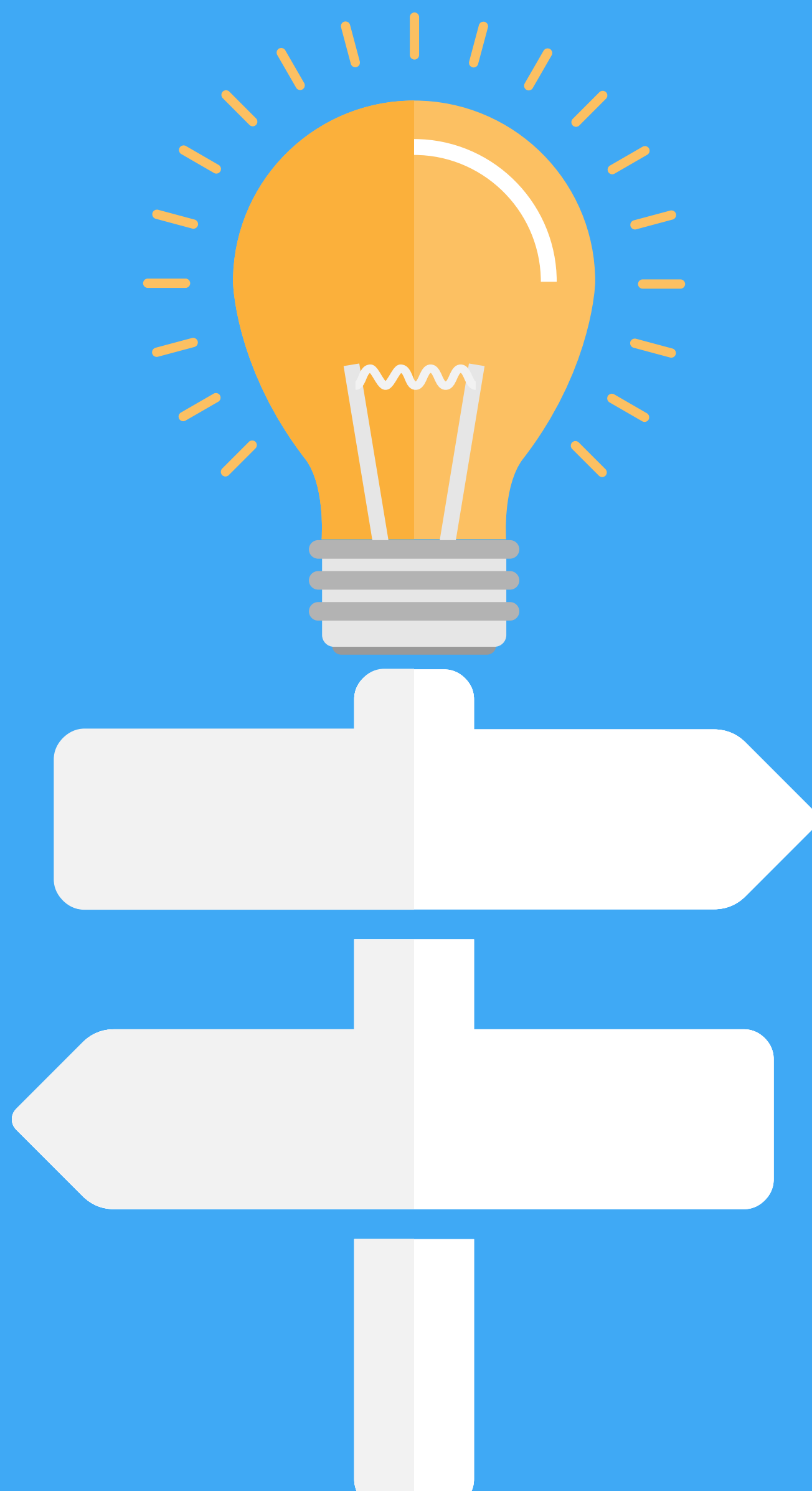


# Career Planning Toolkit

## 如何在求學時期做好 生涯規劃



# It's never too early to start planning for your future career

## 如何利用大學4年為生涯鋪路

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What's the point of getting a degree? Why did you choose your major? Was it your parents' expectations? Was it your choice? Or was it not? Regardless of the reason, you should start your career planning early so you won't have a panic when you graduate.

