



## CareerBeam: Career Planning

These resources can be found on the main menu under the **Career Planning** tab - it is second from the left on the main menu.

### Create a Career Plan

How to get organized, plan your strategy, set goals, and identify barriers for your career search are all covered in creating your career plan. The best way to conduct an effective career campaign is to set goals, constantly check your plan for feasibility and reasonable expectations, and manage your productivity so that you execute in a desirable timeframe. This module contains many exercises to help you plan an effective search strategy, identify target companies and make good career decisions.

The screenshot shows the CareerBeam Career Planning interface. At the top, there is a 'Create A Career Plan' section with a 'Get Started' button. Below this, there are two main sections: 'Identifying Your Ideal Work Environment' and 'Networking for Your Career'. Each section contains a list of items with 'Start' buttons. Some items are marked as 'Completed'.

Section	Item	Status
Identifying Your Ideal Work Environment	Industry	Start
	Location	Completed
	Corporate Culture	Completed
	Entrepreneurial Aptitude <small>NEW</small>	Completed
	Leadership	Start
	International <small>NEW</small>	Start
Government <small>NEW</small>	Start	
Networking for Your Career	Open Market Strategies	Start
	Understanding the Hidden Market	Start
	Creating Your Network	Start
	Using Social Media <small>NEW</small>	Start

## IDENTIFYING YOUR IDEAL WORK ENVIRONMENT

### Industry

Understanding the nature of an industry helps you determine working conditions, educational requirements, and job outlook for the industry. This section will help find the best industries to match your education, skills, abilities, and preferences.



### **Location**

Maintaining a work-life balance requires a location that meets your life goals as well as your career goals. This module provides resources and exercises to prompt you to think about your options and choices involved in selecting a location.

### **Corporate Culture**

This module discusses the importance of clarifying which company culture is the best fit for you and then helps you use this insight to achieve your career goals.

### **Entrepreneurial Aptitude**

There are many factors that should be considered before embarking on a business of your own. This section will help you to determine if entrepreneurship could be a good career path for you.

### **Leadership**

Who you work for is just as important as where you work. In this module, you'll learn about some of the characteristics of different leadership styles and gain an understanding of the types of leadership that will allow you to flourish in your career.

### **International**

The International section will help you identify some of the issues and strategies for international work. The module covers issues for U.S. students looking to work abroad as well as international students looking for opportunities in the U.S.

### **Government**

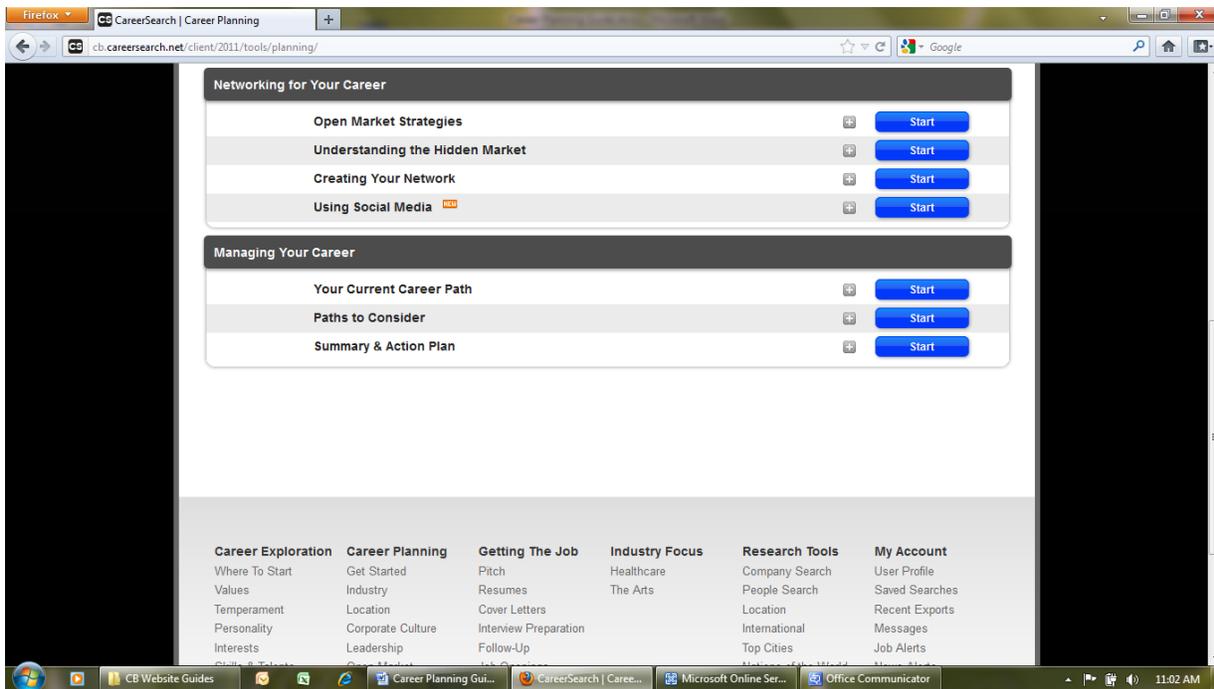
The Government module will guide you through the process of seeking and applying for work within the Federal Government. While finding employment with a government agency can be confusing, you can give yourself a leg up by knowing what the agencies look for in job candidates.

## **NETWORKING FOR YOUR CAREER**

The Open Market (job postings) is still the most popular form of job search today. Review the pros and cons of this market strategy and learn how to position yourself for the most success. To distinguish yourself in today's competitive marketplace learn how to seek positions through the Hidden Market. Begin to penetrate the Hidden Market and access unadvertised opportunities.

As part of this process, build a network for your career and your future. Networking should be an ongoing process that you continuously build on to keep yourself connected in your career and your community.

Finally, technology and the internet have radically changed the job search strategies available to you. Learn to integrate networking and social media sites to enhance your success in a competitive marketplace.



## MANAGING YOUR CAREER

Career Management is an ongoing process. Don't limit your career plans simply to job search. The more that you plan your ongoing career, the more likely you are to achieve your goals and enjoy long term career success. Don't overlook the most available and obvious opportunities – your current employer! You might be surprised to find lots of interesting opportunities you didn't know existed. Investigate the many career paths available through several thought-provoking exercises.

Career development should be an ongoing process to ensure that you are always striving and planning for the next phase of your career. Periodically review and update your plans for the future.