

11/16/11

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*Inspiring Careers...Empowering Lives!*

Career Convergence Career Development Facilitator Career Resource Store Career Development Quarterly Conference myNCDA  
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## Career Smarts for the Job Crisis: Finding Success in Hard Times

Rich Feller  
President-Elect, NCDA  
Professor, Counseling and Career Development  
Colorado State University

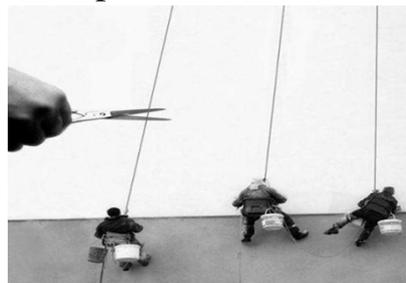


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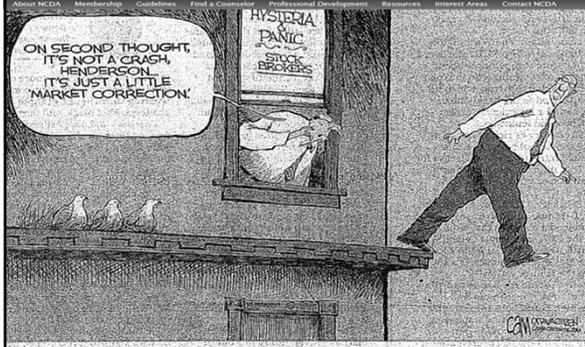
## Recession or Depression?



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Gary Corbin, The Ottawa Citizen

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## Provide Hope




## We all wear glasses...

Cultural context... lens/filters about what we see... beliefs/rules about how OUR career developed GREATLY shapes how we think careers develop TODAY



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## My Story: Finding Success in Hard Times

**Good Jobs  
Bad Jobs  
No Jobs**  
Eli Ginzberg

Knowledge Nomads and the Nervously Employed: WORKPLACE CHANGE & COURAGEOUS CAREER CHOICES  
Rich Feller  
Judy Whichard

Best every reader must have about the future of job creation  
FIRST EDITION 2010

**THE COMING JOBS WAR**  
JIM CLIFTON

**The Job-Hunter's SURVIVAL GUIDE**  
How to Find Hope and Rewarding Work, Even When "There Are No Jobs"  
Richard K. Belling  
author of WHAT COLOR IS YOUR PARACHUTE? (UNEMPLOYMENT SURVIVAL GUIDE)



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Outcomes

1. Insights about the Job Crisis
2. Career development research
3. Concrete strategies: job finding, career transitions and self-directed career management
4. Resources/ Slides sent to you

Part 1  
Insights about the Job Crisis

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Long Term

Near Term

“I Need a Job Tomorrow”

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Working as a Means of Survival  
Social Connection  
Self-Determination

TIME

The Future Of Work

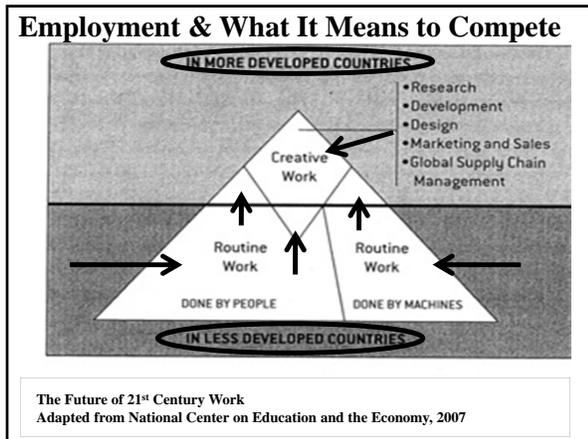
Throw away the briefcase; you're not going to the office. You can kiss your benefits goodbye too. And your new boss won't look much like your old one. There's no longer a ladder, and you may never get to retire, but there's a world of opportunity if you figure out a new path.