進入大學意義何在，選科又應該考慮什麼因素，父母的期望、公開試的成績還是個人的興趣？在成年之後，迎來不曾有過的自由學習生涯，在享受之餘，你必須先找到定位人生方向的指南針。

It is true that a degree is no longer as valuable as it once was 30 years ago. But without any kind of degree or certification, it is almost certain that you won't be able to find a job in today's society. A degree has gone from a qualification that only the 'Elites' had to the minimum requirement of getting a job. In turn, this has led many Generation-Y candidates questioning the importance of their degree and are disheartened about their future.

有很多同學認為，讀書就是為了文憑，雖然文憑不一定有用，但沒文憑一定找不到工作，因為如今大學文憑不再是「社會精英」的保證，而成了進入社會的最低門檻。昔日，人們為了父母的期待，懵懵懂懂考進某個科系，畢業後，還能靠文憑在社會上得到不錯的工作機會。但當大學文憑的價值貶低，年輕一代對於進大學的意義，似乎更加迷惘。



However, Generation-Y candidates are actually more fortunate than their parents as we are living in an age of information and data. They can access a vast amount of information with ease. Still, many of them didn't leverage such advantage and thoughtlessly enrolled to their respective degrees. When they found out 'it wasn't something they enjoy/want to do', they panicked and joined the unemployment pool unwillingly after graduation.

其實如今，大學新鮮人在資訊的取得上遠有利於過往，但許多大學生考大學仍是隨波逐流，選科系只因為「考試分數剛好到那裡」而進入校園，混水摸魚告別大學後，卻面臨畢業即失業的窘境。

he latest survey says more and more employers are less inclined to hire fresh graduates, opting to hire young professionals instead (with at least 3 years of experience). The main reason for this is employers feel a lack of direction amongst fresh graduates. Do they know what they want? Will they quit after a short period of time? Will they commit?

面對「迷惘的一代」，企業的僱用意願更是一路走低。根據統計調查，近年僱主晉用社會新鮮人的需求正逐年下滑，主因即在於新鮮人對未來欠缺方向感，工作穩定度低，僱主轉而選擇有3年以上工作經驗的人才。

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## Start Your Career Planning on the 1<sup>st</sup> day that you start your University Studies

### 生涯規劃，從進大學第一天開始

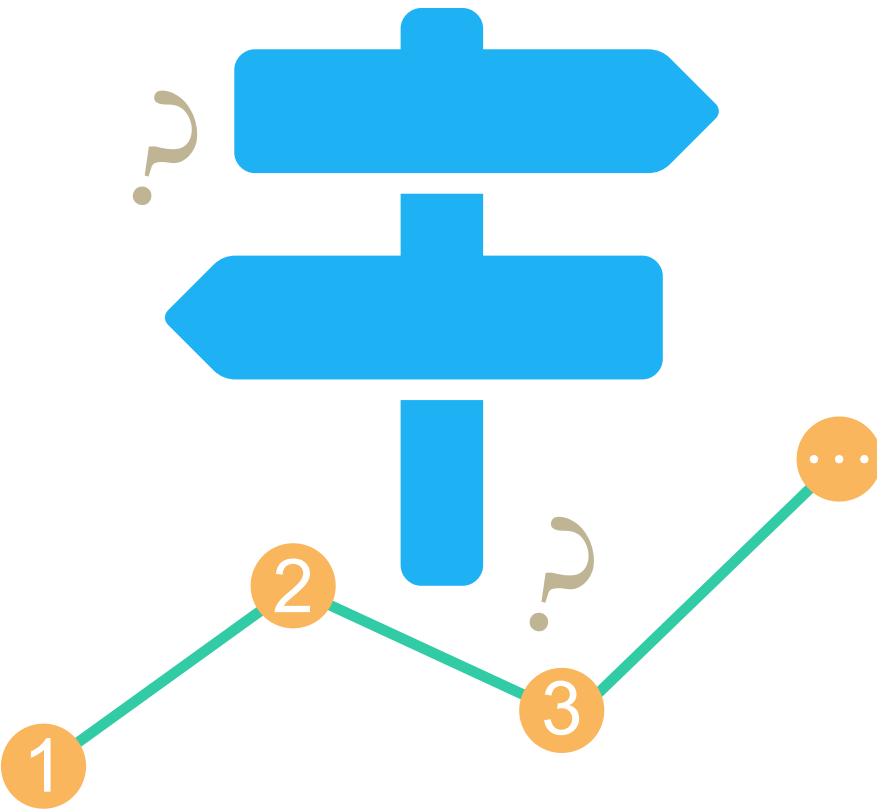
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Of course, employers want new hires to have technical knowledge related to the job, but that’s not nearly as important as great passion, culture alignment/values fit, teamwork/leadership skills and communication skills.

