

**Principles of Management**  
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**Indian Institute of Technology, Roorkee**

**Lecture - 46**  
**Career Development Strategy - V**

In this section, I will be discussing about how the traditional organization and the contemporary organizations differ in their career development plans.

The traditional organizations, the focus was not on say diversity management; but the contemporary business organizations after globalization, the focus has shifted towards incorporating diverse on diversity and inclusion or the premises when we have when we give offer to or when we give employment to people with differences; that is, people with differences in culture, age, race, gender and disability.

So, there are some challenges in career management because each individual will have a different challenge, they encounter in the work place. So, the contemporary organizations have given emphasis on employing women, then giving employment to the people with special abilities or the people or by people from different culture, different countries of origin, minorities.

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So, there are some challenges which we encounter and for that the organization has different career development initiatives. Especially, the women in the workforce, there are some challenges, they encounter. They have experience differences in terms of; in term of career growth or career enhancement.

So, there is a concept called glass ceiling or a glass barrier. Despite having the competencies as that of men, they are still not able to reach the higher positions. The reason is there are barrier in the organizational policies as well as the barriers, they encounter in terms of perception bias of individuals or their managers.

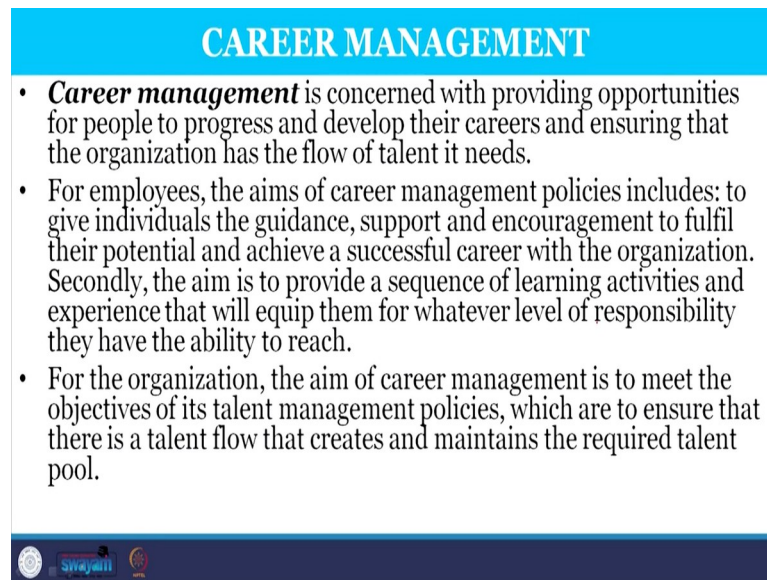
So, how to how do women progress in the work place is a challenge before organizations because, if the organization is not able to continue employment of women or cannot provide a conducive workplace for women, there are chances of attrition. Because of the plethora of opportunities available in the present context or in the society, there is there is an opportunity available or greener pasture available, people would or women would definitely live for that option. Live the.

So, the challenge before organization is how to retain the women; how to retain the women talent in the workforce, look for their career development, career planning and development. So, the focus is to eliminate barriers to advancement, preparing women for management accommodating their families. The challenges mostly are the women in the early career stage, they face issues of work life balance.

Then there are issues of dual career couples, then the other problems are the elder care and child care. So, these issues need to be taken care of, need to be addressed by the organization; preparing women for senior management positions, accommodating their families. Then, career development for minorities. Advancing minorities to management positions, organizing various training courses, providing internship. So, there is a focus for career management.



Career management need to be taken care of. What is career management? Career management is a process for enabling employees to better understand and develop their career skills and interest, in order to use them in a most effective manner within the company and after that they leave the firm. So, career management is the process of enabling employees to better understand and develop their career skills and interest, in order to use them most effectively within the company.

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### CAREER MANAGEMENT

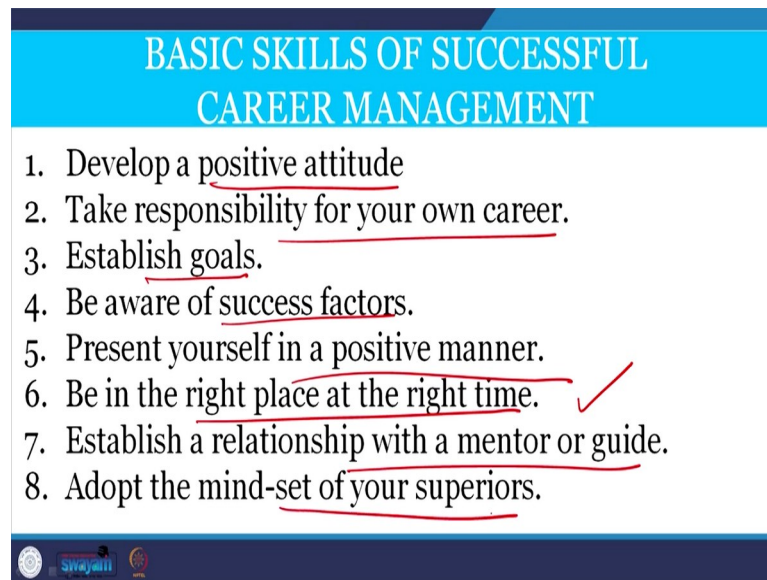
- **Career management** is concerned with providing opportunities for people to progress and develop their careers and ensuring that the organization has the flow of talent it needs.
- For employees, the aims of career management policies includes: to give individuals the guidance, support and encouragement to fulfil their potential and achieve a successful career with the organization. Secondly, the aim is to provide a sequence of learning activities and experience that will equip them for whatever level of responsibility they have the ability to reach.
- For the organization, the aim of career management is to meet the objectives of its talent management policies, which are to ensure that there is a talent flow that creates and maintains the required talent pool.

 Sri Jayanti 

Then, career management is also concerned with providing opportunities for people to progress and develop their career and ensure that organization has the flow of talented needs. For employees, the aim of career management policies is to give individuals guidance, support, encouragement to fulfill their potential and achieve a successful career within the organization.

Secondly, the aim is to provide a sequence of learning activities and experience that will equip them for whatever level of responsibility they have the ability to reach. For the organization, the aim of career management is to meet the objective of its talent management policies, which are to ensure that there is a talent flow that creates and maintains the required talent pool.