The Assault on American Jobs, Families, Health Care, and Retirement  
And How You Can Fight Back

The Great Risk Shift

JACOB S. HACKER

“...we are more at risk of job layoffs... increasingly responsible for our own retirement...Health Savings Accounts might make us sole providers for our own health care...while we know something larger is going on, we have no common language and few reliable indicators for linking these fragmented pieces together and understanding why they make us feel so insecure.”



**The Innovation Imperative in Manufacturing**  
How the United States Can Restore Its Edge

**China's overwhelming manufacturing cost advantage over the U.S. is shrinking fast.**

**Within 5 years...rising Chinese wages, higher productivity, a weaker dollar, and other factors will virtually close the cost gap between the U.S. and China for many goods consumed in North America...**

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**Erik Brynjolfsson  
Andrew McAfee**

**Race Against The Machine**

How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irrevocably Transforming Employment and the Economy

**Great Restructuring**

Fastest productivity since 1960's

Median wages and employment stagnated

“if technology and productivity are improving why are so many workers left behind”

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*THOMAS L. FRIEDMAN*

*MICHAEL MANDELBAUM*

**THAT USED TO BE US**

HOW AMERICA FELL BEHIND IN THE WORLD IT INVENTED AND HOW WE CAN COME BACK

**“blinded by the Cold War”**

**4 Challenges**

- Globalization**
- IT revolution**
- Nation's chronic deficits**
- Excessive energy consumption**

## Part 2 Career Development Research

### Critical Ingredients of Career Interventions

1. Workbooks or written exercises that cause clients to write their goals, future plans, occupational analysis
2. Receive individual feedback: test results, goals, future plans
3. Opportunities in-session to gather world of work info on specific career options
4. Exposure to modeling of career exploration, decision-making and career implementation
5. Activities which help build support for career choices and plans

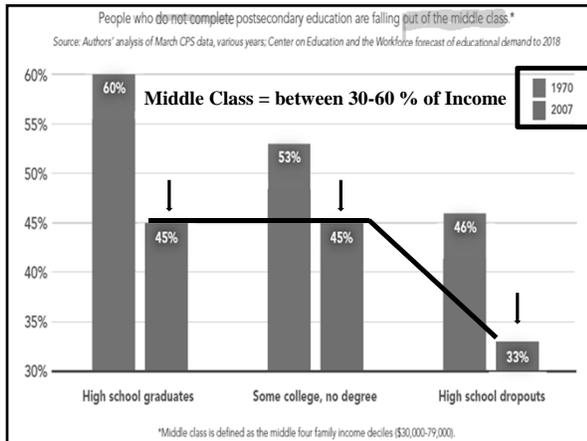
Brown & Krane, 2000

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**High need...like what they get ...**  
**37% make conscious career choices**

**Differentiated Service Delivery Model**



**\*America needs more workers with college degrees, certificates and industry certifications... if we don't address this need now, millions of jobs will be outsourced.**

- **27 % of people with certificates and 31% of people with AA degrees earn more than the average BA.**
- **Non-tech college grads don't replace technical workers...**
- **They replace service and retail workers with less education**

