

# IDENTIFY CAREER ISSUES & GOALS

## SPECIAL REPORT



←-----  
REPORT ONE:  
EXPLORE ISSUES AND FACTORS  
INFLUENCING YOUR CAREER DECISIONS.  
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THE GINAC GROUP, INC.

BY LINDA M. GINAC

[www.ginacgroup.com](http://www.ginacgroup.com)

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# IDENTIFY CAREER ISSUES AND GOALS

## *Explore Issues and Factors Influencing Your Career Decisions*

- Clarify your career-related questions, issues, and concerns.
- Gain a greater understanding of your personal strengths, abilities, and interests and the importance of managing your “Career Assets”.
- Gain a greater understanding of factors influencing your career planning and decisions.
- Identify your career goals.

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## OVERVIEW

At the start of your career transition, you may have a number of questions about what you want to do in your career and/or what you really want to gain from the transition process. On the other hand, you may be crystal clear in your career ambitions and goals, and what you want to achieve.

The purpose of this section is to spend time investigating your current career situation, the challenges you are facing, and your overall goals. You should also begin to think about your career in a different way – in the broader context of your life as a whole. It will help you to organize and clarify your thoughts and better define and communicate your career needs and goals.

Let's begin by thinking about your **Career Influences** and important considerations for your career decision-making. Then, spend time reflecting on and recording your initial career thoughts, goals, questions, and concerns.

## IDENTIFY ISSUES AND GOALS

Identifying issues and goals enables you to move step-by-step towards the achievement of career aspirations. The process of setting goals and targets helps you commit to a timeframe and stay on course. Your goals will guide you into doing what you want with your life, rather than just drifting into an unsatisfying job. By knowing precisely what you want to achieve, you know where to concentrate to achieve it.

Goals focus on the outcomes you desire and the strategies that you will employ to direct efforts toward the attainment of goals. In establishing career goals, several factors are important to keep in mind:

1. People have different views on what they believe is and is not attainable in terms of achieving goals. What appears to be an easy goal to you may be perceived as difficult by someone else. Goals must be perceived as attainable based on your own perspective.
2. Career goals should also take account of individual circumstances such as pay or organizational grade, level of experience in current post, and working arrangements. You should ensure that objectives are achievable but challenging, are appropriate to your own circumstances, and have positive outcomes. In addition, you should be sure that the necessary support is in place for the achievement of your career goals.
3. Goals should be developed that assist you in resolving your immediate career issues or aspirations. It is easy to develop a list of goals to attain. Focusing on the most important goals is more difficult, but if mastered will allow you the peace of mind to achieve your long-term career vision.
4. Work to understand the techniques and strategies that you can use to help you achieve your goal.
5. Understand that as you explore your interests, skills, and abilities your goals may change. It is your responsibility to consistently re-evaluate to ensure that you are moving toward the **right** goals.

## THE BASICS

This is a time to challenge all of the voices, beliefs and influences that have shaped your career choices to date and find your “true” voice and passions. Many people who engage in career exploration find that they get stuck in a rut or idle for a while due to expectations from their spouse, parents, children and peers. It is very difficult to challenge these expectations because it might cause disagreement and negative emotions. It is not that uncommon for your loved ones to make ultimatums and threaten your internal desire to improve your career. For example, some parents have expectations that their children follow in their footsteps and become lawyers and doctors. When you begin to challenge these expectations, your parents might get angry or even threaten never to speak to you again. This is no joke. If you are married, it might be difficult to make the transition because of spousal expectations about income and lifestyle needs. You may or may not experience these challenges; however, be aware of the potential stress during the transition process. In order to really explore your goals, you must push these voices and expectations aside for the time being.