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### BASIC SKILLS OF SUCCESSFUL CAREER MANAGEMENT

1. Develop a positive attitude
2. Take responsibility for your own career.
3. Establish goals.
4. Be aware of success factors.
5. Present yourself in a positive manner.
6. Be in the right place at the right time. ✓
7. Establish a relationship with a mentor or guide.
8. Adopt the mind-set of your superiors.

Basic skills of successful career management is develop a positive attitude; take responsibility of your own career; establish goals; be aware of success factors; present yourself in a positive manner; be in the right place at right time; establish a relationship with a mentor or guide; adopt the mindset of your superiors.

So, develop a basic skills of career management to develop a positive attitude. Take responsibility of your own career. Establish your own career goals. Identify the success factors of reaching that goal. Present yourself in a positive manner. Be in the right place at right time; that means, you need to find out the right job.

Establish relationship with a mentor or a guide, you need career counseling and adopt the mindset of your superiors; understand the mindset of your superior so that, then you can over the barriers.

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**Career Management Systems**

- **Individual centered system**
- **Organization-centered system**

The slide features a blue header with the title 'Career Management Systems'. Below the header, on a white background, is a bulleted list with two items: 'Individual centered system' and 'Organization-centered system'. At the bottom of the slide is a dark blue footer containing three small logos: a circular institutional logo, the 'swayam' logo, and a circular logo with a book icon.

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**Strategies for Career Management**

***Individual Career Management strategies***

- Self-assessment
- Assessment of job opportunities
- Formulating career goals
- Matching individuals to jobs
- Seeking opportunities for professional growth

The slide features a blue header with the title 'Strategies for Career Management'. Below the header, on a white background, is a sub-header 'Individual Career Management strategies' in bold italics. Underneath is a bulleted list with five items: 'Self-assessment', 'Assessment of job opportunities', 'Formulating career goals', 'Matching individuals to jobs', and 'Seeking opportunities for professional growth'. At the bottom of the slide is a dark blue footer containing three small logos: a circular institutional logo, the 'swayam' logo, and a circular logo with a book icon.


Career management systems; individual centered system, organizational centered system. What is individual career management strategy? Self-assessment; know about self. Assessment of job opportunities. Formulating career goals. Matching individuals to jobs. Seeking opportunities for professional growth.

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## STRATEGIES FOR CAREER MANAGEMENT

### ***Organizational Career Management strategies***

- Career planning workshops
- Assessment centres
- Developmental performance appraisal
- Providing mentors to individuals
- Developing career paths for employees
- Establishing realistic career plans with employees

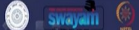


Career management; strategies for career management. Organizational career management strategies- career planning workshops, assessment centres, developmental performance appraisal, providing mentors to individuals, developing career path, establishing realistic career path career plans to employees.

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## ORGANIZATION'S IMPACT ON CAREER MANAGEMENT

- Job postings
- Formal education/tuition reimbursement
- Performance appraisal for career planning
- Counseling by manager
- Lateral moves/job rotations
- Counseling by HR
- Pre-retirement programs
- Succession planning
- Formal mentoring
- Dual ladder programs (options for non-managers to move up)
- Career booklets/pamphlets
- Written individual career plans
- Career workshops
- Assessment center
- Peer appraisal
- Upward appraisal
- Appraisal committees
- Training programs for managers
- Orientation/induction programs
- Diversity management
- Expatriation/repatriation



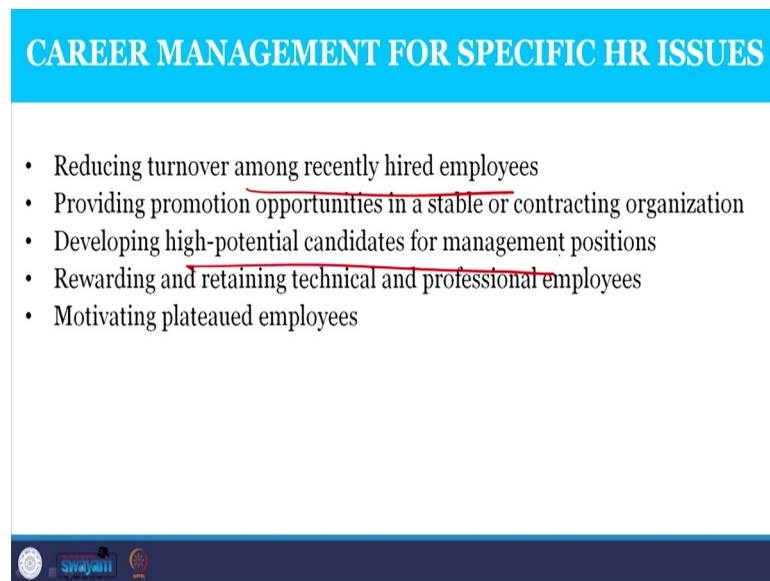
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Organizations impact on career management- job posting, education, tuition reimbursement; performance appraisal for career planning, counseling by managers,

lateral moves or job rotations, counseling by HR, pre-retirement programs, succession planning, formal mentoring and ladder programs, dual ladder programs, career books.

Or pamphlets, individual career plans, career workshops, peer appraisal, upward appraisal, appraisal committees, training programs, training programs for managers; orientation or induction programs and diversity management practices.

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**CAREER MANAGEMENT FOR SPECIFIC HR ISSUES**

- Reducing turnover among recently hired employees
- Providing promotion opportunities in a stable or contracting organization
- Developing high-potential candidates for management positions
- Rewarding and retaining technical and professional employees
- Motivating plateaued employees

The slide features a blue header with the title 'CAREER MANAGEMENT FOR SPECIFIC HR ISSUES'. Below the header is a white box containing a bulleted list of five points. The bottom of the slide has a dark blue footer with logos for 'Swayam' and 'eGangotri'.

Career management for specific HR issues. Reducing turnover among recently hired employees. Generally, there is a trend which has been mostly found in organizations is the new joiners have a tendency to hop jobs. Within a span of 1 or 2 years, there is a tendency to leave organizations which is most of the which most of the organizations have encountered.

