

CareerSMARTZ (CS9)

A highly effective career success strategy built around “Find a need and fill it.”



Task 4: Identify The Talent Needed For Your Top 3 Career Options

Note: All underlined words are hyperlinks to Internet websites and will only function when viewing this document on your computer.

Objective

Your objective in this guide is to research your top 3 career options as listed on CS8 (My Top 3 Career Options) - to gain a deeper understanding of the true nature of each occupation.

Specifically, to discover what type of talent is needed to achieve success in each occupation.

To develop this understanding, you will first identify the following for each occupation:

- Goal
- Objectives
- Strategies
- Obstacles

And then, based upon your findings, you will be asked to identify the talent required to achieve success in each occupation.

The key ingredient of career success: become a problem-solver!

We believe that researching an occupation to understand its true nature – especially the obstacles likely to be encountered - will increase your ability to achieve success in your career and develop higher levels of personal happiness! ***Yes, it is that important!***

Also, understanding the occupational problems and needs related to your career options will provide you with the answer to the most important question future employers will ask of you - “Why should I hire you?” Your answer will be your ideas regarding how to achieve success in the position for which you are applying. ***In other words, how to solve the needs of the employer!***

In the future you will have to demonstrate to potential employers that you understand the realities of the occupation that you wish to enter. And, you must be able to convince the employer that you are the best candidate for the job. You can accomplish this goal by demonstrating that you understand both the problems and needs associated with the job and the employer.

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And, finally, understanding the talent required of each of your top 3 career options will help you decide which occupation best matches your ideal career criteria, and is, therefore, best suited as your career goal.

So, choose to become a problem-solver in your career to maximize your investment of time and talent!

Why is satisfying occupational and employer needs so important to your career success?

The answer lies with American psychologist, Dr. Abraham Maslow (1908-1970), who discovered that the reason behind all human behavior is the built-in desire in everyone to satisfy personal needs. This craving to satisfy our needs is built into our human DNA. Simply put, how and why we behave as we do is determined by what each of us perceives to be our needs.



Learn more about [Dr. Abraham Maslow](#) and his *Hierarchy of Needs* by visiting his Wikipedia page.

It was Dr. Maslow's belief that recognizing one's needs and learning how to satisfy them was the key to creating a rewarding and fulfilling life. ***The same philosophy is true for companies.*** For success employers must first understand what type of knowledge and skills (i.e. talent) is needed for each position within their companies. Satisfying those needs then becomes the #1 priority in the hiring of employees. Job applicants in tune with the needs of the occupation and employer, and who can demonstrate how they can meet those needs, are much more likely to be hired and promoted.

Failure to understand this concept can be a career killer!

The reality is that many job seekers fail to identify the needs of the position for which they have applied and are, therefore, unable to convince the employer that they are best suited for the job. As a result, these same job seekers often experience more failure in their job search than success.

Do not make this same mistake. Study and apply the principles outlined in this guide.

Our recommended strategy

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Ideally, to identify the talent needed in your top 3 career options, you could use any one of three strategies of investigation that we call Good, Better and Best.

If you followed the **Good** option, you would:

- Review occupational profiles
- Review Help-Wanted ads
- Conduct an informational interview

If you followed the **Better** option, you would:

- Review occupational profiles
- Review Help-Wanted ads
- Conduct several informational interviews
- Participate in a job shadowing experience

If you followed the **Best** option, you would:

- Review occupational profiles
- Review Help-Wanted ads
- Conduct several informational interviews
- Complete two or more of the following:
 - Take a related course
 - Participate in an internship
 - Participate in a job shadowing experience
 - Secure a volunteer position

In this guide, we will start your problem-solving training by guiding you in completing only the **Good** option above. ***However, it is STRONGLY RECOMMENDED that - in the months ahead - you complete as many strategies as possible, as the more you dig into your potential career fields the more you will recognize which career option is best for you and how to make yourself valuable to future employers.***

Future use

You will use the information gathered in this guide later in this program to accomplish the following:

- Select a career goal

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- Define a career mission

And in the companion “Find Employment” program, the following tasks:

- Define your talent (Professional Brand)
- Identify potential employers
- Prepare marketing materials (resume, cover letters, career portfolio, etc.)
- Prepare for interviews

Materials needed

- CS9 (The document that you are reading now)
- 3 blank printed copies of CS10 (My Talent Requirements)
- Access to the Internet

Caution

When following the GOOD strategy above, it is recommended that you set aside 1-3 hours of research time for each of your three occupational options. ***Do not try to complete this exercise in one sitting! Spread the work out over several sessions.***

Follow the steps below to complete this guide.

Note: When attempting to answer some of the occupational research questions that follow, you may have to “guess” at the correct answer. Guessing is the only option when you are unfamiliar with the true nature of each occupation that you are researching. However, over time as you gather more and more information your answers will become more accurate and realistic. This is typically how this process works, so keep researching.

1. Note the 3 sources of information that will be used in this Good strategy.
 - Occupational profiles
 - Help-Wanted ads (aka Classified ads or Job Postings)
 - Informational interviews with actual or retired workers
2. Gather occupation profiles.
 - 2.1 Visit the Occupational Outlook Handbook (OOH) website at <https://www.bls.gov/ooh>.

