

Find the Right Career 2020

CHRIS MILLER: I am Chris Miller, I'm the Global Campus career counselor.

Thank you for joining tonight.

I realized this slide title doesn't exactly match the advertised title.

Essentially, it's the same thing.

Finding the right career through a process of starting with career interests assessment.

I asked you to hopefully have a chance to take

the free interest on that interest profiler before this.

Hopefully, you have some results from that that'll help you as I go

through this type of assessment and show you another version of this type of assessment.

But if you don't, this is still good information to take with you as you go

forward and ideally do complete this assessment in the future.

We'll go ahead and move on here. That's me.

I will share my contact information at the end also.

This is probably the best place to do that then.

I usually start, I'm having some problems here.

One moment. That should make it better.

I usually start these webinars with a look at the career development process.

Just this little snapshot as I see it or a decent version as I see it.

It's not perfect, but I like that this is a circle that

encompasses many of the different aspects of the career development process.

Many of these steps happen many times throughout a given person's career,

which career meaning, the span of their time working as several different occupations.

Not just one job, but all of the occupations that encompass their careers,

the academic term of career for career practitioners.

But whenever someone is starting to

have some thoughts about changing or having some ideas about exploring other careers,
it's important to assess
what that person is good at doing and
what that person is interested in and what's important to that person.
Tonight we're mainly in this yellow section of knowing yourself via assessment,
especially interests in this one, but also values and strengths
if you were to do the Strong Interest Inventory which I'll show later.
But also the research part is going to be a big part of this,
so exploring options too.
But this is something that'll happen, like I said,
several times throughout a person's life,
it's known as a process of growth and decay.
The growth part is you start to get interested in
a certain career or a certain skill set or a technical skill,
and you'll try to find out a way to utilize that skill.
You're growing, you find a career to pursue, you get that career.
This is the process of growth and after a certain amount of time,
there's usually for most people,
the process of decay starts,
where they start to lose interest in that.
Sometimes it's a loss of a skill,
it's usually not, but it's the loss of interest in doing
that job and then the cycle repeats again,
so it's a process of growth in a new area.
Like I said, a decent look at the career development process and we
are focusing mainly on the yellow and green sections here tonight.

Some general limitations to think about whenever you do any kind of career assessment, and these are something that Richard Bowles identifies on his website jobhundredsible.com, which is a companion piece to his iconic career development book, *What Color is your Parachute?*

But just some general things that he talks about in terms of limitations for these, that these assessments will try to put you into a category, a group or a family.

Those that answer the test in the same way that you did, and so because these things deal in categories, they don't really tell you what's unique about you, but rather they end up describing the group that you're in.

For this, it's whatever two or three letter code you get for Holland codes, but INFP or whatever, INTJ for Myers-Briggs, there are assessments based on colors, so you're a blue or an orange or what have you.

These tests can't tell you anything about you specifically, but they do describe the family you are in, but maybe you're an outlier in that family.

If most people are answering the questions the same way you did and they are attracted to any given occupation like an accountant, that's what the test will suggest for you.

But you might be an outlier in that group and you might be better fitted to something else, not accounting.

That maybe that's not an actual interest for you.

Always let intuition be your guide,

you know more about yourself than any of these tests will.

Don't treat any of these outcomes as gospel,

so if something seems off,

reject the summary that it gives you.

Trust your intuition, but also,

if you really like the suggestions a test gives you,

just go ahead and just [NOISE] go forward with that.

You're never finished with the tests and assessments

[NOISE] and some good hard thinking about yourself.

These tests can be fun for some people,

some people hate these, but reading the results is just not enough.

You're not done until you've thought hard about what distinguishes you

from every other member of any group of people,

of any group in an occupation.

What makes you unique? With that knowledge,

you can help you determine what you are uniquely meant to do.

Those are some of the limitations really with any assessment,

but of course, tonight talking about career assessment.

The O*NET Interest Profiler is built on the Holland typological theory,

which gives you the six general interest areas

that describe not only people but also occupations.

The idea behind Holland's theory is

that career choice is an expression of one's personality,

and that people seek out occupational environments

that will be congruent with their personalities.