其實僱主有自己一套選才思維，分析認為，一般社會新鮮人，在專業知識方面，程度相差無幾，所以僱主首重新鮮人的工作價值觀與企業文化是否吻合；其次為工作態度；再次為人格特質，如是否具有未來領導的潛力、溝通技巧等。

Employers are more keen to hiring candidates who have a clear vision to their career paths. The last candidate an employer want is someone who has no clue with their career path and no personal goals — this is a sign of incompetence and lack of assertiveness in the workplace.

但最重要的一點，僱主希望新鮮人對於未來有清楚的職涯規劃。很多公司在面試時問求職者的要求，最不希望聽到這種答案：我都可以配合，只要能到你們公司就好了。因為不知道自己要什麼的人，並不會受到僱主青睞。



It’s never too early to start planning for your career and university is a great place to start. If you start putting the building blocks in early then you wont have a panic attack when you graduate and you’ll give yourself the best chance to find a graduate job. It is important to be proactive when planning your career and make sure that you make use of the resources available in society and at your university.

大學4年是機會的探索，更是人生定錨的開始。生涯規劃不是從進入社會才要思考的問題，當進入大學的第一天，就可以善加利用豐沛的社會及校園資源認識自己，進而開始規畫未來的人生。

## Cultivate Your Soft Skills now

### 培養軟實力，比埋頭念書更重要

Developing great soft skills is a vital boost to your career. Of course, employers want new hires that are technically competent, but that’s not nearly as important as clear motivation/initiative, teamwork/leadership skills, communication skills, commitment, reliability, time management, flexibility and creativity; the soft skills.

軟實力的養成，將左右新鮮人未來在職場上的潛能。以美國培育出好幾個總統的知名學院 Phillips Academy為例，在教師評鑑學生是否獲准入學的評量表上，除學術能力之外，個人特質部份的評量項目更多，包括目的感、組織、動員、說服能力、責任感、自律力、成熟度、抗壓性、獨立性等。

Universities often neglect training their students for these skills, as such training would be hard to evaluate at scale. Nevertheless, it is important for students to create opportunities themselves at university to work on their soft skills. The key to developing soft skills is by practicing them — so practice them daily!

但一般大學教育容易忽略這些能力的培養，因為評量不易，且影響又非立時可見，所以學生在大學生活中，要時時系統性地檢視自己，是否同時在培養這些足以影響一生的信念、習慣、價值觀，是否能以多元包容的心態、視野去思考、判斷一件事，這才是大學教育的真諦。



# Universities aren't Vocational Training Colleges

## 大學並非職業訓練所

<http://www.scmp.com/comment/insight-opinion/article/1846840/universities-should-not-become-glorified-vocational-training>

You shouldn't consider universities as vocational training colleges; earning relevant technical knowledge is only a small part of what university is about. Universities, at the undergraduate level, provide a comprehensive education and motivation for young people who will later enter a range of professions but are not required to make career decisions as a teenager. What's more important is its students learn 'how to learn', cultivate interests and enhance their ability to think independently and critically. Universities are pots of innovations, opinions and experimentation. And the students who leveraged such edge are the ones who went on to create new technologies and new ways of thinking later on in life.

現代大環境變動劇烈，產業的景氣循環可能每3年就變動一次，如果學校把自己當作職業訓練所，可能等培養4年後，產業的需求又改變了。所以專業能力和知識的獲取並非是大學的唯一目的，更非職業訓練所。更重要的是，學生如何從學院的知識訓練邏輯思維與獨立思辨的能力，所以在大學時代就要培養好自學的能力（*learn how to learn*）、興趣與習慣，面對外在環境的變動，永遠有能力吸收、掌握新知，才能終生受用。很多大學生，便懷抱高度的自覺在求學，決定了自己不同的人生。