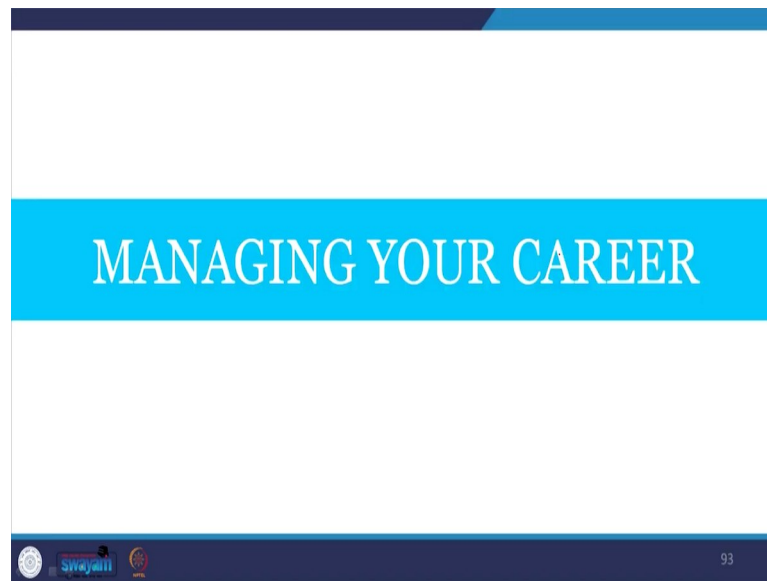
So, that need to be talent attrition of generation Y or talent attrition of the youngsters is the common problem of organizations. Providing promotion opportunities in a stable or contracting organizations and develop high-potential employees for management positions.

Some employees would be excelling; some people are say they have met the expectations more than what is required by the organization or they are considered as super keepers. They need to be retained, they need to be developed for the future roles or

the for senior management positions. Then rewarding and retaining technical and professional employees.

The technical and professional employees need to be retained by giving them special care and attention, motivating plateaued employees, who are not able to progress in the career. So, they have almost reached a career stagnation. They need to be also given a special attention.

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A presentation slide with a blue header and footer. The main content area is white. A blue horizontal band across the top contains the title 'CAREER CHOICES AND PREFERENCES' in white, bold, sans-serif capital letters. Below the title, there are three bullet points, each starting with a blue diamond symbol. The footer contains three small circular logos on the left and the number '94' on the right.

- ❖ **Holland vocational preferences model** found that people have varying occupational preferences; we do not all like to do the same things. This model demonstrates that *if one do a job he think is important, he will be a more productive employee.*
- ❖ Holland identifies **six** vocational themes (*realistic, investigative, artistic, social, enterprising, and conventional*). An individual's occupational personality is expressed as some combination of high and low scores on these six themes.
- ❖ High scores indicate that one enjoy those kinds of activities. Although it is possible to score high or low on all six scales, most people are identified by three dominant scales. The six themes are arranged in the hexagonal structure.



How to an individual manage career? So, career choices and preferences as Holland's vocational preference model says, found that people are varying a people have varying occupational preferences; we do not like to do the same thing again and again and this model demonstrates that if one is able one if one does a job he thinks he is important, he will be more productive employee. Holland gives six vocational themes that is realistic, investigative, artistic, social, enterprising and conventional.

An individual's occupational personality is expressed as some combination of high and low scores on these six themes. So, high score indicate that one can enjoy those kinds of activities. And although, it is possible to do to score high or low on all the six score scales most people are identified by three dominant scores or dominant scales. The six themes are arranged in a hexagon in a hexagonal structure.

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## CAREER CHOICES AND PREFERENCES

As per **Holland**, the six characteristics are:

1. **Realistic:** Practical, rely on tools and hands-on training
2. **Investigative:** Explorative, analytical and with a scientific bent of mind
3. **Artistic:** Creative, imaginative and independent
4. **Social:** Amiable, cheerful, cooperative and supportive
5. **Enterprising:** favor competitive strides, are persuasive and possess leadership skills
6. **Conventional:** They are organised, systematic and like details.

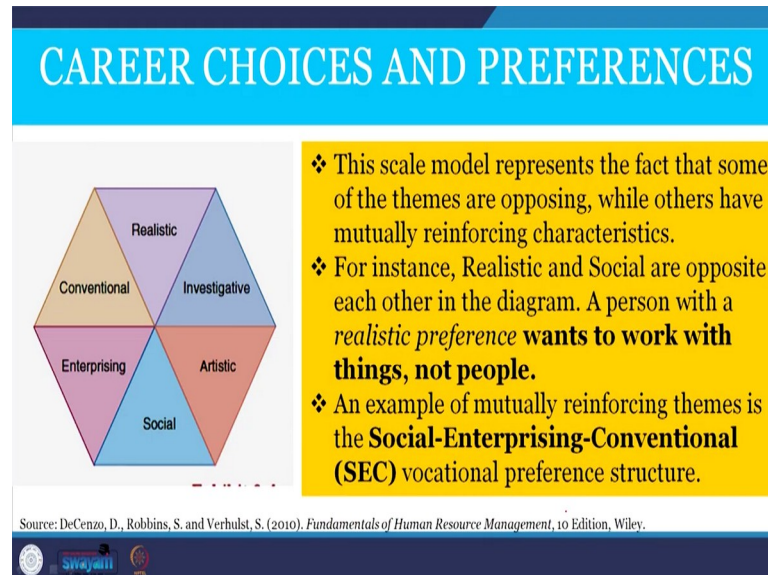
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So, as per Holland, the six characteristics are somebody who is realistic, investigative, artistic, social, enterprising, conventional. So, practical, really rely on tools and hands on training is somebody who is realistic and investigative; they are explorative, analytical with scientific bent of mind.

An artistic is one who is creative imaginative and independent and the social is one, who has an affinity for social belongingness amiable, cheerful, cooperative and very supportive. So, enterprising is one, who favors competitive strides, are persuasive and

process leadership skills. Those who possess, those who possess leadership skills and conventional, are they are organized systematic and the like details; attention to details.

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So, when you organize all these six scales or the six characteristics. So, it is like this scale model represents the fact that some of the themes are; some of the themes are opposing, while others have mutually reinforcing characteristics. For instance, realistic and social are opposite of each other.

In the diagram, a person with a realistic preference wants to work with things and not with people; one who is realistic, he would like to work with facts and not depend on relationship and an example of mutually reinforcing themes is socially enterprising conventional which is vocational preference of structure.

