

Essential Knowledge and Skills

Achieve Career Success: Discover and Get the Job You Want

By Raymond Gerson

Introduction: This book provides an overview of knowledge, skills and attitudes needed to be career ready. It is the basis for a full semester career development, exploration and planning course. The book is also a workbook for hands-on and cooperative learning activities. Educators who adopt the book for their students will also receive access to an instructor's manual, syllabus, assignments for grades, Power Points and a bonus chapter on how to maintain fitness and health.

Knowledge and skills:

1. The student will assess and discuss strongest talents and skills and relate them to education and career planning.
 - Explain the difference between talents and skills
 - Identify five different ways to assess talents and skills
 - Identify and list three strongest talents
 - Identify and list three favorite and best skills
 - Explain how skills can be transferrable
 - Assess and list three strongest personal traits or self-management skills
 - List and explain five of the most important skills and work habits wanted by employers
 - List several resources for talent and skill identification
 - Create and begin building a career portfolio
2. The student will identify strongest interests, values and personality type and relate them to education and career planning.
 - Identify and list three strongest interests and several careers that match them
 - Identify three needs and problems in the world and careers that address them
 - Assess and rank most important values
 - Determine favorite and least favorite working conditions and environments

- Determine personality type and Holland Code according to John Holland's theory of personality types
 - List several careers that match interests, values and personality types
3. The student knows how to develop, write and achieve goals in four different categories: Education, career, financial and personal. The student knows strongest types of intelligence and matching careers. The student knows time management strategies and how to apply them.
- Brainstorm and list short-term, mid-range and long-term goals in each of the four categories
 - Select and write one clearly achievable goal for each category to begin pursuing
 - Identify and list the steps needed to achieve each goal
 - Develop timelines and deadlines for achieving a successful outcome for each goal
 - Identify possible obstacles and develop a plan for overcoming the obstacles
 - List the benefits of achieving each goal and how to use them to maintain self-motivation
 - Explain how these goals are relevant to education and achieving success in school
 - Assess and explain three strongest intelligences according to Howard Gardner's theory of Multiple Intelligences
 - List and explain several time management strategies
 - Identify top time wasters and solutions
4. The student is able to research and explore occupations and career clusters. The student knows how to explore college and career planning within each cluster.
- Identify career opportunities within career clusters that match talents, skills, interests, values and personality type
 - Identify educational pathways within career clusters
 - Explain how to choose a college major
 - Research academic requirements for careers
 - Identify a work purpose and write a work purpose statement

- Know resources for doing labor market research
 - Conduct informational interviews
 - Explain the value of internships, volunteering, course work, extracurricular activities and job shadowing for career exploration
 - Identify three best matching careers to explore and investigate
 - List several resources for career exploration
5. The student knows how to fill out job applications, write a resume and cover letter and knows how to apply job search strategies to get a job.
- List and explain five or more trends and changes in today's job market
 - Complete a sample job application
 - List and explain the elements of a good resume
 - Develop and write a resume
 - Write a cover letter
 - Explain which job search strategies are most and least effective
 - Identify the elements of an effective job search
 - Identify appealing geographical preferences for working and living
 - Identify elements of an effective long-distance job search
6. The student knows how to interview for a job. The student knows how to negotiate a salary.
- List and explain several ways to prepare for a job interview
 - Describe appropriate appearance and behavior during a job interview
 - Identify past job interviewing mistakes and solutions
 - List commonly asked questions during a typical job interview and appropriate answers
 - Identify questions which are appropriate to ask during a first interview and subsequent interviews

- Prepare a list of talking points to use in a job interview
 - Participate in a mock interview
 - Evaluate a partner after an interview role play
 - Explain how to effectively negotiate a salary during or after a job interview and when it is appropriate
7. The student knows how to develop and use a good vocabulary and how to continue expanding it.
- Explain the benefits of having a good vocabulary and the consequences of not having a well developed vocabulary
 - Demonstrate how to use prefixes, roots and suffixes to understand the meaning of new words
 - Link new words to familiar ones for easy recall of definitions
 - Explain the difference between abridged and unabridged dictionaries and how to use them to build a strong vocabulary
 - Explain the role of motivation in developing a larger vocabulary
 - Use a variety of methods to expand vocabulary including flash cards , matching, practice tests, sentence writing, pictures and symbols, dictionaries and thesaurus and fill in the blanks
8. The student knows how to develop and use critical thinking skills to decide if something is accurate and of value.
- Define critical thinking and the benefits of using it
 - Explain Bloom's six levels of thinking and how to use them to think critically
 - Compose a list of questions for each of Bloom's levels of thinking
 - Use critical thinking to analyze and evaluate a story
 - List the false premises in an advertisement
 - Use critical thinking to solve problems
 - Use problem solving and decision making models to make informed decisions
 - Identify the components of analytical thinking

- Explain four components of Roger von Oech's creative process
- Explain and use the CARS checklist by Robert Harris to evaluate research

9. The student is able to effectively relate, get along well and communicate with others.

- Compare and contrast effective and ineffective relationship skills
- Self-rate, access and analyze relationship mistakes and areas needing improvement
- List and explain ten tips for developing self-esteem and a healthy self-image
- Explain the qualities of Socially Intelligent people according to Daniel Goleman
- Identify and use effective communication and conflict management strategies
- Define and effectively use the components of good listening skills
- Identify the value of diversity and skills needed for teamwork and leadership

10. The student knows the principles of sound financial management. The student shows understanding of personal money management.

- List and explain benefits of sound money management
- Self-rate and identify money management strengths and weaknesses
- Explain and practice the basics of good money management
- List and explain money management dos and don'ts
- Create a budget worksheet to track income and spending
- Assess knowledge of how to use credit cards effectively and identify ways to pay off credit card debt
- Explain and use a formula for balancing spending on needs and wants and for saving money
- List and explain several sources of student financial aid
- Self-rate and assess negative and positive attitudes about money

11. The student knows proactive strategies for creating a successful and fulfilling job and life. The student knows how to find the courage to pursue the career of interest.

- Explain what the hidden job market is and how to find it
- Describe the steps needed for early career success
- Describe the steps needed to find a job in an economic downturn
- Identify the steps needed to create a job even where no job opening exists
- Write an employment proposal including the benefits to the prospective employer
- Identify steps needed for successful self-employment
- Determine and write a personal mission statement
- Identify ways to get the courage to pursue the desired vocation

12. The student knows how to build strong character and a foundation for making a positive contribution to others through a career. The student knows how to determine a mission.

- Identify five strongest character traits and five more needing further development
- Explain the value of a healthy and strong self-image and strategies for developing it
- Identify a mission and write a mission statement
- Identify ideas for creating a successful and fulfilling life
- Explain how greatness from within can be awakened
- Identify the value of making a positive difference for others and how to make a contribution

Note: Educators who adopt the book for students receive access to a bonus chapter on health which is not part of the book. If they choose to use this chapter the following essential knowledge and skills are listed for their information.

13. The student knows how to develop and maintain excellent physical and mental health.

- Explain the three major categories of exercise and the value of each one
- List foods that are nutritious and foods that can be harmful to health

- Compile a list of high risk and dangerous activities/situations and how to avoid them
- List ten strategies for maintaining good mental health
- Compile and analyze level of stress and identify strategies for reducing stress
- Explain Maslow's Hierarchy of Needs
- Identify ideas for keeping a healthy brain

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