October 20, 2011

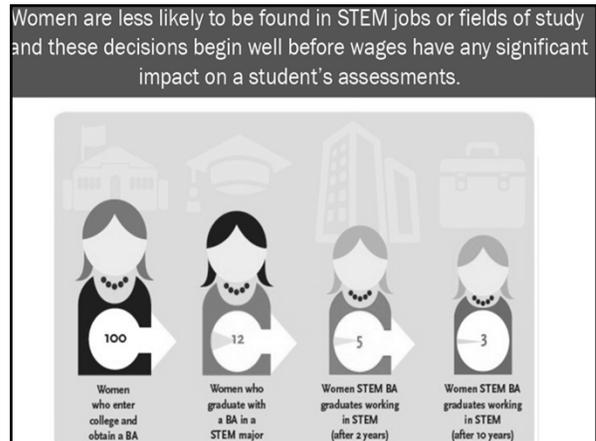
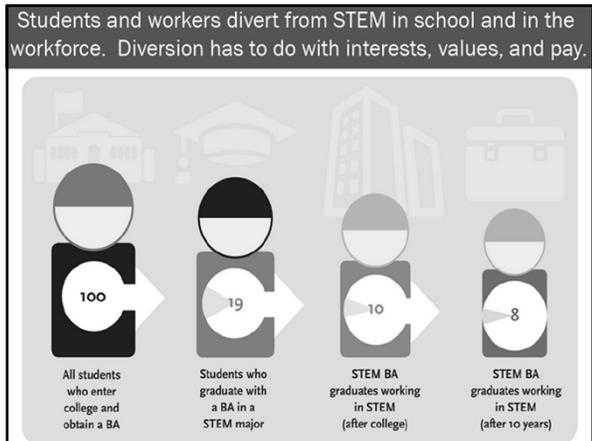
Anthony P. Carnevale, Director

The Georgetown University Center on Education and the Workforce

GEORGETOWN UNIVERSITY  
Center on Education and the Workforce

- **The best paying jobs for people at the sub-BA level are STEM jobs.**
- **2/3 of AA degrees work in STEM jobs make more than the avg. for all AA degree holders.**

- **Total jobs:** STEM occupations will grow from 6.8 million to 8 million total jobs by 2018.
- **Job openings:** STEM occupations will provide 2.4 million job openings through 2018, including 1.1 net new jobs and **1.3 replacement jobs due to retirement.**
- **Postsecondary education:** 92% of STEM jobs will be for those with at least some postsecondary education and training.
- **Equity:** Diversion of women and minorities is compounded by other factors.
  - For women and minorities, STEM is the best equal opportunity employer.
  - Although pay gaps exist between minorities and Whites/Asians and women and men in STEM, they are smaller than in other occupations.
- **Shortages:** We face a chronic shortage in STEM competencies as the demand for STEM talents grows outside traditional STEM jobs.



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

**STEMCAREER** Resources for: **Students** **Counselors** **Educators** **Parents**

for those seeking and promoting STEM careers

**School, Academic and Career Counselors**  
Advocating for the next generation of STEM career options

- > Can I Get a Little Advice Here?
- > STEM Career Launch Pad
- > School Counseling Programs and STEM Careers

**Why STEM?**

- > Why STEM Centric Career Development?
- > Top STEM Careers

Contact Rich Feller  
STEM-Centric Career Assessments

**We Need More STEM Students**  
November 16, 2011 by Lisa Clark  
30% of students entering college are seeking a bachelors degree, but only 8% of STEM graduates are working in STEM 10 years from graduation. What's happening? [More...](#)

Media Tutorials:  
STEM and You Presentation

**Parents: 1st Counselor 1st Teacher**  
Advocating for STEM through informal learning

- > Incentives for Kids
- > STEM Facts
- > Clubs, Camps and Projects

**Green Energy**  
Designing for Sustainability

- > STE's Role
- > Green Careers
- > Green Career Guide
- > Sustainable Industries

**Mars & Beyond**  
What are the STEM careers that will make it happen?

- > Bold New Course for NASA
- > STEM Occupations by Discipline

**Fostering Curiosity**  
Engaging youth in STEM focused learning

- > Women are Researchers Video
- > NASA Education
- > STEM Internships

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

This template is created to help counselors and others build presentations about STEM and career options.

↓

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



## STEM and You!

Where Your Strengths Meet the World's Needs



## CAREER CLUSTERS

FORECASTING DEMAND FOR HIGH SCHOOL THROUGH COLLEGE JOBS **2008-2018**

This report forecasts job opportunities and skill requirements through 2018, broken down by the 16 career and technical education (CTE) clusters by the Carl D. Perkins Act of 2006.

For more information, please visit the Career Clusters page, here: <http://cew.georgetown.edu/clusters>

There will be jobs available for workers with high school or less, but options for these workers will be limited.