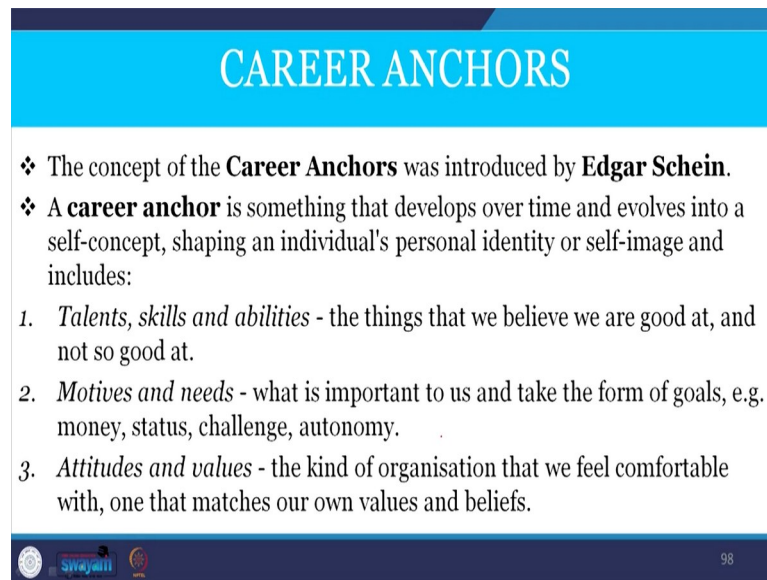
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EXAMPLES OF OCCUPATIONS THAT TYPIFY EACH OCCUPATIONAL THEME					
Realistic	Investigative	Artistic	Social	Enterprising	Conventional
Engineers Carpenters	Physicians Psychologists Research and Development Managers	Advertising Executives Public Relations Executives	Auto Sales Dealers School Administrators	A Wide Range of Managerial Occupations, including: Military Officers Chamber of Commerce Executives Investment Managers Lawyers	Accountants Bankers Credit Managers

And so, realistic are those who look on facts that engineers, carpenters. Investigative are those who are give who try to explore thing; physician, psychologists, research and development managers. Artistic are those who think something creative like advertising, sales executives, public relations executives and social are who want to be connected with people like auto sales dealer or school administrator.

The enterprising are wide range of managerial occupation including military officers, chamber of commerce executives, lawyers and conventional are the ones like bankers, accountants or managers, credit managers.

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The slide has a blue header with the title 'CAREER ANCHORS' in white. The main content area is white with blue text. It contains two bullet points and a numbered list. The first bullet point states that the concept of Career Anchors was introduced by Edgar Schein. The second bullet point defines a career anchor as something that develops over time and evolves into a self-concept, shaping an individual's personal identity or self-image and includes three items: Talents, skills and abilities; Motives and needs; and Attitudes and values. The slide footer is dark blue with logos on the left and the number 98 on the right.

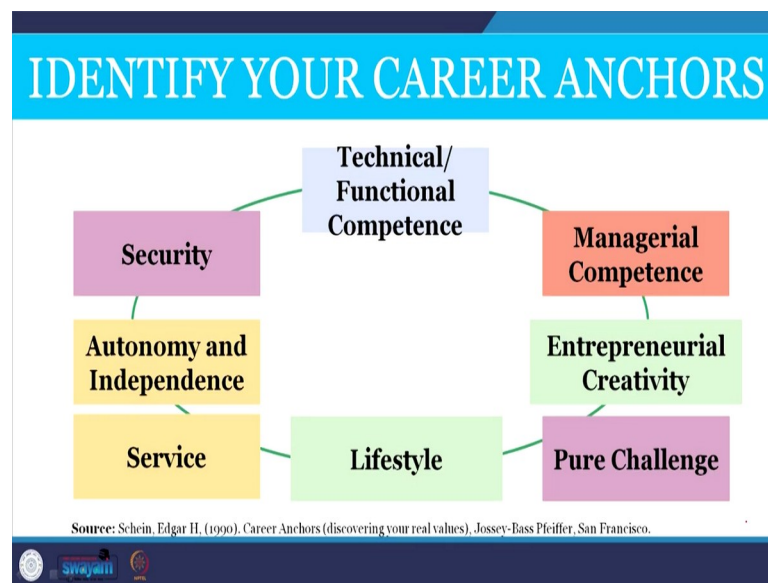
## CAREER ANCHORS

- ❖ The concept of the **Career Anchors** was introduced by **Edgar Schein**.
- ❖ A **career anchor** is something that develops over time and evolves into a self-concept, shaping an individual's personal identity or self-image and includes:
  1. *Talents, skills and abilities* - the things that we believe we are good at, and not so good at.
  2. *Motives and needs* - what is important to us and take the form of goals, e.g. money, status, challenge, autonomy.
  3. *Attitudes and values* - the kind of organisation that we feel comfortable with, one that matches our own values and beliefs.

The concept of career anchor was discussed by Edgar Schein. A career anchor is something that develops over time and evolves into a self-concept, shaping an individual's person identity or self-image. That includes talent, skill, ability the things that we believe are good at, and may not be so good at. And motives and needs, what is important to us and may take the form of goals.

For example, money, status, challenge, autonomy. Each individual has different need as a motivator. Attitude and values, the kind of organization that we feel comfortable with, one that matches our own values and beliefs.

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Identify your career anchors that is whether security, autonomy and independence, service, lifestyle, pure challenge, entrepreneurial activity or managerial competence, technical and functional competence. What is the career anchor of each individual, we need to also identify?

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## CAREER ANCHORS


❖ There are **eight career anchors**, each of which is described below:

1. **Technical/Functional:** Career Anchor is strongly placed in some technical or functional area. One derives sense of identity from the exercise of skills and satisfied when one's work permits him to be challenged in those areas.
2. **General/Managerial:** In this, there is an opportunity to climb to a high level in an organisation. It enables one to integrate the efforts of others across functions and to be responsible for the output of a particular unit of the organisation.

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## CAREER ANCHORS


3. **Autonomy/Independence (AU):** Here, one want to remain in jobs that allow flexibility regarding when and how to work. If one cannot stand organisational rules and restrictions to any degree, one seeks occupations in which he will have the freedom.
4. **Security/Stability (SE):** Here the primary interest is employment security or tenure in a job or organisation. The value is illustrated by a concern for financial security (such as pension and retirement plans) or employment security.