Career goals identify what will be done to move you towards the attainment of your career vision. Setting career goals involves a continuous process of research and decision-making. Knowledge of yourself is a vital starting point in setting career objectives. To get started, ask yourself some simple questions to assess your current situation:

- How much money have you invested in yourself to enhance your current skills in the past 12 months?
- How much money/time have you invested in yourself to gain new skills for future work?
- In what ways have you exposed yourself to opportunities to enhance your knowledge or experience beyond current job expectations?
- What risks have you taken related to your career development?
- How are you preventing your career from being a series of accidents?

Setting the right career goals is critical for a successful outcome during your career transition. Career goals such as “change my job”, “update my resume”, and “get more money” may be admirable, but they do not really define what to *do*. “They fail to specify priorities and focus. Such objectives do not map the journey ahead - the discovery of better value and solutions for you.”<sup>1</sup>

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<sup>1</sup> Customer Intimacy”, Fred Wiersema, 1996

## GOAL SETTING

Goal setting should be met with careful attention to the guidelines above. Making a defined decision on your goals will help ensure a commitment to achieving them.

Most career goals will include both shorter- and longer- term activities. Also, in creating your goals, allow for the fact that circumstances will often change over a period of a year. Goals must therefore be kept under review during the career transition process, and revised accordingly.

We will begin with your top career goals, and then work through a series of lower level plans, culminating in a daily to-do list. By setting up this structure of plans, you will break even the biggest career goal down into a number of small tasks that you need to do each day to achieve a positive outcome.

The process of goal setting applies to anyone, whether a chief executive officer, nurse, or secretary. Setting career goals is not an exact science, and it depends on using a common sense approach in line with the guidance provided here.

Career goals should reflect the range and level of responsibilities undertaken by you. For example, goals for educators might include at least one in each of the key areas: research, teaching, and administration/management. Customer service representatives might have goals relating to service provision. Librarians might have goals relating to the provision of management information; or to the accuracy, timeliness, and quality of their work. Engineers might have goals relating to safety or legal requirements or to the use of specialized equipment. Anyone with staff management responsibilities should have at least one goal relating to that aspect of their job.

The following broad guidelines will help you set achievable career goals:

- **State each goal as a positive statement:** Express your career goals positively, and use dates and times, so that you can measure achievement. If you do this, you will know exactly when you have achieved the goal, and can take complete satisfaction from having achieved it.

*Example:* “Achieve a new marketing job by August 15” is a much better goal than “Do not be unemployed for another month”.

- **Set priorities:** When you have several goals, give each one a priority. This helps you avoid feeling overwhelmed by too many goals, and directs your attention to the most important ones.
- **Set realistic goals:** It is important to set goals that you can achieve. Keep goals small and achievable. If a goal is too large, then it can seem that you are not making progress towards it.

Example: “Within six months, obtain a position as a sales person selling enterprise software in the supply-chain space for a start-up high-technology company that has a collaborative, upbeat culture. Within 5 years, work my way up to top-producing sales person earning a minimum of \$1 million annually.”

- **Use To-Do Lists:** Use a to-do list, and include all of the tasks needed to achieve your goals. At an early stage, these goals may include reading books. In the longer term, it may involve enrolling in a course to earn a credential. This will help you to improve the quality and realism of your goal setting.

## SUCCESS FACTORS

You will most likely have a long list of goals. Refine this list to focus on only the most important.

- What goals can I realistically achieve over the next week, month, and year?
- Can I describe these goals to people in succinct terms?
- Can I speak about my goals to others quickly?
- Am I doing everything that I signed up to do to achieve my goals?

## LIMITATIONS

Honestly recognizing what skills or attributes you may be lacking will help you focus on which goals you will be able to achieve quickly. Armed with this knowledge, you can take the time to work on tasks that will help you achieve a positive outcome. This will also save you from repeatedly trying to achieve a goal that seems impossible. You may be inclined to create your own limitations, or someone else may put roadblocks in front of you. As you go through the planning process, it will be helpful to consistently ask yourself these four important questions:

- What career or personal limitations could sabotage my ability to achieve my goals?
- What can I do to prevent this?
- What specific competencies will I need to gain to fill any skill or knowledge gaps?
- What are my true fears regarding career transition?