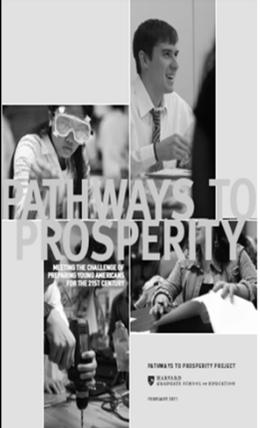
**Of HS jobs that will remain only 1/3 will pay a living wage**

CAREER CLUSTER	NEW AND REPLACEMENT JOB VACANCIES 2008-2018 (THOUSANDS)			Males per cluster (%)	Rate of growth (% change in employment)	Fastest rate of growth (rank)
	Less than high school	High school diploma	High school diploma or less (%)			
Manufacturing	420	1,250	9	71	-1	16
Architecture and Construction	760	1,200	11	98	7	11
Transportation, Distribution, and Logistics	560	1,800	13	85	4	14
Hospitality and Tourism	1,670	3,190	27	50	12	6
All other clusters	1,230	5,670	40			

The best opportunities to earn a living wage with middle skills are in career clusters where men dominate.

CAREER CLUSTER	NEW AND REPLACEMENT JOB VACANCIES 2008-2018 (THOUSANDS)					
	Some college/ no degree*	Associate's degree	Some college/no degree/Associate's degree (%)	Males per cluster (%)	Rate of growth (% change in employment)	Fastest rate of growth (rank)
Manufacturing	600	400	8	79	-1	16
Marketing, Sales, and Service	800	400	9	49	11	7
Transportation, Distribution, and Logistics	900	400	9	81	4	14
Health Science	500	800	64%	10	13	21
Business, Management, and Administration	1,100	700	13	31	6	12
Hospitality and Tourism	1,500	800	16	54	12	6
All others	2,900	2,100	36			

Georgetown University Center on Education and Workforce forecast of educational demand through 2018



**“College for All” has been the mantra of education reform for decades. Harvard report argues that greater emphasis on career and technical education, apprenticeships, and technical job training outside of a formal college setting would better serve America’s young people.**

## Multiple Pathways

- Elevate career education to world-class levels
- Provide high-quality career counseling
- Greatly expand and improve opportunities for work-based learning

**Businesses need to become full partners in the Pathways system.**

**Key Roles for Business**

1. Career Guidance
2. Designing/developing “Programs of Study”
3. Providing opportunities for Work-based learning.

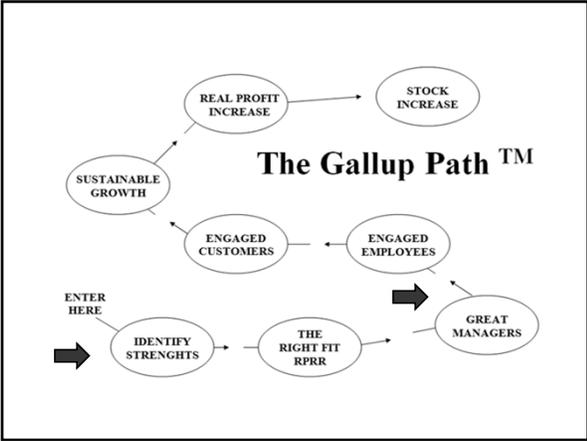
**GALLUP**  
DAILY NEWS POLITICS ECONOMY WELLBEING WORLD

October 28, 2011

**Majority of American Workers Not Engaged in Their Jobs**  
Highly educated and middle-aged employees among the least likely to be engaged  
by Nikki Blacksmith and Jim Harter

WASHINGTON, D.C. -- Seventy-one percent of American workers are “not engaged” or “actively disengaged” in their work, meaning they are emotionally disconnected from their workplaces and are less likely to be productive. That leaves nearly one-third of American workers who are “engaged,” or involved in and enthusiastic about their work and contributing to their organizations in a positive manner. This trend remained relatively stable throughout 2011.