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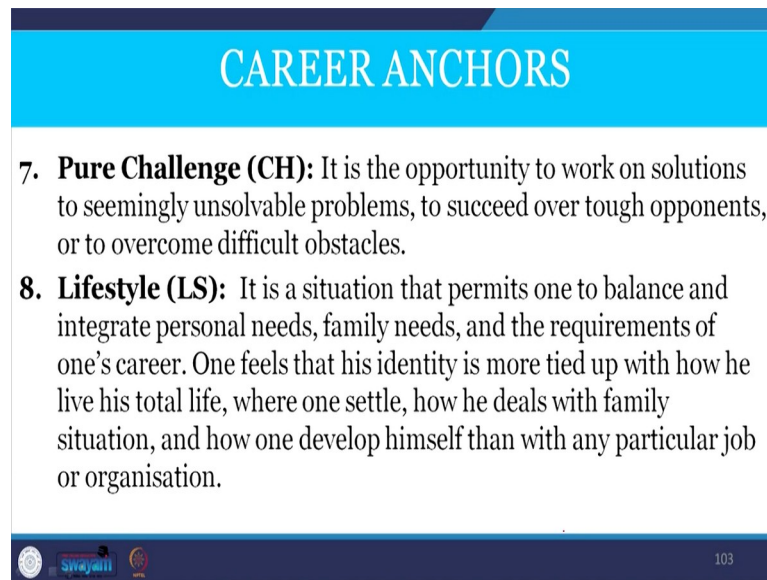
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## CAREER ANCHORS

5. **Entrepreneurial Creativity (EC):** It is the opportunity to create an organisation or enterprise of own, built on one's own abilities and willingness to take risks and to overcome obstacles.
6. **Service/Dedication to a Cause (SV):** It is an opportunity to pursue work that achieves something of value, such as making the world a better place to live, solving environmental problems, improving harmony among people, helping others, improving people's safety, curing diseases through new products and so on.

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## CAREER ANCHORS

7. **Pure Challenge (CH):** It is the opportunity to work on solutions to seemingly unsolvable problems, to succeed over tough opponents, or to overcome difficult obstacles.
8. **Lifestyle (LS):** It is a situation that permits one to balance and integrate personal needs, family needs, and the requirements of one's career. One feels that his identity is more tied up with how he live his total life, where one settle, how he deals with family situation, and how one develop himself than with any particular job or organisation.

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There are eight career anchors. One is technical, functional; general, managerial; autonomy or independence; security, stability; entrepreneurial creativity; service dedication to a cause and a pure challenge or lifestyle. So, the first career anchor that is technical or functional. Career anchor is strongly placed in some technical or functional area.

One derives sense of identity from the exercise of skills and satisfied when one's work permit work permit seem to be challenged in those areas. General or managerial; in this area, there is an opportunity to climb to high level in organization. It enables one to integrate the efforts of others across functions and to be responsible for the output of a particular unit.

Autonomy or independence; here one wants to remain in the job that allows flexibility and regarding when and how to work. So, mostly, the person wants to that allows flexibility regarding when and how to work. If one cannot stand organizational rules, regulations to any degree; one seeks occupations in which we will have complete freedom.

Security and stability here is the primary interest in employment is security or job tenure. The value is illustrated by a concern for financial security such as pension, retirement some benefits or employment security. Entrepreneurial creativity, it is a career is a



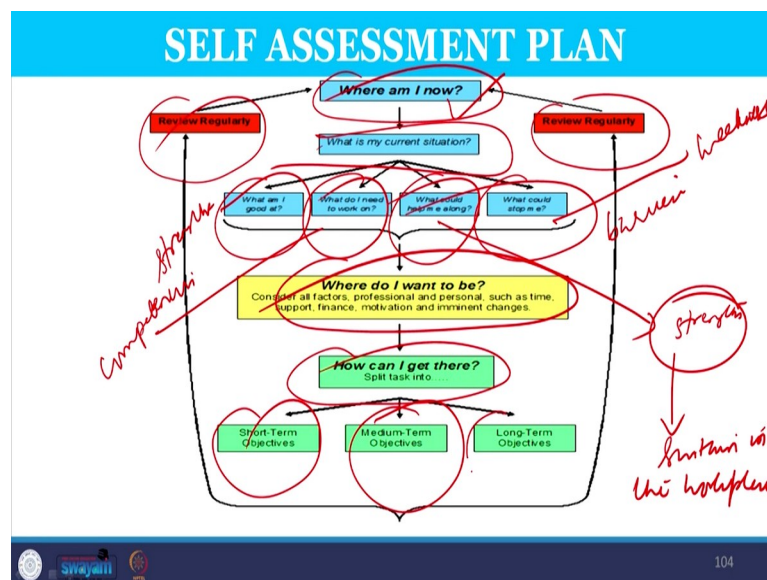
opportunity to create an organization or enterprise of own, built on own ability of ability, to willingness to take risk and overcome obstacles.

So, if somebody has an inner urge to do something new, innovative, so he would not like to work in an organization with constraints. Service dedication to a cause; it is an opportunity to pursue work that achieves something of value, which such as making world a better place to live, solving environmental problem, solving problems of the society as large, improving harmony among people, helping others, improving people safety, curing diseases.

So, there are the people, their focus is on dedication for a special cause. Then pure challenge. It is the opportunity to work on solutions to problems to seemingly unsolvable problems, to succeed over tough opponents, to overcome difficulties and obstacles. And then, the next career anchor is lifestyle. It is a situation that permits one to balance and integrate personal needs, family needs, and requirement of the of one's career.

One feels that his identity is more tied up with how he or he lives his total life, where one settles, how he deals with family situation and how he can develop self with any particular job or organization.