In setting goals, make sure that you apply the SMART strategy to test whether or not your goals are effective. We provide information on the strategy below and provide a few goal statements to demonstrate how the strategy is used.

**Career goals must be SMART:**

- **S**pecific,
- **M**easurable,
- **A**chievable,
- focused on a **R**esult, not an activity, and
- **T**imely.

**Sample Goal Statement #1:**

“To make incremental investments in my future to become an entry-level forensic investigator within two years.”

**Sample Strategies to Support Goal:**

- Sign-up for a 2-year certification/degree program by March.
- Invest \$500 per year, or 15 hours per year, in my future to increase my marketing and research skills.
- Develop a study schedule that does not interfere with work and family.
- Find volunteer work within forensic department and contribute three hours a week of my time.
- Register for two seminars per year to gain new skills, abilities, or knowledge in key areas related to forensics.

**Sample Goal Statement #2:**

“To become a marketing manager within two years and start a marketing consulting company in five years.”

**Sample Strategies to Support Goal #2:**

- Year One: Complete my bachelor's degree (12 credits left to go), apply to MBA school, get accepted to MBA school.
- Year Two through Year Three: Enter MBA school, earn excellent grades, and graduate with five job offers.
- Obtain a part-time entry-level marketing job and get promoted to manager.
- Year Five: Start my own marketing consulting company.



## GOAL CONTRACTING

This guide includes a “Goal Brainstorming Worksheet” to help you think through some of your goals. Once you have completed the exercise of writing down time-bound, measurable goals, and have spent some time thinking about what limitations and obstacles may stand in your way, you should have a clearer sense of purpose. Utilize this new information to map out where you will focus your efforts.

After you complete the worksheet, the next step involves moving your most important goals into the “**Goal Contract**” located on page 14. This contract outlines the specific actions that you will engage in, to achieve a successful career transition. This document should be referenced often throughout the rest of the transition process.



## YOUR HOMEWORK:

### GOAL BRAINSTORMING WORKSHEET

Use this **Goal Brainstorming Worksheet** to think about your career and what you would like to achieve with it over the next few months. You will use your answers to help you establish your Goal Contract.

**Please take 25 to 30 minutes to think about and answer the following questions.**

1. What is your current career/position? What are you responsible for?

2. What do you <b>like and dislike</b> about your current career? What are its pros and cons?

3. What are your <b>top 1 to 3</b> career questions, goals, or issues/concerns at this time?

4. What is your <b>overall vision</b> for your career? What is your ideal career situation? (i.e. <i>your ideal position, company, work environment or location, work-life situation, etc.</i> ) <b>It is okay if you do not have a vision at this time</b> – you can leave this question blank.

5. What are your ideas about the <b>types of things you would like to change</b> about your career?

6. What are some of the <b>feelings you are experiencing</b> regarding your career? (i.e. <i>anxiety, stress, boredom,</i>
--

concern about the future, etc.)

7. What are the **top 1 to 3** challenges or hurdles that you believe may impact (or are impacting) your success in achieving your career goals?

8. What are your ideas regarding your career goals for the short-term? Short-term goals?

9. What are your ideas regarding your career goals for the long-term? Long-term goals?

10. What other factors or goals in your personal and/or professional life are **important influences** in your career decision-making right now? (i.e. family or community responsibilities, social activities, personal career ambitions, salary requirements, impending layoffs, etc.)?

11. What major global or local economic or job trends may/do/will have an effect on your career goals and decisions?

12. What are your **biggest fears** regarding your career decisions/career transition?



## GOAL CONTRACT



## YOUR HOMEWORK: COMPLETE GOAL CONTRACT

Begin to formalize a **Goal Contract** now. In your contract, you will formally document your goals for your career transition experience. Use the guide below to help you complete the contract:

**Nature of Transition:** Check one or more boxes that best describes your career transition strategy.

**Description:** Describe your short-term or long-term goals or things that you would like to achieve during the change process.