That's not really the way it's thought of today.

Personality is such a huge and an impossible thing to assess,
that even with true personality assessments like the MMPI,
that would have hundreds of questions.

Those assessments are really used to root out psychopathology, so abnormal psychology.

With career assessment nowadays, of course,
our career personality assessments like the Myers-Briggs,
but for career interests assessments that actually help you explore
careers based on your pattern of interests and disinterest,
it's not really personnel.

Everything is a component of personality.

But I wouldn't say it's thought of that way today.

But Holland thought that personality could be assessed by
measuring interests and disinterest for occupations.

Then congruence would be the match,
basically the general match between
a person's given personality and the occupational environment.

Then most people usually develop a type between the ages of 18 and 30.

Then these are the six general personality types here:

realistic, investigative or investigative,
artistic, social, enterprising, and conventional,
and I'll talk about a little bit more about each section going forward.

But those are the six main personality types and
people generally tend to have a dominant one.

It's not always the case,

but most people have one area that speaks to them more than all of other areas.

The important key concepts for

Holland's theory are calculus, consistency and differentiation.

These are the important things when you're looking at how you scored on the test and what your code is,

where these letters are,

these types are on this hexagon here.

The first part is calculus,

which is used in this way as the similarity relationship

between the six types being depicted by

a hexagon in which the most similar types are adjacent to each other,

and the least similar types are opposite to one another.

So what that basically means is there is

a statistical significance to the arrangement of this hexagon.

The characteristics, the makeup of a given type,

so let's say conventional,

C, there's a statistical significance to the R type and the E type,

the ones that are adjacent.

The things that make it up,

the descriptions that I will give you for these types:

conventional and realistic, the types,

the interests, the makeup, it's similar,

same thing for conventional and enterprising,

they're adjacent to one another on this hexagon.

So C is next to R, E is next to C. For conventional,

what is opposite it is artistic,

so they are the least similar and for this pairing,

for every other option,

so C versus I,

C versus S, C versus R,

C versus E. C versus A,

there's the lowest amount of

statistical significance because the characteristics that make up these sections,

they're just not very similar,

and so it's the same thing for any other given letter.

E and I are opposite another,

S and R are opposite one another.

That is known as calculus.

Consistency, the second concept,

is the extent to which the components of

the individual subtype or code represents similar characteristics.

In other words, whatever you scored highest in number 1, number 2,

number 3, where are those specific types for you on the hexagon?

Are you highest in C?

Then I, and then in RCIR?

Are you highest in C?

Then next in A,

so these would be opposite one another and then in E, let's say.

So a highly consistent code would be ones that have adjacent types.

If you had a highest score in C, and then R,

and then ICRI, are all in a line here on the hexagon.

If someone who has low consistency,

it'd be a score that is say,

CAS, C and A are,

like I said, opposite one another on the hexagon.

That's the idea of consistency.

There's nothing good or bad about how you score on this hexagon.

It just gives you an idea of how correlated your interests are.

If you have interests that are highly correlated,

it suggests that it'll be easier for

you to find some kind of career matches without a lot of

assistance because you're likely

better at finding that thing you want to focus on and pursue.

The last one I want to share with you is differentiation,

and that's how you score in each section,

so how well-defined, differentiated or piqued your pattern is.

Like I said, most people are really high in one area,

whatever it may be in the one of the six areas here.

Then it starts to taper down in terms of scoring,

so maybe you're high but moderate,

intermediate in a couple of areas,

two or three and maybe your low or very low in one or two or three areas.

The idea is if you score really high in one area and

then moderate in some and low in some,

you have a highly differentiated score and type, which again,

suggests it'll be easier for you to find something because you

have clearly focused your interests in one area.

Obviously, if you're really highly interested in everything,

it's going to be very difficult to find something

that is going to fulfill those interests.

Conversely, if you're not interested in anything,
you have no interest in any of these things,
it's going to be really difficult because you're just not
interested in doing any of these things or
utilizing any of the skills that make up these different sections.

That's the makeup of the Holland topological theory.