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So, self assessment plan is now I will discuss about how an individual will assess himself. Where am I now, so you have to review regularly, in what position you are in



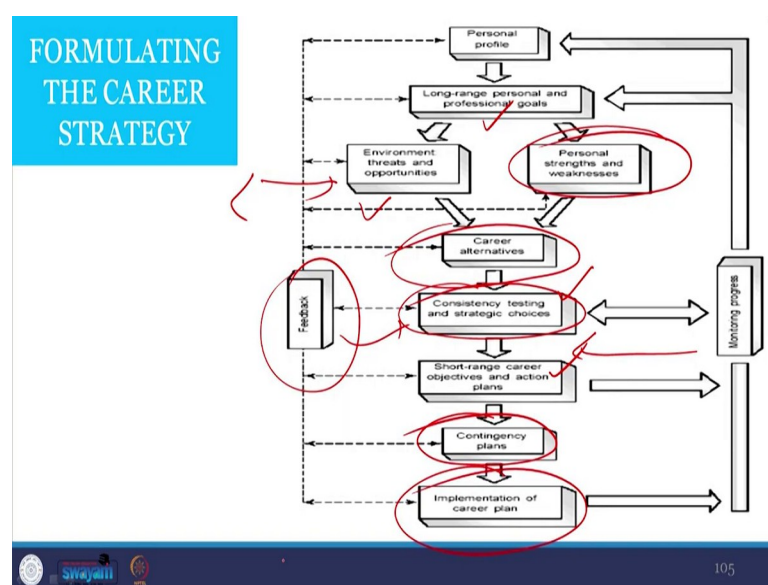
now; what is our current situation; what am I good at; what do I need to work on; what could help me for a long term and what could stop me; what are the barriers.

So, what you need to discuss is what are barriers, your strengths, your weaknesses; what do I need to work on; how do you develop your competencies; what would help me along; what your strengths are; what are your strengths; how it will help you to sustain in the work place, sustain in the workplace.

So, these factors would help in deciding what, where I want to be. If you are able to assess yourself, where am I now, what is your current position, what is your current situation, what you are good at and what you need to develop so that you can reach a position and what can stop you; that means, your weaknesses or barriers, you can know your weakness and what will help you to reach; that means, what competences need to be learnt so that you can be in a position.

Where do I want to be, consider all these factors your career anchors, what intrinsically motivates you to be to select a particular job or career choice. So, consider all these factors professionals, personal such as time, support, finance, motivation and imminent requirements or changes. So, how you can, that will help you to decide how you can get on to this particular position. Short term objectives, you can also have a long term or a midterm objective.

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And then, next is formulating the career strategy. So, personal profiling can help you to decide your long range personal and professional goals. You also need to see environmental threats and opportunities, assess not only your strengths and weakness, also assess your environmental opportunities apart from your personal strengths. So, collectively, this two information will help you to opt for or decide your career alternatives.

So, then, there has to be a feedback to be gained from both the sections so that you can know consistently consistency testing and strategic choice, you can decide. Whether the feedback from the feedback from peers, feedback from environment you can know, what is the short term career objective and action plan and then, what are the contingency or the alternatives contingency plans or alternative plans available and then, implementation of career plan.

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COMBINATION OF CAREER INTERESTS AND SKILLS	
<b>Pursue</b>	<b>INTERESTS HIGH, SKILLS HIGH</b> Areas of both high interest and high confidence. Include in top career choices.
<b>Develop</b>	<b>INTERESTS HIGH, SKILLS LOWER</b> Areas of high interest, low confidence. Either accept as a vocational, or pursue skill building.
<b>Explore</b>	<b>INTERESTS LOWER, SKILLS HIGH</b> Areas of low interest but high confidence. Reconsider why interest is low or transfer skills to another area.
<b>Avoid</b>	<b>INTERESTS LOW, SKILLS LOW</b> Areas of both aversion and low confidence. Exclude from top career choices.

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## WRITING YOUR RÉSUMÉ

- Introductory Information
- Job Objective
- Job Scope
- Your Accomplishments
- Length
- Personal Data
- Make Your Résumé Scannable

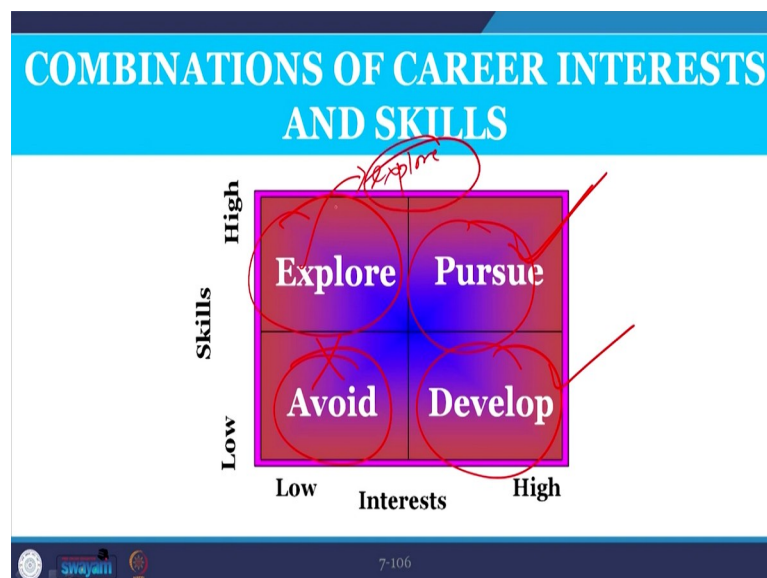


The illustration shows a stylized black silhouette of a person wearing a graduation cap, sitting and writing on a document with a pen. There are several small triangles above the person's head, suggesting motion or focus.

You can pursue interest areas of both high interest and high confidence, including top career choice. Develop on the areas of high interest, low confidence. Either accept as a vocational or pursue skill building.

If and you can explore areas of low interest, where you have less interest; but you have high confidence, reconsider why interest is low or transfer skills to another area or channelize your skills to other areas and you can avoid the areas of both aversion and low confidence, exclude from top career choices.

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So, what we learnt is an individual before taking a career or deciding a career choice, you can form a matrix of 2 cross 2 matrix. On one axis, you can plot your interest whether the job where you have low interest or high interest and the skills that you posses that is low and high level of skills or competencies.

And if you have a low interest in a particular profession and also low level of skills, so basically, you need to avoid that career option. And if you have a high level of interest, but low skills, you can develop that so that you can make yourself future ready. If you have a high interest and also high competency, it is generally advisable to select or pursue with that career option.

And if you have a low interest at present, but a high level of competency, you can explore that option career option. So, this way, a combination of career interest and skills will help you to decide what is area of both high interest and high confidence, you can include in top career choices. Develop on those, where areas of high interest low confidence; either accept as a vocational as a vocational or pursue skill building.