**Thoughts:** Make personal notes about these goals.

**Obstacles:** List any obstacles that you think or fear may get in the way of goal achievement.

**Signed:** Sign and date the contract.



## CAREER GOAL CONTRACT

I commit to working on the below problems during the course of my career transition and/or adjustment.

I understand this contract will be a living document. I will return to it to measure my progress and revise and update it as needed.

Nature of Transition:				
_____ Career Investigation	_____ Career Plateau	_____ Career Transition	_____ Job Change	_____ Work/Life Balance
_____ Leadership Development	_____ Performance Improvement	_____ Job Satisfaction	_____ Diversity Conflict	_____ Networking
Short Term Goals:				
<b>Description:</b>				<b>Timeframe:</b>
<b>Thoughts:</b>	1.			
	2.			
	3.			
<b>Obstacles:</b>				

My Long-Term Issues:				
_____ Career Investigation	_____ Career Plateau	_____ Career Transition	_____ Job Change	_____ Work/Life Balance
_____ Leadership Development	_____ Performance Improvement	_____ Job Satisfaction	_____ Diversity Conflict	_____ Networking
Long Term Goals:				
<b>Description:</b>				<b>Timeframe:</b>
<b>Thoughts:</b>	1.			
	2.			
	3.			
<b>Obstacles:</b>				

Signed:

\_\_\_\_\_  
Your Name, Date

## CAREER INFLUENCES: YOUR CAREER IS MORE THAN JUST YOUR JOB

Your career is not isolated from the rest of your life. It is an important component that is interrelated with all of the other important aspects of your life, and impacted by events occurring in the world around you.

Each of the **Career Influences** depicted in the graphic below should and do have an impact on your career.

### Career Influences



In considering what you want to accomplish or change in your career, it is important to take into account what you want to achieve or experience in other aspects of your life, including family, community, spiritual, and social. It is also important for you to consider external influences over which you may have no control, such as opportunities at your current organization, job, industry and technology trends. Economic factors and trends will be considered because they can have a major impact on career direction.

In addition, in assessing your current career situation – for example, your satisfaction and happiness, performance, job security, and work/life balance – it is important to think about how other internal and external factors play a role. It is not uncommon for people to experience less satisfaction with their careers and jobs when other needs and interests in their lives are not being met.

Below are some key considerations to take into account in assessing and planning your career.

### Key Career Considerations





# INVESTIGATE PRIORITIES

*Gain Greater Insight into the Things that Influence Your Career*

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## OVERVIEW

You will now gain greater personal insight on your “**Career Assets**” – the unique strengths, interests, values, and traits that make you stand out as a professional. If you have ever attempted to change your career you know that the number of career considerations is extensive. You should reference the chart often during the career transition process. These influences, combined with your **Career Assets**, build the foundation for moving forward to achieve your goals.

Sometimes looking at yourself objectively is very difficult. To ease the process, we encourage you to use **personal** or **professional assessment** to help you better understand what your **Career Assets** are, the types of careers and roles that are the best fit for you, how to best position yourself for even greater personal and professional success, better understand patterns of behavior that consistently impact your career and more.

**NOTE:** Depending on your unique career goals and situation, a professional assessment may or may not be needed.

## THE “WHOLE” YOU

Some of the hardest questions to answer in life are “What do I want to do with my career?,” “What am I good at?,” and “What are my real passions?” Finding work that you like and deciding what to do next in your career are complex processes.

Gathering information to create a holistic picture of you is the most important step in this phase. It will help you answer the questions above. Our vision of the “whole” you is that you are a unique and complex person made up of a mixture of knowledge, skills and abilities, interests, values, and behaviors. This is what makes you special. It does not matter if you have **skills** in creative writing if you are not **interested** in it. It does not matter if you are **interested** in becoming a sales person if the **values** do not align with your beliefs.