Now, I'm going to share some information about each of
the types and then ask you if you do have your type,
so which three areas did you score highest in,
which I've only scored highest in first,
and then so on and so forth for the first three scores.

Three highest scores would make up your Holland code for this O*NET Interest Profiler.

For the realistic type,

so if someone scores highest in realistic
and some examples of occupations or fields would be computer engineering,
forestry surveyor, poultry science farming.

Typical traits would be mechanical and athletic abilities,
liking to work outdoors and with tools and machines.

I may be described as frank, hardheaded, honest, humble,
natural, normal, persistent, practical, [inaudible].

For the investigative type,

some examples of occupations would be biologist, chemist,
physicist, geologist, anthropologist, laboratory system,
medical technician, so very science oriented.

Typical traits would be math and science abilities,

I like to work alone and solve problems.

Might be described as analytical, complex, curious,
independent, intellectual, introverted, precise, rational.

The artistic type would be something like composer, musician,
stage director, dancer, interior decorator, actor, writer.

Typical traits, artistic skills,

enjoys creating original work,

has a good imagination,

may be described as complicated,

idealistic, imaginative, impulsive, independent, introspective, original.

The social type, it would be people who are like teachers, speech therapists,

religious workers, counselors, clinical psychologists,

nurses, and likes to help, teach and counsel,

may be described as cooperative, friendly, generous, helpful,

idealistic, kind, responsible, sympathetic,

tactful, understanding and warm.

The enterprising types are buyers,

sports promoters, TV producers,

business executives, and people in sales,

travel agents, supervisors, managers.

Typical traits will be leadership and public speaking abilities,

interested in money and politics,

likes to influence people,

described as acquisitive, agreeable,

ambitious, attention getting, energetic,

extroverted, optimistic, self-confident, and sociable.

Lastly, the conventional type, accounting,

financial analyst, banking, tax experts, medical lab assistants.

Some typical traits would be clerical and math abilities,

like to work indoors and organize things.

Described as careful, efficient,

orderly, persistent, practical, thrifty.

Let's look at the six types.

If you're willing to share your Holland codes,

so the theories you scored highest in,

and so the first letter would be the one that you scored the highest in and so forth.

You can share this in the chat box

and I'll go ahead and mutualize another resource I have,

even though O*NET is

a really good resource for taking your results forward and doing research,

as it's something that's explained as you finish the O*NET Interest Profiler.

What different groups we have,

I'm going to look at the self-directed search occupations finder form just to give you

an idea of some specific job matches for that type if there are some,

they're not always some,

and that's why it's important to look at permutations,

which is simply just rearranging the letters in your type.

Because like I said before, let me jump back,

if you have a code where the first two letters are across from one another,

you have interests that aren't highly correlated,

so there might not be a lot of specific job matches.

If you are a CAS, then it's going to be important to look at if there are CAS types,

but if not also CSA,

SAC, SCA, ACS,

you mix up the letters to look at the permutations to see other things that match too.

O*NET is a really good resource for that,

either some other resources I will share too.

Let me bring up the chat here.

We have, first one was AI.

I'm wondering what the third letter was there,

and maybe I got into the chat too late for me to see it.

Let's see. Now there we go, and an ISO.

Sometimes when you do these assessments,

if you were to do a more formal version,

you might only get a two letter code. That does happen.

But for the purposes of me showing off the occupations finder,

I'll just look at the three letter codes to start with.

Just to give you an example.

Looking at, ECR, opening up my booklet here,

we turned my camera back on just having bandwidth issues there,

but this isn't anything you would really need to have physically.

But this is the self-directed search.

It's another Holland assessment of career interests.

I don't know how well my cameras can show,

but it has these Holland codes and then direct occupational matches for them.

Then codes for the dictionary of occupational titles,

which is another old print publication that has these

all organized and allows people to access information about them.

I'm going to show you a much easier to access resource a little bit later.

But this where I'm getting some of this information for him, just so you know.

[NOISE] Let's flip to the ECR section to see what we have here,
just to give you an example, RIASEC.

Let me move my chat so I can see this.

ECR, high consistency.