Explore areas of low interest and high confidence, reconsider why interest is low or transfer skills to another area and avoid those areas or exclude from top career choices, where you have low or you have both aversion and low confidence. Writing your resume- introductory information, job objectives, job scope, your accomplishments, lengths, personal data, make your resume scannable.

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**EXAMPLE OF A GOOD RÉSUMÉ**

**CONFIDENTIAL**

**CONRAD D. STARETON**  
27 Pleasantville Way  
Columbia, NY 10176  
747-1012 conrad@Pearson.com

**JOB OBJECTIVE**  
Senior Production Manager in a situation requiring extensive advertising and promotion experience.

**PRESENT POSITION**  
2000-Present  
**VALUE PLUS DIVISION, INTERCONTINENTAL CORPORATION**  
Product Manager, NEW PRODUCTS, LAUDRYON SOAP and CARBOLINE CLEANER, reporting to Group Product Manager.  
Recommended and obtained test market authorization, then managed all phases of development of THREE test brands, scheduled for introduction during Fall/Winter 2003. Completed first year national volume projects to \$20 million, with advertising budget of \$6 million. Concurrently developing several new products for 2004 test marketing. Also responsible for two established brands: LAUNDRYON SOAP, a \$7 million brand, and CARBOLINE CLEANER, a \$4 million regional brand. Currently work with three advertising agencies on test and established brands.

1997-2000  
Product Manager, WEEKENDER BIKINI, a \$6 million brand.  
Developed and implemented a repositioning of this brand (including new copy and new package graphics) to counter a 10 year sales downturn averaging 10% a year. Repositioning increased test market volume 16%, and national volume 8% the following year.  
Later initiated development of new, more competitive copy than advertising used during repositioning, test area sales increased 35%. National airing is scheduled for Fall 1999.  
Developed plastic packaging that increased test market volume 10%.  
Also developed and implemented profit improvement projects which increased net profit 33%.

1996  
Product Manager, SHINEZY CAR WASH, a \$4 million brand.  
Initiated and test marketed an improved aerosol formula and a liquid refill. Both were subsequently expanded nationally and increased brand volume 26%.

1995-1996  
**RICHARDS-DONALDS COMPANY**  
Assistant Product Manager, reporting to Product Manager.  
Concurrent responsibility on F&B and SHIFSHAPE categories. Developed locally tailored annual promotion plans. These resulted in 30% sales increase on F&B and stabilization of SHIFSHAPE volume.

1994-1995  
Product Merchandising Assistant  
Developed and implemented SUNSHINE SUDS annual promotion plan.

1993-1994  
Academic leave of Absence to obtain MBA.

1991-1993  
Account Manager, Field Sales.  
Account Manager for Shopper's Pal, the most difficult chain in metropolitan Westchester. Achieved sales increase of 10% and distribution of all lever products, introduced while I was on territory. Based on this performance was awarded Food N Things Co-operative, the second most difficult account, and achieved similar results.

1990-1991  
READING SCHOOL, University of Maryland  
MBA in Marketing Management. Average grade 3.5 out of 4.0. Thesis: "The Distribution of Pet Supplies through Supermarkets", graded 4.0 out of 4.0. Courses included quantitative methods, finance, accounting, and international business.


1986-1990  
ELTON COLLEGE, Kansas City, Missouri  
BA in Liberal Arts. Was one of 33, out of freshman class of 110, who completed four years of this academically rigorous program. Judge in Student Court during senior year.

An example of a good resume is you can have an objective, job objective, what is your present job position and then, you can say chronologically you can put them in an order and then, you can apply for the job.

(Refer Slide Time: 24:03)

## ONLINE BIOS

- Fill it with details
- Avoid touchy subjects
- Look the part
- Make it search friendly
- Use abbreviations
- Say it with numbers
- Carefully proofread



Source: Michaelpage.com.au

Online bios- fill it fill it with details, avoid subjects which are to be which are not a very crucial, look the part, make it search friendly, use abbreviations, say it with numbers, carefully proofread.

(Refer Slide Time: 24:24)

## FINDING THE JOB YOU WANT

- Do Your Own Local Research
- Online Job Boards
- Personal Contacts
- Answering Advertisements
- Employment Agencies
- Executive Recruiters
- Career Counselors
- Executive Marketing Consultants
- Employers' Web Sites



Source: Michaelpage.com.au

Finding the job you want- do your own local research, outline job boards, personal contacts, answering advertisements, employment agencies, executive recruiters, career counselors and then, executive marketing consultants, employee website employer's websites.

(Refer Slide Time: 24:40)

## FINDING THE JOB YOU WANT

**Part 3:** Repeat the brief description of the eight sets of activities on the previous page, then quickly go through each of the following pages and indicate which one is most interesting to you by placing the bold letter for that choice in the box to the left. Don't leave any out and don't record any ties. Mark your first intuitive response.

<input type="checkbox"/> 1. Creative Production or Influence Through Language and Ideas <input type="checkbox"/> 2. Managing People or Creative Productions <input type="checkbox"/> 3. Enterprise Control or Application of Technology <input type="checkbox"/> 4. Theory Development or Creative Production <input type="checkbox"/> 5. Managing People or Counseling and Mentoring <input type="checkbox"/> 6. Quantitative Analysis or Theory Development <input type="checkbox"/> 7. Influence Through Language and Ideas or Enterprise Control <input type="checkbox"/> 8. Quantitative Analysis or Enterprise Control <input type="checkbox"/> 9. Application of Technology or Influence Through Language and Ideas <input type="checkbox"/> 10. Influence Through Language and Ideas or Quantitative Analysis <input type="checkbox"/> 11. Theory Development or Counseling and Mentoring <input type="checkbox"/> 12. Application of Technology or Creative Production <input type="checkbox"/> 13. Application of Technology or Managing People <input type="checkbox"/> 14. Theory Development or Influence Through Language and Ideas <input type="checkbox"/> 15. Creative Production or Counseling and Mentoring <input type="checkbox"/> 16. Counseling and Mentoring or Quantitative Analysis <input type="checkbox"/> 17. Theory Development or Enterprise Control <input type="checkbox"/> 18. Enterprise Control or Creative Production	<input type="checkbox"/> 19. Managing People or Theory Development <input type="checkbox"/> 20. Application of Technology or Theory Development <input type="checkbox"/> 21. Enterprise Control or Counseling and Mentoring <input type="checkbox"/> 22. Creative Production or Quantitative Analysis <input type="checkbox"/> 23. Counseling and Mentoring or Influence Through Language and Ideas <input type="checkbox"/> 24. Quantitative Analysis or Managing People <input type="checkbox"/> 25. Enterprise Control or Managing People <input type="checkbox"/> 26. Application of Technology or Counseling and Mentoring <input type="checkbox"/> 27. Managing People or Influence Through Language and Ideas <input type="checkbox"/> 28. Application of Technology or Quantitative Analysis
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*Add the bold letters for your total score on each core function and record that score below:*