Before I became a career counselor, I was a talented marketing executive and all of my friends and family encouraged me to keep growing in the discipline. The problem was that I had no interest in marketing as a full-time career. I liked aspects of marketing but was bored stiff doing it everyday. In addition, I worked for companies that did not align with my values, which forced me into a constant state of conflict with myself. As a result, I became indifferent about my career and this negatively impacted my personal life. I share this story because I believe it is important to address all aspects of the Career Asset circle on page I-19 and not just one aspect. Together, they interact to help you identify a career path that you want to invest in.

You may find that one section of the chart is more of a priority over another part of the chart depending on your age and circumstances. This is okay. We encourage you to ensure that your priorities and goals are balanced. Now, let us explore your unique traits.

## WHAT ARE CAREER ASSETS?

**Career Assets** include four, inter-related elements that work in harmony to help you achieve your career goals:



Your **Career Assets** represent your “whole” person, or your “unique you.” They include your:

- **Knowledge, Skills, and Abilities** – what you know and what you are good at;
- **Interests** – the things you are interested in and like to do;
- **Values** – what you hold to be important in your life, work, and workplace;
- **Personal Characteristics** – key aspects of your personal style and behaviors.

Being aware of your personal **Career Assets**, understanding their importance in your life and knowing how to market and apply them are crucial to your career success – whether you are trying to decide what career to pursue, make a career change, find a new job, or advance up the corporate ladder. Each of the **Career Assets** will be explained on the following pages.

## YOUR KNOWLEDGE, SKILLS, AND ABILITIES

Identifying your unique knowledge, skills, and abilities requires you to ask yourself several important questions including, “What do I know?” and “What can I do?” Your **knowledge assets** include both:

- The *general knowledge* that you have about subjects such as fitness, politics, football and more
- Any *specialized knowledge* you may have that is required to work in a specific occupation (i.e. doctor’s knowledge of medicine, mechanic’s knowledge of cars, etc.)



You have gained a considerable amount of knowledge about the world of work and specific professions through various personal and professional experiences, formal education, and training. Reading, watching television, listening to the radio, and hanging out with friends also contributes to your learning.

Your **skills and abilities** describe what you can do. You may know a lot about marketing, but that does not mean you can do marketing well. To become a skilled marketer, you need specific strategic ability and experience as well as knowledge of marketing principles.

What comes to you naturally is typically described as your abilities. For example, you may be skilled at performing on the piano, selling items to people, or rewiring your house. You may have been born with specific artistic ability, but you still have to learn specific skills to become a competent musician.

Skills can be grouped into three categories: transferable skills, personal management skills, and work specific skills.

- **Transferable Skills:** These skills are key skills used in almost any kind of work. They are called “transferable” skills because they can be used in a variety of work settings. Some good examples of these skills include communication, computer skills, and analytical/thinking skills.
- **Personal Management Skills:** These skills are the skills you use every day to “manage” your life. They allow you to live in harmony with yourself, your work, your community, and the world in general. Perseverance, dedication and discipline are examples of these skills.
- **Work Specific Skills:** Work specific skills are specialized skills you need to do particular types of work. The orthodontist’s ability to straighten your teeth and the software engineer’s ability to create an e-commerce application are good examples. These skills are usually learned through formal education, training, or on-the-job experience.



## YOUR HOMEWORK: YOUR KNOWLEDGE, SKILLS, AND ABILITIES

Please take 20 to 30 minutes to think about and answer the following questions that will help you identify and gain greater clarity on your knowledge, skills, and abilities.

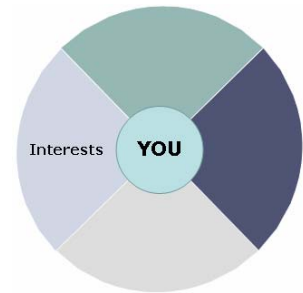
1. What are <b>3 to 5 areas</b> of <b>general knowledge</b> that you know a lot about? (i.e. fitness, football, politics, etc.)? This does not need to reflect your career.