The scores are 34, 28, 25.

The SCS, there's a rule of A,
but this is different.

I don't know what the cutoff is,

but there's a certain statistical number where you're scoring.

For the difference between, for you Logan, enterprising 34, realistic 25,
that score is far enough apart where I'm sure enterprising is probably number 1,
but with conventional and realistic, 28, 25,
only three points apart.

I don't know what the score is specifically.

For the SDS, it's eight points where they're
saying it's statistically close enough where it might actually be flipped.

That's where a better or more formal assessment like
the strong interest inventory is going to give you a better picture.

But for ECR, I would say I don't know what your other scores are,
but I'm assuming going to keep tapering down like that.

So I'd say it's a highly differentiated and highly consistent type.

But so ECR, there should be some careers that they've
identified as a fit for the ECR type. There are.

Again, this publication is the old print one.

This one I'm holding us probably 10 years old.

The way that the job market is,

there will be occupations in here.

They might not even really exist anymore,

or they are really not relevant because there aren't many opportunities.

For ECR, then the career matches that

match specifically to that are executive housekeeper, incinerator plant supervisor,

maintenance chief, mapping supervisor,

test desk supervisor, circulation clerk,

furniture assembly supervisor, job tracer,

relay dispatcher, sampler of minerals on earth, and an office helpers.

You can see some of these occupation titles are very specific.

You can use resources like this to look at things that are very specific.

But the thing that I'm going to show you later is going to help

you in a more meaningful way to look at things in terms

of jobs as they are now and jobs that are flourishing now,

and how to actually access that research.

Let's see, [inaudible] on 14, 14, 16.

So EEAS or ESA,

those are all ESA is a consistent score E is next to S,

S next to A, or EAS, they are close also.

Let's look at some of those EA,

and then I'll do a non-E code, EAS.

Some examples of direct matches.

Grain broker and market operator sometimes they do a backwards common listing.

Council on aging director,

fashion coordinator, seed production field manager,

housing project manager, music supervisor,
apparel and accessories sales auctioneer, fashion model.

Those are some EAS matches.

Camera scheme down, ECS you get CE. Those are all really high.

So CEA, let me do that one because that is an example of having really high score.

For you, William, C_33 enterprise into an artistic 31 cell.

CAE, those numbers are so close,

it might actually be an ACE,

it might be an ECA.

I'm not sure. But it's one of those things

you would do is if you never actually

took the more formal, strong, interesting inventory.

You'd look at the types,

you would look at the makeup of each one,

and you would decide yourself.

I relate more to this one over that one, so you would decide.

But for the purposes of these scores, I'll say CAE,

[NOISE] and that'll be at the end of RIASEC,

[NOISE] and lists on the CAE.

That's helpful also looking at the hexagon here,

C and A being adjacent.

Those interests are not highly correlated.

CAE, and also the scores being really high or really similar.

There's not a lot of differentiation.

Again, nothing good or bad about your score.

It just suggests you might

have more of a difficult time with your career exploration than someone else.

For CAE, C occupations listed under any code beginning with letter C

because they are not highly correlated types. Let's see.

So C, that was CAE.

Let's do CEA to see if we can find nothing.

Let's do ACE.

[NOISE]

There in the middle ACE as I flipped through ACE,

give me something that might be because it's ACE, AIC, ACE.

Yeah, it's another one.

That's the thing where it's nice having the O*NET Interest Profiler to give you

some options that you would not find if you actually did this self-directed search.

It would say the same thing,

look up anything starting with C,

anything starting with E, anything starting with A or some combination there of.

Let me see if I can find anything else there.

SAE, AER, let's say or AEI or AES.

Just for example, AEI arranger,

intelligence research specialist, orchestrator,

screenwriter, my package, my Amazon ADI,

that's cool, package designer, puppeteer.

My point being that there are a lot of different resources for you to help

explore occupational suggestions with your Holland code.

There are not always going to

be things that didn't look right or feel right as you're looking at your results.

It's important to really,

one if you find the exercise to be meaningful,

take a more formal version of this.