**3 out of 10**



*Measuring the strength of a workplace can be simplified to 12 questions. Which aspects of work are most powerful in explaining workers' productive motivations on the job (p. 13).*

1. Do I know what is expected of me at work?
2. Do I have the materials and equipment I need to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the last 7 days, have I received recognition or praise for doing good work?
5. Does my supervisor, or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?
7. At work do my opinions seem to count?
8. Does the mission/purpose of my company make me feel my job is important?
9. Are my co-workers committed to doing quality work?
10. Do I have a best friend at work?
11. In the last 6 months, has someone at work talked to me about my progress?
12. This last year, have I had opportunities at work to learn and grow?

First: Break All the Rules: What the World's Greatest Managers Do Differently (1999) Buckingham and Coffman. Based on in-depth interviews by the Gallup Organization with 100 managers and 500 companies. 12 Elements of Great Managing: Based on Gallup's ten million workplace interviews, the largest worldwide study of employee engagement (2006) Wagner and Harter.

**Part 3**  
**Concrete strategies: job finding, career transitions and self-directed career management**

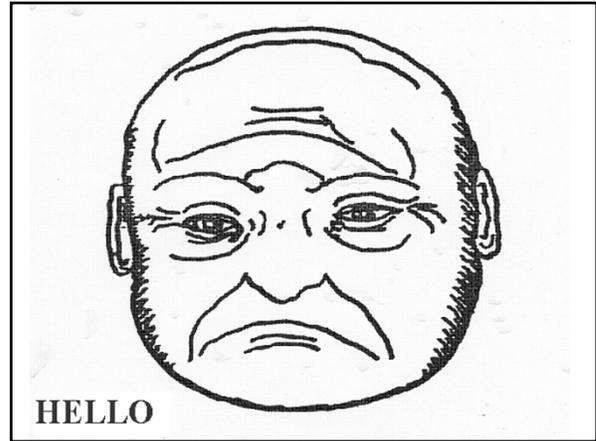
WORLD'S MOST INFLUENTIAL COMPANIES

**BusinessWeek**

**IS THE JOBS PANIC JUSTIFIED?**

PLUS

- THE AUTO BALEOUT
- HOUSING OUTLOOK
- THROBING'S BANKRUPTCY



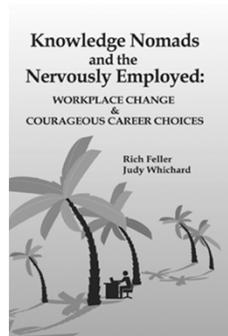
**3 ?...**  
**Clients Must Ask about Their Careers**

- 1. Can someone do it cheaper overseas?**
- 2. Can a computer do it faster?**
- 3. Is what you're selling in demand in an age of abundance?**



**Two Kinds of Workers**

- 1. Owners**
- 2. Temps**



**If we don't like the changing workplace we'll like irrelevance even less...**



**TechCrunch**

**Bill Gates: In Five Years The Best Education Will Come From The Web**



"Five years from now on the web for free you'll be able to find the best lectures in the world," Gates said at the Technomy conference in Lake Tahoe, CA today. "It will be better than any single university," he continued.

**KHANACADEMY**

A free world-class education for anyone anywhere.

The Khan Academy is an organization on a mission. We're a not-for-profit with the goal of changing education for the class education to anyone anywhere.

All of the site's resources are available to anyone. It doesn't matter if you are a student, teacher, home-schooler, classroom after 20 years, or a friendly alien just trying to get a leg up in earthy biology. The Khan Academy's material is to you completely free of charge.



**How it works for**

Students can make use practice exercises, and access to the web.

Complete custom self-paced. A dynamic system for getting a custom profile, points, and access to the web.

**Coaches, parents, and visibility into what their**

the Khan Academy.