2. What are <b>3 to 5 areas</b> of <b>specialized or occupational-related knowledge</b> that you know a lot about? (i.e. psychology, medicine, project management, software development, curriculum development, etc.)

3. What do you consider to be your <b>Natural Abilities</b> ? (i.e. the natural, inherited talents that you have been given by Mother Nature). Please list your <b>top 3 to 5</b> . For example, the ability to dislocate your joints to fit into a small box.

## YOUR INTERESTS

Do you dream of doing what you love and finding a way to blend your personal passions with your professional life? Deciding on a career that is right for you is not easy. There are many careers to choose from — and you do not want to get stuck doing something you do not like.



Identifying what your natural interests are can help you to find and/or create a career or position that you are motivated to do and will enjoy. Your interests may include things like:

- Cooking
- Outdoors activities (running, hiking, bicycling)
- Art
- Music
- Politics
- Topics you like to read about
- Home improvement projects
- Working on puzzles
- Learning a language
- Talking with/working with people.

Once you gain a greater awareness of what your interests are, you can then try to integrate them into career choices that match well with what you naturally like to do. You might be able to directly integrate your interests by getting involved in a specific career. Or, you might only be able to incorporate your interests into parts of the career. The goal is to understand your interests and expose yourself to a variety of choices available to you before beginning to narrow your focus to a core few.

On the following page, we provide a worksheet to help you think about your interests. Spend a few minutes prior to the exercise thinking about the types of things you enjoyed doing as a child or how you would spend your free time.



## YOUR HOMEWORK: YOUR INTERESTS

What are your interests? What types of things do you most like to do, think about, or work on?

**Please take 20 to 30 minutes to write 2-3 short stories** about yourself that will help you identify and gain greater clarity on your personal interests.

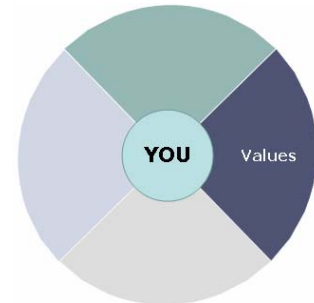
1. *When I was young I used to...*


2. *When I have spare time, I like to...*


3. *I wish I had more time to...*


## YOUR VALUES

An entire section could be dedicated to values, but it is not the mission of this guide. We will focus on values as they relate to your career and the workplace. People expect to achieve certain ideals from their jobs, employers, and careers. The workplace values, concepts, and ideas that you hold dear have a direct impact on your satisfaction with your job, with your career, and even with your life.



When you understand the values you cherish most highly, you can make an evaluation about whether your current employer (or a prospective employer) supports those values. In addition, if you are considering a career change, understanding your values is critical to identifying a new career path.

How well do you know your workplace values? If you are like most people, it has been a while since you have taken stock. As you begin thinking about a job or career change, it is important that you spend time thinking about what you value in the workplace -- and what you need in your life.

### Intrinsic vs. Extrinsic Values

Values can be defined as “intrinsic” or “extrinsic.” **Intrinsic values** are those that relate to a specific interest in the activities of the work itself, or to the benefits that the work contributes to society. Some examples are:

- Mental challenge/mentally demanding/problem-solving
- Helping others
- Working with others
- Creative artistic expression

**Extrinsic values** relate to the favorable conditions that accompany an occupational choice, such as physical setting, earning potential, and other external features. Some examples are:

- Stability and security
- Strong financial compensation and financial rewards
- Glamour, prestige, respect, or a level of social status

It is important to satisfy both your intrinsic and extrinsic values to be happy in your career. While both types of values are important, most people, in order to feel truly satisfied with their work, must find some personal intrinsic value in it.