But to also what John Holland referred to as the rural full exploration,

look at all the different permutations of your code to

find some of those different results, some suggestions.

Let's see. I'm on SCA,

but we've already gone through enough I don't think we need to look at mine.

Again, as you did the O*NET Interest Profiler,

you can search for job areas by codes and level of preparation needed.

Green jobs, I think is really cool thing that they do with O*NET Interests Profiler,

good fit versus great fit based on your results.

Like I said, I was using the SDS here as another way to look at some of those.

There's also an educational opportunities finder that does the same thing,

matching your type to academic concentrations and majors,

so I guess that's something I could do.

Briefly here, I would look at

someone else's code to see how it relates to educational opportunities.

It's ESI, most recent one on the chat ESI e 30, so 34.

Looking at the educational opportunities finder,

I will look under ESI. Here we go.

Perfect. In terms of

academic areas that fit someone who has in

the ESI code because of the characteristics and makeup

of these specific academic concentrations

would be educational evaluation and research,

educational statistics and research methods,

elementary, middle and secondary education, administration,
international business and international finance, law,
non-profit and public management,
political science and government, and public finance.

There some cool resources,
depending on where you're at,
if you're thinking of going back to pursue
some further education before I figure out what I want to do for a career,
or if you're already in school and you already know what path around
there and you really want to focus on exploring careers.

There are different things you can do with your Holland code.

The resource I want to show you that is tied with the O*NET,
but the Occupational Outlook Handbook,
and this is a resource to help you as you start to compile a list or
lists of careers that you want to research further.

I recommend using the Occupational Outlook Handbook to aid you with that research.

Like I referenced before or what it does is it gets its name
from forecasting the outlook for given jobs and job clusters.

There are hundreds of jobs that are listed in this resource and for each one,
I'll show you some examples of the information there.

But what they do for that job with
the work environments like how you actually become one,
how do you pursue that career?

What's the pay like for that career? What's the outlook?

That's how it gets its name.

Maybe you're researching something you find interesting,

but there's too much education required to
get into the field or it doesn't pay well enough for you,
there are similar occupations you can research also and
then helpful additional information to that I will show you too,
it's just a moment while I share my screen here,
and this is at [bls.gov/ooh/](https://www.bls.gov/ooh/),
I'll put that in the chat box and bls stands for
Bureau of Labor Statistics and ooh Occupational Outlook Handbook,
and like I said before,
forecasts hundreds of different jobs in the country to give you
some real helpful information as you are researching career possibilities for you.
It's updated, pretty much constantly they're not
updating every specific job or job cluster every year.
It's just as they get the data.
They all update the outlook for
each different area and it used to be a print publication,
that's why it's called the handbook.
It used to be an actual handbook.
But again, there are a lot of different ways to do a search here.
You could use just simple search handbook search bar
right here in this main bar at the top,
banner Occupational Outlook Handbook.
There's an A through Z index to look at jobs alphabetically.
I always like to refresh just to see what it brings up for featured occupations.
Clinical lab, tech.
If you if there's any specific job you want me to look up just

to show off how this tool can be used,
then go ahead and enter that in the chat box.

Environmental scientists and specialists,
we have that as an academic major,
let's just go ahead and look.

Again, if you have anything you want me to look up,
go ahead and enter that in the chat box.

For environmental scientists and specialists,
the first page is just going to be a summary of everything that's there.

What do these people do?

They'll have a list of duties for these types of careers,
and then for something like this where it's a cluster,
it'll, hopefully, have information and break it down further and it does here.

For these areas of climate change analysts,
environmental health and safety specialists,
environmental restoration planners, industrial ecologists, environmental chemists.

Ideally, I'll give you some extra information about a specific type.

What's the work environment like?

How to become one?

Very important here.

For most entry-level jobs,
they will need a bachelor's degree in environmental science or something
related and then we'll talk about.

Many environmental science programs include an internship,
so more information about the educational aspect of it.

Important qualities as specific skills advancement for this career,

any licenses certifications required for a given occupation.

Of course, one of the most important things pay for that occupation,

and I'll break it down into different areas,

the highest being federal government,

excluding postal service, engineering services.

