Craft Your Career Plan

Walden University Career Services Center
http://careercenter.waldenu.edu
Objectives

• Master our EPS Formula – the foundation for your career plan
• Generate goals for your career plan
• Write action steps from our examples
Which Group Are You In?

Those who dream.
Those who make it happen.
Those who wonder, “What happened?”
Begin With the End in Mind

• What is your goal for your degree?
• Where do you shine?
• What do you enjoy?
• What do you value?
• What difference do you make?
• Visualize your future career – people, place, passions
Planning Your Evolving Career: Experience, People, Story

What area will you focus on as your top priority?
Poll – Your compass - What is your career mantra? What is your brand?

“I help kids overcome illiteracy”
“I deliver projects on task and on time”
“I make my organization look great”
“I support employee engagement”
“I connect people to their passions”

What gets you up every day? Type in your answer in the Questions box.
Experience - Research Future Opportunities!

• What qualifications will you need?
• Who will be hiring?
• Where will the jobs be located?
• Who would you like to have as colleagues?
Experience – Conduct Online Research

Career Resources: By College

LinkedIn
Mashable
SimplyHired
HigherEdJobs
LinkUp
Dice
Indeed
PayScale
SmartBriefJobs
glassdoor
Gaining **Experience**

- How do your experience and education relate to your career goals?
  - Assess your marketable skills
- Are you qualified to meet your goals?
  - Identify the gaps in your experience/ knowledge and work on closing them
People - Connecting Online

How are you finding scholar-practitioners?

– Walden Online Community
– Scholar Works/Research Gate/COS Pivot
– Walden Career Connections networking events
– LinkedIn/Twitter/Social Media Groups
– Class Cafes
Ms. Yordanova,
Hello. I am a doctoral student at Walden University in the United States. My doctoral research is focused on micro enterprise development in Bulgaria. I am planning a visit to Sofia, Bulgaria in September.

I find your research studies very enlightening and helpful in my research. I welcome the opportunity to speak with you about my research and your research.

I look forward to hearing from you and possibly meeting you.
Kristina Harris
Walden University DBA student
People - Connecting Offline

- Walden residencies
- Professional associations
- Attend professional association/networking events
- Serve as a guest speaker on an area of expertise
- Volunteering
- Non-profit boards
- Toastmasters events
- Meetups
People - How Do You Stay Connected with Colleagues in Other Locations?

- Google Hangouts
- Skype
- Phone

What others do you use?
What Is Your New Career Story?

• Communicating your new story showcases your evolving career identity.

Make it memorable!
Your Career Story Theme

Possible themes for your story:
• How your degree is changing your career
• How you share your passions to help others
• How your volunteer work is building new skills and relationships
• How your career goal relates to positive social change
Develop Your **Stories**

- **Challenge** – What was the problem?
- **Action** – What did you do? Did you initiate it?
- **Result** – Who or what was impacted and how?
- **Tie-In** – How does your story apply to your current situation or future role?
Gain Experience to Strengthen Your Story

– Volunteering
– Expanding your job duties
– Assuming new leadership roles
– Completing special projects
– Serving on a non-profit board
– Delivering professional development opportunities at work – Lunch and Learn
Venues to Showcase Your Story

• Social media – LinkedIn, blog, Twitter
• Resumes, CVs, and cover letters
• Electronic portfolio
• Informational and job interviews
• Professional association events
• Presentations at conferences
• Publications
Shaun will be completing his **B.S. in Information Technology** within the next 6 – 8 months. He has 3 years of experience working in inventory control for a bio solutions company. How can Shaun build his experience and qualifications to land an entry-level position by the time he graduates?

**PLEASE SHARE YOUR SUGGESTIONS FOR SHAUN IN THE QUESTIONS BOX**
Case Scenario 2

Lori is a stay-at-home mom pursuing her MPH. She has been out of the workforce for 5 years, but worked in customer service for 3 years before that. While she does not have recent work experience, she does have significant volunteering experience with her local Red Cross. How can Lori position herself for a full-time job in her field?

PLEASE SHARE YOUR SUGGESTIONS FOR LORI IN THE QUESTIONS BOX
What will you add to your Career Plan?
# Career Plan

Use the matrix below to plan and meet your career development goals.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Action Steps/Sub-goals</th>
<th>Resources Needed to Accomplish Goal</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research qualifications needed to meet my career goals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain new experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet new people in my field</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Experience

- Volunteer at local university
- Publish on LinkedIn
- Present at conference
The biggest mistake that you can make is to believe that you are working for somebody else. Job security is gone. The driving force of a career must come from the individual. Remember: Jobs are owned by the company (or client), you own your career!

-Earl Nightingale