**TED Ideas worth spreading**

Talks TED Conferences TED Conversations About TED  
 Speakers TEDx Events TED Community TED Blog  
 Themes TED Prize TED Initiatives  
 Translations TED Fellows Search

**Riveting talks by remarkable people, free to the world**

Try our new platform for sharing ideas: TED Conversations

**Resize by:**

- Newest releases
- Date filmed
- Most viewed
- Most emailed this week
- Most comments this week
- Rated jaw-dropping
- ...persuasive
- ...courageous
- ...ingenious
- ...fascinating
- ...inspiring
- ...beautiful
- ...funny
- ...informative

**Show talks related to:**

- All
- Technology
- Entertainment
- Design
- Business
- Science
- Global issues





**Who is your informal college...how do they help you stay current?**

Informal College...

**We statistically become our 5 closest thought leaders.**

Who are you spending time with?  
 What info intentionally gets into your head, eyes and ears?  
 Who are the 5 people with whom you spend the most time with at WORK?  
 What new Committee or tasks have you taken on lately?

 **Becoming “a STAR Worker”?**

**How is an “excellent” worker different then an “average” worker?**



**3 Keys to STAR Behaviors**

- \*Go beyond job description to find value added ideas**
- \*Plug into “guru networks” find and learn from knowledge/skill experts**

- \*Organizational “savvy” navigate competing interests**
- promote cooperation**
- move from conflict to “getting things done”**

Understand that all Jobs Need to Be Seen As:

1. Problems to be Solved
2. “Paid Internships ”
3. Access to Occupational Competencies

**How Do We Learn/Develop Competencies @ Work?**

70 % Challenging Jobs/Tasks & Assignments

20 % Learning from Others (+ or – Examples)

10 % Coursework or Readings



The Learning Machine, Lombardo and Eichinger

How Do We Learn/Develop Competencies @ Work?

4. Access to Development\* Opportunities from which to Learn New Competencies @ Work

\* Stretch assignments, new tasks, new roles

**Seek Competency Based Development Opportunities**

85% competencies leading to work & leadership effectiveness across different job situations (individual contributor, manager or executive) are known.

15% are unique technical knowledge



FYI: For Your Improvement, Lombardo and Eichinger

**The Biggest Issue a Client Faces**

“is the same we face in each career transition”

It’s the same ? Everyone faces each day?

What’s Your **Internal Motivation?**

Because External... “If than” rules  
....work less in the digital economy



http://www.ted.com/talks/dan\_pink\_on\_motivation.html

Daniel H. Pink

**DRIVE**

**Internal Motivation**  
(doing things for the joy of doing them-3 elements)

**Autonomy** Urge to direct our own lives

**Mastery** Desire to get better and better at something that matters

**Purpose** Yearning to do what we do in the service of something larger than ourselves

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IMPROVE PERCEPTION INCREASE VISIBILITY EXERT INFLUENCE

*We cannot become what we need to be by remaining what we are.* Max De Pree

**Getting AHEAD**

THREE STEPS to TAKE YOUR CAREER to the NEXT LEVEL

Joel A. Garfinkle

Foreword by Marshall Goldsmith, author of What Got You Here Won't Get You There

*We cannot become what we need to be by remaining what we are.* Max De Pree

**Improve Your Perception  
Increase Your Visibility  
Exert Your Influence**

Joel A. Garfinkle

Foreword by Marshall Goldsmith, author of What Got You Here Won't Get You There

## Why R People Hired?

1. Increase profits
2. Improve quality, cost, access or effectiveness of services
3. Make supervisor look good
4. Make supervisor's life easier

62

**1. What \_\_\_\_\_ and special \_\_\_\_\_ do you \_\_\_\_\_ and like to \_\_\_\_\_?**

**2. What \_\_\_\_\_ will hire you to \_\_\_\_\_ them?**

**3. How do you find the \_\_\_\_\_ with the power to \_\_\_\_\_?**

63

1. What **SKILLS** (verbs) and special **KNOWLEDGES** (nouns) do you **HAVE** and like to **USE**?
2. What **ORGANIZATIONS** will hire you to **USE** them?
3. How do you find the **PEOPLE** with the power to **HIRE**?