<input type="checkbox"/> Application of Technology	<input type="checkbox"/> Theory Development and Conceptual Thinking
<input type="checkbox"/> Counseling and Mentoring	<input type="checkbox"/> Enterprise Control
<input type="checkbox"/> Quantitative Analysis	<input type="checkbox"/> Creative Production
<input type="checkbox"/> Managing People	<input type="checkbox"/> Influence Through Language and Ideas

*Based on the scores above, identify your most significant interests. Most people will find one to three clear leaders. What does it all amount to on this page to find out.*

Source: James Waldroop and Timothy Butler, "Finding the Job You Should Want," *Fortune*, March 2, 1998, p. 212.

(Refer Slide Time: 24:44)

## FINDING THE RIGHT JOB

**FIND A JOB**

WHAT'S NEW:  
POST YOUR RESUME  
FIND EMPLOYERS  
EMPLOYERS LOGIN  
POST A JOB  
SEARCH RESUMES

ARTICLE SEARCH

TOOLS

- EMAIL CENTER
- INTERVIEW
- SALARY SEARCH
- WHAT'S NEW
- CALENDAR
- REGISTERED STUDENT
- REGISTERED COMPANY
- How Jones Network
- COLLEGE AREA
- STARTING A BUSINESS
- HOMES / EDUCATION
- UNEMPLOYED
- ALSO CAREERS
- OFFICE
- THE WALL STREET JOURNAL
- INTERNET
- Home Selections
- Choose

HELP

- FAQ
- CONTACTS
- ABOUT US
- AD / RECRUITMENT INFO

For Employers and Recruiters = [Help](#)

My State:  Search Jobs:  Resumes:  My Jobs:

Quick Search:  Advanced Search:  Search by Company:  Search by Category:  Saved Search Alerts:

**Quick Search**

Keywords:

All of these words:  Search All Content  Search Job Titles Only

Location:

Country:  United States

State/Province:

City:

Zip/Postal Code:

Include jobs within:

Search

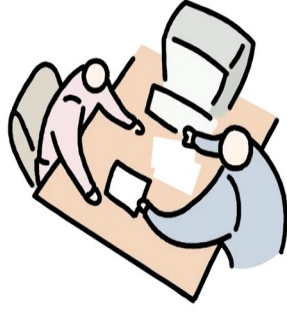
Source: Wall Street Journal by CareerJournal.com. Reproduced with permission of Dow Jones & Co. Inc. via Copyright Clearance Center © 2004



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## HANDLING THE INTERVIEW

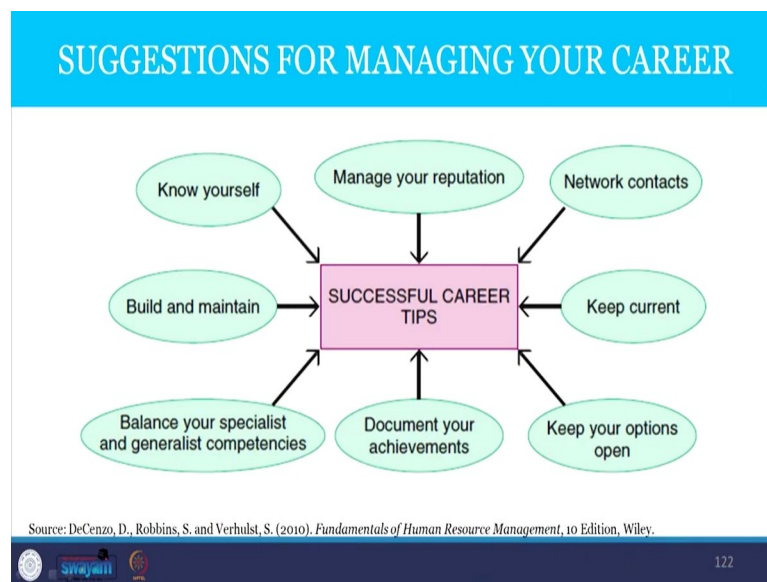
- Prepare, Prepare, Prepare
- Uncover the Interviewer's Needs
- Relate Yourself to the Person's Needs
- Think Before Answering
- Make a Good Appearance and Show Enthusiasm



Source: Swajathi

And finding the job you want like handling with the interview, prepare properly, uncover the interviewer's needs, relate yourself to the person's needs, think before answering, make a good appearance and show enthusiasm.

(Refer Slide Time: 25:08)



So, there is always a scope for development and a successful career tips is knowing self, manage build and maintain, balance your specialist and generalist competency, document your achievements, keep your options open, keep current, new network contacts, manage your reputation.

In this section, we started with how to manage the career we have discussed about various career choices and preferences, career choice and preference given by Holland and then, we also discussed about the scale model which has been given by Holland realistic investigative artistic enterprising. Social and conventional and examples of occupations that typify each occupational theme and we discussed about the career anchors.

And how to identify the career anchors, technical functional competence, managerial competence, entrepreneurial creativity, pure challenge, lifestyle, service, autonomy and security; the eight career anchors that we have discussed and further, we discussed about self assessment plan of an individual and formulating the career strategy and combination of career interests and skills and writing a resume and how we can fill up online bios and finding the job you want.

So, an individual can handle, how an individual can handle interview and suggestions for managing career rest with a successful career management tip that is knowing self, managing your reputation, network and contacts, keep current, keep your options open always and document your achievements, balance your specialist and generalist competencies and build and maintain your tempo.

With this, I would like to conclude the session here.

Thank you.