 1974 in *Career Planning and Placement Today*. I am indeed proud that this book has had such a long, successful history over the years, but there have been very significant improvements over these years also. This fifth edition contains many new illustrations, updated facts, new techniques and ideas, as well as a new graphically illustrated text.





HIRE ME!, the subtitle, is about gaining a competitive edge in the job market, but more importantly, it focuses on developing a strategic plan for your life. You will learn more techniques than you have time to use. The goal is to create a plan that you can realistically use over and over in your life.

HIRE ME! will work for you just as it has for thousands of others. Clearly you must pull together your strengths and credentials into a **strategic plan**, and then master the **techniques** gained from reading this book.

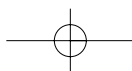
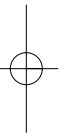
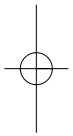
The activities are not difficult, but they are time-consuming. This resource is mostly about action, not some philosophical theory. The roots are implanted in a solid theory framework, but the theory is left for the professional counselors to worry about. By spending your time applying the principles and techniques taught here, you will maximize your effort to find a successful career beginning.

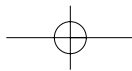
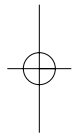
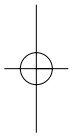
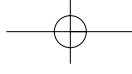
A sound strategic career plan turns dreams into reality. The early topics on self-assessment and career exploration expand your horizons for entry into the real world. The thrust is to get you to set goals, take charge of your life, implement some job search techniques and strategies, locate your current niche, and start progressing.

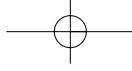
I urge you to discuss your concerns with career professionals at the college you attended. You will get more in-depth insights than can be offered here. I see this book as merely the starting point for information. Others more knowledgeable than I can fill in some of the gaps.

The first edition was published over 25 years ago. The new technologies have totally altered our profession. I am anxious to see what the future brings to the entire career planning process. Thanks to everyone for their input to this text.

*Partner: Your
Professional
Career Consultant*







ACKNOWLEDGMENTS

In 2003, I retired from managing the Indiana University Career Services Office at the Kelly School of Business so I could return full-time to my role of teaching, researching, and writing. I have held an administrative role in career services (plus alumni relations, fund-raising, student recruiting, minority affairs, etc.) since 1966 in addition to my teaching. As a professor, I now can devote much more energy to researching, writing, web development, and teaching in career education disciplines. My love for career development will surely be satisfied in my expanded academic responsibilities.

There is no way I could personally acknowledge by name all of the individual contributors to this book, but in no way am I ungrateful for the hundreds of contributions. There are, however, a limited number of people who made my life fuller and this book richer.

No words can express my gratitude and respect for the late Professor J. D. Snider, my colleague and mentor for many years. Without Doug's prodding, cajoling, suggesting, inspiring, and encouraging me, none of my publications would have come to fruition.

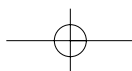
Many of the concepts, strategies, and techniques owe their birth to Professor Snider, who is recognized as one of the earliest deans of our profession. His philosophical thinking and gentle management style influenced my approach more than any other factor. It was a sad day when we lost such a great leader in 1975.

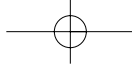
My greatest ally in this writing business has been Mrs. Frieda Robertson. Her official title before retirement was Office Manager at our Indiana University Career Services Office, but that role is dwarfed in significance when compared to her other role as contributor-editor-organizer-critic and friend. I especially want to thank her for bringing all of my publications, especially this one, together in an organized, meaningful, and timely fashion. We worked together for over twenty years.

The "Ralph Crabtree" cartoons depict the woes and joys of career planning and job searching. The concerns and apprehensions of "Ralph" and his friends reflect many of our attitudes. I am most grateful to Ralph's creator, Ron Wheeler, for capturing the feelings that so many of us experience as we go through the career planning process.

I want to thank the thousands of students at several hundred universities who used, abused, cussed, and discussed much of the original material. The feedback from old and young students in my various career planning classes improved the quality of the final product.

Writing is a time-consuming process. At times it meant being away from the office. Over the years, I have had a super staff who have ably taken over





some of my duties when I had to meet pressing deadlines. I have always been very fortunate in working for university deans who strongly support my efforts.

Besides Frieda, I must recognize Mr. Scott Zanger, who helped move me into the new age of technology. We prepared many new graphics, cartoons, and illustrations in each edition. Scott spent hours designing and laying out each page of earlier works. The excellent rapport with Scott and his expertise took away much of the boredom often present in writing a manuscript of this magnitude. Scott was my right hand as a career professional in our office at Indiana.

I happen to be a collector. I save everything that comes across my desk in this field. As a result, I have incorporated hundreds of great ideas that I have received over the years from my colleagues, mentors, and detractors. I have thanked them all individually and now wish to acknowledge them in print.

With thousands of copies of my books in circulation, almost every colleague in my profession has had a crack at critiquing and making a contribution. The mail continues to bring in praise and criticism from them, which I very much appreciate. I wish I could acknowledge them all individually.

In the final analysis, the responsibility to organize and interpret materials rests with the author. I deserve a kick where errors exist and where I may have taken too much liberty at interpreting others. I accept the responsibility for these shortcomings. I hope to correct them in subsequent editions.

In closing, this book must be dedicated to my family. Only a family knows the strains and hard work that go into producing a publication of this magnitude. My three sons, "C.R.," James, and Ryan, and daughter, Katie, all had to give up some of dad's time so he could stay working on this project.

My wife Kathy has been wonderful. Our real estate properties that she manages plus the family commitments keep us really hopping. This family really works hard together and Kathy is super in putting all of our diverse demands in an organized perspective. Very few writers have enjoyed any stronger support than I have received. Kathy and I are now empty nesters and are so pleased to see the four children doing well in their own unique career plans.

I hope that this book proves very useful for the thousands of young people who read it and use its ideas to achieve their goals.

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