## YOUR HOMEWORK:

### YOUR VALUES

Please take 20 to 30 minutes to do the following assignment. It will help you begin to identify and gain greater clarity on your values.

**Step 1:** Review the values lists below and think about the importance that you place on each of the following workplace values. If you have values that are not on the list, please add them to the list before you prioritize it. Understanding your values can help you select a career that is more aligned with the qualities and beliefs that you value in work, in others and in yourself.

*I am interested in jobs and careers that include...*

Value		Value	
Creating things		Ongoing learning	
Mental challenge		Positive working relationships	
Physical challenge		Teamwork, work groups	
Work-life balance		Stewardship, mentoring	
Flexibility		Prestige, status	
Intellectual status/expertise		Routine, predictable work	
Order and structure		Deadlines, time challenges	
Competition		Opportunities for advancement	
Integrity		Avoidance of pressure, comfort	
Loyalty, dependability		Working with the public	
Self-respect, pride in work		Using pioneering technologies	

Stability and security		Leadership, influence	
Financial compensation/rewards		Authority, decision-making	
Public recognition for work		Respect	
Creativity, innovation		Autonomy	
Variety, change of pace		Adventure	

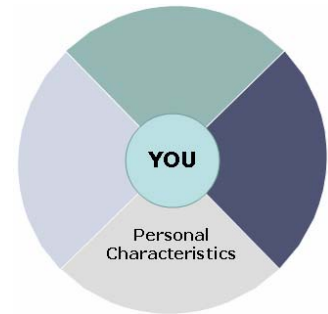
*Note: Add any values to the list that are important to you but not reflected above.*

**Step 2:** Using the list above identify your **top 5-7** most important values and write a few sentences about why they are meaningful to you. Were they always important to you or have they recently become important?

You now have a list of core values that represent who you are...it is this core group of values that help determine your level of satisfaction with your job and your career -- and these values should also be used to judge the level of "fit" with any future job, company, industry change or career change.

## YOUR PERSONAL CHARACTERISTICS

Your personal characteristics consist of those traits that make you a distinct person. They represent who you are in terms of your outlook on life and work, your communication and interaction style, and your temperament, motivators, and attitudes.



Some examples of personal characteristics include:

- Passionate
- Witty
- Intelligent
- Personable
- Optimistic
- Outgoing
- Influential
- Strong-Willed
- Disciplined
- Organized
- Sensitive
- Caring
- Dedicated

Your personal characteristics are an important driving influencing on your career, relationships, health, and sense of well-being. To harness the full potential of who you are, it is critical to first gain insight into your unique characteristics. The exercise on the next page will help you gain a better view of your style, behavior, and personality.

You might be thinking that personal characteristics should not influence career choice but it does. For example, if you are an energetic person and like to interact with lots of people on a daily basis, you might feel stifled in a job that requires a stoic style and little collaboration with people such as financial economist.



## YOUR HOMEWORK: YOUR PERSONAL CHARACTERISTICS

**Please take 20 to 30 minutes to think about and answer the following questions to help you identify and gain greater clarity on your personal characteristics.**

1. List 5 characteristics that best describe you.
1.
2.
3.
4.
5.

2. List 5 characteristics that best describe how you would <u>like</u> to be.
1.
2.
3.
4.
5.

3. If you asked 3 friends to describe you, what would they say?

4. If you asked 3 co-workers to describe you, what would they say?

5. Do you notice any discrepancies between the way you view yourself and the way others view you?

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### 1. Identify Career Issues and Goals

#### Explore Issues and Factors Influencing Your Career Decisions

*Spend time investigating your current career situation, the challenges you are facing, and your overall goals. Begin to think about your career in a different way – in the broader context of your life as a whole. This report will help organize and clarify your thoughts and better define and communicate your career needs and goals.*

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### 2. Understand Career Issues and Possibilities