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2.2 Using either the Keyword or A-Z Index functions, search the database to find the profile for each of your top 3 career options as listed on CS8 (My Top 3 Career Options).

Can't find a profile in the OOH database? Try these alternative websites:

- O*NetOnline.org
- BigFuture

2.3 Print a copy of each profile and save them for use later in this guide.

3. Gather Help-Wanted ads.

Employers commonly reveal their employment needs (aka desired talent) in the form of Help-Wanted ads that they publish in newspapers, magazines and on the Internet.

3.1 Using the employment websites listed below, search for Help-Wanted ads for each of your top three career options. Print at least 2-3 ads for each occupation. Enter your occupational titles in the keyword search field at each website to find related ads.

Monster.com

CareerBuilder.com

Indeed.com

USAJobs.gov

ZipRecruiter.com

Can't find the ads you need? Search Google.com for additional websites posting Help-Wanted ads.

3.2 Print a copy of each ad and save them for use later in this guide.

4. Analyze your findings to discover the true nature (problems and needs) of **your first career option.**

4.1 Read the profile and Help-Wanted ads that you collected for your first career option.

4.2 Obtain a blank, printed copy of CS10 (My Talent Requirements) and record the name of the first occupation on the job title line.

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4.3 Based upon the information contained in the profile and Help-Wanted ads, answer question 1 on CS10 and record your answer on the same form:

What is the goal or mission of the occupation? What is the main purpose or mission of the occupation? What is the desired outcome of the position?

4.4 Based upon the information contained in the profile and Help-Wanted ads, answer question 2 on CS10:

What are the major objectives of the occupation? What are the major steps (tasks) that a person working in the occupation should take to reach the goal of the occupation?

4.5 Based upon the information contained in the profile and Help-Wanted ads, answer question 3 on CS10:

What are the major strategies typically used to reach each objective of the occupation? How does someone working in the occupation typically reach each objective of the occupation?

4.6 Based upon the information contained in the profile and Help-Wanted ads, answer question 4 on CS10:

What are the major obstacles commonly encountered when attempting to reach each objective of the occupation? What might happen - or not happen - that can prevent someone working in the occupation from achieving the objectives of the occupation?

Limit your answers to 1-3 major obstacles for each objective!

4.7 Based upon the information contained in the profile and Help-Wanted ads, answer question 5 on CS10:

What type of talent is needed? What resources must one have to overcome the obstacles typically encountered when attempting to reach the objectives of the occupation? What knowledge, skills, experiences, ideas must a person have to be successful?

Look carefully! Finding the right information to this question is the key to your career success!

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5. Using additional copies of CS10, repeat Step 4 above for your **second and third** occupational options (as listed on CS8 (My Top 3 Career Options)).

Be patient! Good things take time! The work you do here will produce rewards many times greater than the amount of time you will spend gathering this information.

6. Conduct Informational interviews to confirm your findings.

A great strategy for getting the inside information regarding what’s it like to work in a particular occupation is to interview someone actually working in the occupation, or recently retired from the occupation.

Important! Please note that with informational interviews, your objective is to get information, not a job. Failure to clearly announce that you’re only interested in information, and not a job, could result in negative responses as you request interviews as many workers feel they are too busy to help outsiders find employment. However, they are often more than willing to share with career planners their knowledge of the occupation.

6.1 Become familiar with how to conduct an informational interview. Visit the [Google](#) website and enter the following keyword phrase “How to conduct an informational interview.”

6.2 Note the various websites recommended by Google. Pay particular attention to websites ending in .edu and .gov as these tend to be the most reliable. Also, check out [Monster.com](#) and [Youtube.com](#) as they are typically good sources of information on informational interviews. Review several websites until you have a good understanding of the following:

- What is the nature and purpose of an informational interview
- How can you find people to interview
- How to conduct an interview
- How to follow-up an interview

6.3 Using the strategies you learned from your Google research, identify at least one person working in (or retired from) each of your top 3 chosen career fields to interview.

6.4 Conduct all 3 informational interviews, and remember the purpose of an informational interview is to gather the following information about each occupation:

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- Goal
- Objectives
- Strategies
- Obstacles
- ***And what type of talent is needed for success***

Go ahead now and conduct all 3 informational interviews.

7. Update each copy of CS10 (My Talent Requirements).

7.1 Review the three copies of CS10 that you completed after reviewing the occupational profiles and Help-Wanted ads for your top 3 occupations.

7.2 Based upon the new information gained from your 3 informational interviews, update each form (occupation) to include new and/or corrected information gained for your interviews.

At this point, you should have a good understanding of the true nature of your career options, especially what talent each occupation needs from you to be successful.



Throw yourself a party! You have earned it. This was a time-consuming task, but one that you will appreciate many times in life, as you just learned how to identify employer needs. ***This is knowledge all career planners must have to achieve success.***

What is your next step?

Move on to Task 5 CS 11 (Select a Tentative Career Goal) - where we will guide you in selecting a career goal that best matches your ideal career criteria.

Need more help? Visit the [Contact US](#) page at www.CareerSMARTZ.com.