But a high range in general for the entire occupation.

The outlook, how's this job growing or this cluster?

Employment of environmental sciences and specialists is projected to

grow eight percent through last year to 2029,

much faster than the average and I would say that's no surprise to me,

as that is obviously a focal point on a national stage and international stage,

job prospects and the next one we'll have employment data,

state and area employment data for you to explore for a given one.

Similar occupations, maybe you see something that didn't seem right to you.

You can explore some other similar occupations: biochemists,

biophysicists, chemists, material scientists, conservation scientists, enforcers.

You can see some things that seem very similar

but are different, so conservation scientists.

More info is an excellent tab for anyone who's in the initial stages of career research,

because it allows you to at least explore professional organizations and

associations related to the area that you may want to pursue.

It's helpful just for research purposes of information gathering,

but more importantly as a networking source.

You can connect with these different groups to find people that you can talk

with about what it's like to actually do this job?

How can I best prepare?

All those informational interview questions.

This is a great resource heritage to find a way to connect with them and often it's a trail of bread crumbs or we start here.

Hopefully, you can find some name or some names and maybe you have to go to LinkedIn and try to connect with them.

But this is just a great starting point for that.

Looking in the chat box and do tax account, a political scientist and event planning.

I think for some of these it'll give us specifics and for some it would be more general job cluster areas.

Political scientist, go.

You can see the summary page.

Some of the duties here, research political subjects and collect and analyze data from sources, public opinion surveys, this is all very highly irrelevant right now and timely.

Develop and test political theories, evaluate the effects of policies and laws on government's business people, etc.

How to become one, I'll highlight.

It'll require masters or PhD program.

To get into a grad program, they should have undergraduate courses in political science, writing, stats, and have some related worker internship experience.

They often have a masters of public administration or public policy.

Some other experiences and important qualifications here are: analytical skills, communication skills, creativity, critical thinking skills.

Things that you would say, "Hey, if I am pursuing a graduate program,

what are some of the skills I should be highlighting?

How about my analytical skills,

my communication skills, and creativity and my critical thinking skills?"

It helps give you information for your resumes also.

In grad school applications,

pay is going to be high obviously because it's at a graduate level.

A hundred and twenty two thousand in May 2019 was the median.

You can see the breakdown there.

Outlook is the other thing I should highlight for each one.

Six percent, so faster than the average through 2029.

As it's projected now,

obviously it's an area that requires a lot of education.

The pay is strong and it's projected to be a good option through the next nine years.

Let's do tax accounting.

[NOISE] For this one,

I will break it down in different areas that might be more relevant to you.

I don't know, tax examiners versus

accountants and auditors versus accounting and auditing clerks,

but I'll just general accounting and auditors here.

What they do, and the duties here.

Different types so government, management,

public, external auditors, IT auditors, internal auditors.

How to become one,

it's going to talk about CPA,

bachelor's degree in accounting or related field.

Some prefer people who have a master's degree.

Obviously it mentions the CPA and above for those pursuing that specifically, and it'll have that under licensing.

Pay outlook should be strong.

Not much of a range there for that, that's interesting.

Outlook projected to grow 4 percent, so that should be about average, through 2029, about as fast as average for all occupations.

Similar occupations, I guess just because this is going to be more of a job cluster area to see some of the specific ones.

Event planner, let's see what they give us for that.

[NOISE] Meeting convention and event planner.

Sometimes it does this where it has to cluster them together because there's just not enough data for each one specifically.

Those are some of the duties.

Different types of planners, so meeting planners, convention planners, event planners, exhibition organizers.

How to become one, typically need a bachelor's degree and experience being helpful.

Planners who have studied meeting and event management or hospitality management may start out with greater responsibilities than do those from other academic disciplines.

There's a lot of good things to consider here.

Skills to highlight: communication, interpersonal, negotiation of course, organizational, problem-solving.

The pay range; the median was just over 50,000 in May 2019.

The lowest 10 percent earned less than about 28,000 and the highest 10 percent earned more than 86,000,

so quite a range there.