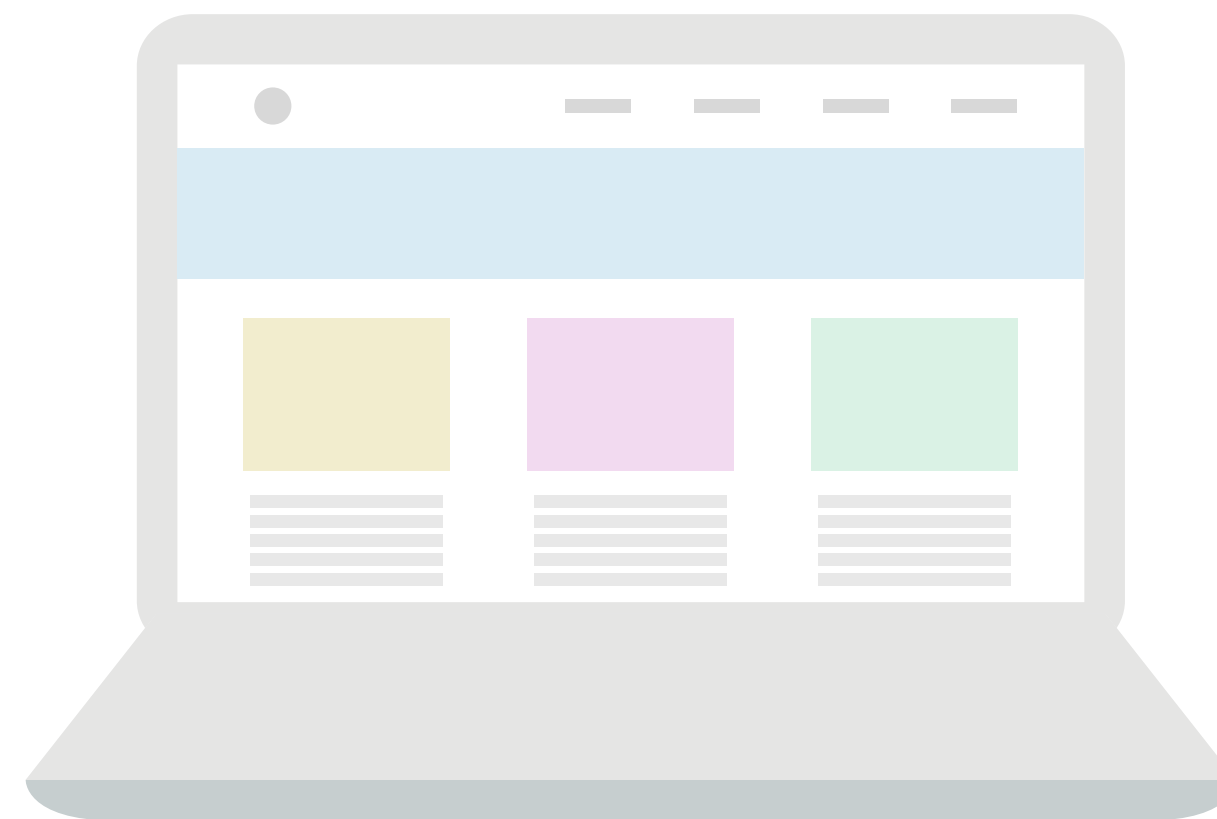


## Treasure Your 4 Years of University

### 善用資源，黃金4年不白費

For many students, we understand it's unrealistic to know what job you'll want to do when you've only been at university for a few weeks, though it's vital to be attentive of the opportunities that are on offer. It's not just your degree that matters but also the things that you've done alongside it, whether it's the extra courses you took, the student societies you helped run, the career events/workshops you attended or the part-time/internships that you have done. Treasure your 4 years of university to understand yourself and the opportunities you're exposed to; it'll save you a great deal amount of time in finding your ideal graduate job after graduation!

大學黃金歲月，許多人在其中找到自己終生的方向。但並不是考進某個科系就非要死守一生，讀大學正是探索人生的開端，專業知識的追尋，讓你擁有一定的知識思考未來。然而更重要的是，通過大學的課程、社團；或是參加不同生涯規劃相關活動；以至尋找兼職或實習，可以真正認識自己專長；而利用現今發達的網絡科技，職場資訊更是觸手可及，在畢業前瞭解自己和行業，便能找到未來方向，而不需要畢業後才浪費光陰尋找和適應合適的職位。



# Your 4–Year Career Plan

## 大學4年的生涯規劃安排



### Expand 擴展

Freshman is an exciting, and eventful time and it's never too early to start building your career knowledge and increasing your employability prospects. Start exploring as early as your first year: take up different classes, join different student societies or attend different career workshop/events.