#### Learn How Your Talents Fit With Different Careers

*Assessments often lead us to learn new things about ourselves and/or understand ourselves in a different way. This report will help you gain new insights on what you are good at, what you want or need to learn more about, what is most important to you in the workplace, and the types of careers that suit you best.*

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### 3. Investigate Career Choices

#### Open Your Mind to the World of Possibilities

*Generating a list of occupations of interest and exploring them in more detail allows you to gain a greater understanding of potential careers and positions that match your strengths, interests, and work/life goals. The goal of this report is to identify pros and cons associated with different career options or choices.*

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### 4. Select the Perfect Career

#### Select the Perfect Career Based on Research and Insight

*Weighing the many different factors, trade-offs, compromises, and work/life issues that could be impacted as a result of a career transition, your goal is to make a reality-based decision about your career future. By systematically weighing the many different factors, trade-offs, compromises and work/life issues this report will help you narrow your career options.*

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### 5. Develop a Career Roadmap

#### Gain the Competencies Required for Success

*By creating a Career Roadmap you will have a strategic plan that lays out the specific steps needed to make a successful transition. This report will help you to determine the competencies needed to pursue your career choice while identifying your current level of ability and suggesting opportunities for development.*

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### 6. Expand Your Knowledge & Talents

#### Acquire New Skills to Become Proficient in Your Career

*If you want to transition your career, you need to develop new competencies. The career action plan provides you with a means to manage all of the components of your career transition. This report introduces you to the acquisition of new skills in order to become proficient in your new career as well as tips and questions for checking in with yourself to ensure you are moving in the right direction.*

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### 7. Create a Job Search Plan

#### Define Your Approach to Obtain a New Career

*The central planning device for changing your career is a Job Search Plan. It defines and describes your target market, outlines your marketing strategy, and organizes the work to be done. In this report you will learn how to develop a Job Search Plan to manage the change process, who to target and how to get your foot in the door.*

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## 8. Craft Your Transition Story

### Know What You Want to Communicate and Pitch It Clearly

Create a personalized career transition story; one that showcases your unique talents, skills, and qualities. Your story will represent the totality of your career, and will highlight the top value propositions that you bring to an organization. In this report, you will learn how to craft a compelling story that helps you survive and thrive during the career transition process and merges your past experience with your future roadmap.

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## 9. Develop Proven Communication Tools

### Accelerate Career Change with Resumes, Letters and Other Tools

The most important assets for any career transition are the right tools. You need basic career tools to get promoted, change jobs, change careers, shift industries, or improve your performance. In this report, you will learn about the proven communication tools used to accelerate career change.

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## 10. Prepare for Stellar Interviews

### Articulate Your Unique Value During The Interview

Due to this increased competition, and to the physical and financial limits of the employer, interviews have become increasingly tougher. In this section, we discuss the different types of interviews, interview preparation, and mock interview testing. We will also introduce the "Interview Scorecard" used to assess your interview skills. This report briefly outlines strategies you can use to become a stellar interviewee. Learn how to talk the walk and walk the talk.

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## 11. Build or Expand Your Network

### Build and Activate a Network To Achieve Your Goals

Learn how to leverage your network of contacts to secure opportunities, make connections, and meet people who can help you achieve your goal(s). To have a successful career, you must understand how to use your network in a positive manner so that you build long-lasting relationships and continually develop your career. In this report, we will discuss the art of networking, generating opportunity and starting off on the right foot at work and at home.

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## 12. Manage Your Career

### Take Control of Your Career and Keep It On Track

One of the things that many people forget, once they have achieved their career goals, is that the journey is not at an end. Having a new career is not an end in itself. Having a career is the environment in which you can continue to grow, prosper, and advance. In this report, we will explore how you will set goals that are specific to your job, your profession, your industry, and your career.

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# The Ginac Group, Inc.

108 Wild Basin Road, Suite 230  
Austin, Texas 78746

[www.ginacgroup.com](http://www.ginacgroup.com)