Job outlook; employment is expected as tradition to grow 8 percent from 2019-2029.

That's another important thing for me to highlight,

[NOISE] which I just thought of giving this specific type
of career involves a lot of social interaction.

[LAUGHTER] This employment data is from 2019, not from 2020.

COVID-19 impact is not taken into account on these projections,
so it'll be really interesting to see how

a lot of these things change in the next couple of years
as COVID has changed the landscape completely.

That is a look at the Occupational Outlook Handbook.

Let me jump back over.

Like I said, it's a great resource for you as you start to do any assessment.

Like this, it offers you potential career matches,
ideally be something like this career interest assessment,
which is a more reliable source.

Then say a personality assessment like the Myers-Briggs,
which has it's own merits,
but not for career exploration specifically.

To take your research a step further using
a resource like the Occupational Outlook Handbook that I recommend.

There are these other types of assessment areas.

I'm going to show you just a sample of the strong interest inventory
because that's an option for WSU students and alumni.

If you are interested in that,

it's \$15 and it's this exact same assessment,

it's just a more formal and accurate version than this free one is.

There are physical skills assessments like the old Wiesen Test of Mechanical Aptitude.

That was a physical tactile one,

but there are online skills assessments.

There are work values assessments that are really helpful, I think.

I'm sorry, I'll go back to your question also here in just a second.

Work values assessments being very important

because most people don't have that aha moment, perfect career match.

Most people change careers several different times throughout their lifetime.

What's important to you in a career is really helpful to use

as you're researching careers.

What is important to me about this job?

Autonomy? Working with others, working alone?

What's the pay like? Obviously is really important work value.

Doing a work value assessment,

it can be helpful too and there is one unknown as you are exploring careers.

Personality assessments, I mentioned like

the Myers-Briggs and fun social media assessments,

like the ones on Facebook where they steal

your information and sell them to different countries.

[LAUGHTER] I don't recommend those, but they can be fun.

What is the percentage of growth based on?

It's just based on their projections on the data that the US Bureau of Labor Statistics,

just the data that they gather.

How they see growth and changing going forward?

I don't have any of the specifics of how they compile their data,

I'm not a data analyst,

but they're forecasting is based on all jobs

throughout the country and markets in the country too.

I want to show you briefly the strong interest inventory.

There's a good sample here.

Is it Jane or Martin?

It's Jane's sample or Martin's sample. Martin's sample.

This just gives you an idea of what it would look like if you did want to

pursue the strong interest inventory.

It'll give you a better look of what I mean by differentiation,

where you have your scores too.

It's going to cover all the six different types, like we've done here.

Hence for fake person Martin sample,

you got an ESR code.

Look at the hexagon here really quickly.

ESR, so E and S being adjacent,

and then R being on-off for me and opposite of S,

not super highly consistent,

but a fairly consistent code. Back to that.

I'm having some sharing problems.

Just one moment. My screen-sharing is not working.

Just one moment.

There it goes. Now, I can see it.

ESR. This is where you get an idea of the differentiation,

so how you score in each section.

It's something you see also with your own ESR it results too.

But you can see this one,
which they've done well for the sample because it's a highly differentiated code,
where it's high in one area,
it's still high in another based on interests level,
but not as high in the standard score that they list on the right side, this number.

Then moderate, and then little and little.

For the purposes of an example,

it's nice that they were able to do this.

You don't always see this though when a person is doing their own.

But just to give you an idea of how it is helpful,

it'll break down jobs and job clusters even more

so as you keep going on with the assessment results.

For each of the six areas,

I would say this is atypical,

this highest area being enterprising for sales,

the standard score was the highest and the interest level is also really high.

I'll talk about in a minute how the standard scores and

the interest scores or levels are different and what that means.

But most of these job clusters or areas here are high for the highest area.

Then for social, still mostly high and then moderate.

Then for the next one, realistic.

Nothing high, moderate from athletics down to very low computer hardware and electronics.

Then looking at the three other areas

where the Martin Sample scored lower.

Usually, what you see is,

with people, and not always, but usually,

you'd have some area here within one of these three areas where they scored lower, that they still have a high interest level, and maybe even very high.