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Top 10 Career Book of the Year  
LA Times Syndicate Joyce Lalin Kennedy

**No One is UNEMPLOYABLE**

Creative Solutions for Overcoming Barriers to Employment

Debra L. Angel & Elisabeth E. Harney

1. Understanding job search from the employer's perspective
2. Proving your selling point

1. Understanding job search from the employer's perspective
2. Proving your selling point

**The Job-Hunter's SURVIVAL GUIDE**

Many if Not Most Employers Hunt for Job-Hunters in the Exact Opposite Way from How Most Job-Hunters Hunt for Them

The Way a Typical Employer Prefers to Fill a Vacancy

1. From Within: Promotion of a full-time employee, or promotion of a present part-time employee, or hiring a former consultant for in-house or contract work, or hiring a former "temp" full-time. Employer's thought: "I want to hire someone whose work I have already seen." (A low-risk strategy for the employer.)
2. Using Proof: Hiring an Unknown Job-Hunter who brings proof of what he or she can do, with regards to the skills needed.
3. Using a Best Friend or Business Colleague: Hiring someone whose work a trusted friend or colleague has seen (perhaps they worked for him or her).
4. Using an Agency They Trust: This may be a recruiter or search firm the employer has hired, or a private employment agency—someone which has a record of good jobs, on behalf of the employer.
5. Using a Resume: Even if the resume was unsolicited of the employer's (desperate).
6. How to Find Hope and Reviving Mind, Even When "There Are No Jobs"

The Way a Typical Job-Hunter Prefers to Fill a Vacancy

63 with permission

## Hope = Goals and Pathways

Rick Snyder  
A sense of investment, energy, and a willful determination to achieve one's goal

A capability of generating viable avenues to achieve one's goals. This includes goal-directed planning and finding available resources.

		GOALS	
		LOW	HIGH
P A T H W A Y S	LOW	<p><i>Don't know what they want, or how to get there.</i></p> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Individual career counseling</li> <li>• Assessments (Interests, skills...)</li> <li>• Informational Interviewing</li> <li>• Career information resources</li> <li>• Job search seminars/workshops</li> </ul>	<p><i>Know what they want, but don't know how to get there.</i></p> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Career information resources</li> <li>• Job search seminars/workshops</li> </ul>
	HIGH	<p><i>Don't know what they want, but know how to get what they want, once decided?</i></p> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Assessments (Interests, skills...)</li> <li>• Informational interviewing</li> <li>• Individual career counseling</li> </ul>	<p><i>Know what they want, and know how to get there.</i></p> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>• Reassurance</li> <li>• Encouragement</li> </ul>

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## Final Stories...

1. Henry Ford
2. Facebook
3. Robots
4. Jobs are...

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**BILL CLINTON**  
**Back to Work**  
WHY WE NEED SMART GOVERNMENT FOR A STRONG ECONOMY

**If we want a future of shared prosperity, where the middle class is growing and poverty is declining, where the American Dream is alive and well, and where the U.S. remains the leading force for peace and prosperity in a highly competitive world, we've got A LOT TO DO, and we need to get moving** (p.189).

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## Outcomes

1. Insights about the Job Crisis
2. Career development research
3. Concrete strategies: job finding, career transitions and self-directed career management
4. Resources

?

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## Thank You

**[Rich.Feller@colostate.edu](mailto:Rich.Feller@colostate.edu)**

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**Upcoming Events**

**NCDCA Webinars (in early 2012):**

- \*David Blustein presenting  
"Unemployment and Mental Health: Shoring Up Our Clients for the Long Haul"
- \*Elisabeth Sanders Park presenting  
"No One is Unemployable"

**NCDCA's First Ever Career Practitioner Institute**  
February 3-4, 2012  
Francis Marion Hotel  
Charleston, SC

**NCDCA's Annual Global Conference**  
June 21-23, 2012  
Hyatt Regency  
Atlanta, GA