But their standards scores are lower based on the different sections that make up that.

What sections make up conventional here?

Finance and investing, tax and accounting, office management, programming and information systems.

What you'll generally see as you can still find something in a general area where you may not have a lot of interests, there might be something in there once you break it down further that is actually so really appealing to you, for you to research further.

It does these top 10 lists of most and least relevant occupations.

I don't find them to be the most helpful things or most accurate always; sometimes they are.

But the Strong Interest Inventory is from a binary perspective,

I will admit, but gender normed, and also takes into account interests and disinterested.

This is how they make this assessment.

They assess people working in hundreds of different occupations and they select the people that are satisfied with their job, they liked doing the work that they do.

Then they look at their interests pattern; what do they like? What they don't like?

What they're going to do with you is, they're going to compare you based on how you identify,

as a man or a woman.

Like I said, it's binary,

which is a flaw,

but that's just where they are.

How you compare to other people and

the gender you've identified who like doing the jobs that they're doing.

If you have a similar interests patterns,

so you like and dislike the same things as them,

and they do this job that they really like doing,

it suggests that you might also really like doing that job.

That is how they norm this test.

That's how it's built. This is where

you really get into the meat and potatoes of the strong interest inventory.

Anywhere where you get a standard score 40 or higher,

it'll say it like it says here, from top,

life insurance agent, same score of 66,

down all the way to your restaurant manager here.

For Martin Sample, who has identified as a man,

you share interests with men in

those occupations and probably, you're going to enjoy the work.

From the mid-range 30-39 score,

you share some interests with men and their occupation,

and probably would enjoy some of the work.

Just similar, you share few interests of men and occupation,

and probably not enjoy the work.

That's how they do that. You can see the breakdown for different areas and social.

Highest areas for this fake person being from parks and wreck,
down to social worker.

Realistic from law enforcement down to radiological technologist.

Conventional, the higher areas here, credit manager,
down to customer service rep.

This is where you get into the area where Martin Sample didn't have a lot of interests,
but is still got a mid-range result for a chiropractor.

I'd say this is atypical.

If someone is a real person doing the assessment,
usually, there will be some areas where there is
one that's at least in the similar results category.

Here's a good example here. For investigative,
not a whole lot going on,
but for artistic, public administrators still in that higher area.

Then there's some mid-range results from attorney
down on through urban and regional planner.

Personal style scale.

We're going to do this part much,
it overreaches here a little bit and does a Myers & Briggs thing,
where it talks about just work preferences.

That is helpful as you're doing career research,
but it's just a snippet.

There will be some summaries of the information above,
some action steps, some things you can do to plan ahead and take action.

The one thing I wanted to highlight also right at the very end,
is this skills confidence level section which is included now,

the strong interest inventory.

If you have a high interest level in a given area,
but you don't have a very high confidence level,

it'll say, "This is something to explore further.

You need to develop your skills necessary to pursue it more."

High priority for Martin Sample here and social.

There's a high-interest level and there is a high confidence in the skills
needed in order to do those jobs, conventional.

Confidence level, fairly high.

Interest level, not very high.

Possible option of interest developed.

For realistic, high-priority because confidence is fairly high,
interest is fairly high.

Enterprising, good option of

confidence and skills could be increased here at the very bottom.

Fairly highly interested, but not very confident and the ability.

But you currently have the skills that are important for
that specific type of the whole hexagon.

That is what the strong interests inventory looks like.

Let's see if I'm able to get back to sharing here that it doing anything funky here.

That should bring us to the end.

Again, that's a hexagon,

showed you the strong,

that's it. That does bring me to the end.

Let me just probably hit over here to the chat to see if there's
anything that was lingering. I don't see anything.

If you do have any questions,

let me know and I will answer them.

If not, here's my contact information.

I'm here to help Global Campus students with their career development questions.

Go ahead and shoot me an email if you have any questions.

Just some resources for connecting with me,

the career sport website in online.wcs.edu

and also the career guide blog

found at the same place.

Again, thank you so much for joining.

Let me know if you have any questions.