大一是你開始學習適應新環境的一年。這是人生的轉型期，應試著開展視野，主動接觸心的朋友與不同的想法，增加新的經驗。盡可能去接觸各類的科系、課程、學生組織、活動，在將來作抉擇時將會有很大用處。

- **Use your test results as a guidance to assess if you're really interested in the class you took.**  
借助測驗來瞭解自己的興趣方向；測驗雖然只是一個分數，但也可成為你判斷你真正對某學科感興趣的其中一個判斷標準。
- **Build a network by meeting other students, teaching assistants and professors. Talk with people and ask lots of questions: their advice may save you from making lots of mistakes.**  
多向師兄師姐、導師或任課教授請教經驗；他們從來不會吝嗇和新同學分享自己的經驗甚至教訓，多聽多消化絕對能讓你少走一些彎路。
- **Take classes in different areas of study. This will give you a better perspective on what really interests you.**  
旁聽外系的基礎課程；大學裡很多課程都是允許旁聽的，只要在選課時期同時記下你感興趣的其他學系的課程時間表，在不影響已選學科的情況下可以嘗試旁聽外系的基礎課程，不僅能擴寬你的知識面，還能幫助你選擇輔修學科。
- **Join campus clubs, societies and organizations. You'll pick up a lot of skills from doing this, including communication skills and teamwork.**  
參與各類學生組織活動；參加學生組織與不同的社交活動能幫助你有效拓展人脈，鍛鍊人際交流及團隊協作的的能力，對日後工作實在裨益不少。
- **If necessary, consider changing your degree field of study. It is possible that you'll find your chosen field of study is different than what you expected. A good thing is, that you'll still have time to catch up if you change your field of study in year 1**  
必要時考慮轉系或輔修等；進入大學你可能會發現你所學讀的學科和你想像中有所出入，又或者發現你真正的興趣原來是其他學科。所幸的是你還只在攻讀大一，無論是考慮轉系還是修讀輔修還是有充足時間準備。



## Explore 探索

By year 2, you know the campus and the university environment quite well. Now it's for you to explore some of your interested sectors:

此時是可以開始探索你覺得有興趣的各個領域的時候。自主的探索是作生涯規劃前不可或缺的功效，下面是一些可以幫助你展開探索的方式：

- **Define your academic path. With one year of university completed, you're in a better position to better understand your strengths. Now, you should focus on taking classes that interest you and building up your strengths.**

選課時就自己感到興趣的多個方面同時選修；能夠把自己的興趣發展成自己擅長的領域並加以深入研究，能先人一步確立生涯發展方向，對職業規劃也有很大幫助。

- **Deepen your involvement in extracurricular activities, by taking up committee positions in volunteering work, student societies, clubs or organizations. This helps you build skills that future employers find valuable when considering applicants.**

在學生組織中參與實際的活動設計與執行工作；紙上談兵永遠不能鍛鍊你的執行能力，很多個人能力的短板只有在實踐中才能發現及解決。

- **Find out more about your career options or interests: visit online career forums, attend career education programs or events.**

運用學校外的資源(社會的、媒體的、政府的)獲取有興趣的資訊；能有幸身處這個資訊發達的年代實屬我們的福份，所以你要懂得利用豐富的媒體去獲取有用的資訊。

- **Apply for summer internships or part time opportunities. Not only these opportunities will give you a bit of cash, they'll also provide you a taste of your interested industry.**

藉兼職或者實習獲取各類經驗；簡直和實習能帶給你的遠不止多買一對波鞋或一個手袋的閒錢，而是能夠讓你在畢業前對感興趣的行業來個切身的體驗。



## Concentrate 濃縮

Year 3 is a great time to start zeroing in on your career goals.

在這個階段，你開始修讀較多的專業課程，也是開始在生涯規劃上加以濃縮的時候了。

- **Attend meet-ups and career fairs. These events allow you to meet potential employers and learn about opportunities.**

參與「職業博覽會」或招聘說明會等提供職場資訊的活動；通過參與這些活動能幫助你找到合適的兼職或實習職位，還能讓你瞭解行業最新動態。



- Explore online resources to stay alert with industry news. Likewise, summer of year 3 will be your final opportunity for a summer internship while in university. So check frequently to avoid missing deadlines.  
上網查詢就業市場相關資訊；步入社會對你已經不是遙不可及的日期，你必須開始留意市場的最新動向以調整自己的生涯規劃方向。
- Network with alumni and other professionals in your interested field. Developing and expanding your network now will give you better insights into the industry and potentially help in your internship search this year and your full-time job search next year.  
向在你有興趣的領域工作的人請教實際的工作狀況；多吸取別人的經驗不僅能增廣你對行業的了解，也能幫助你搭建更廣的人脈。
- Remember, opportunity comes to those who are prepared.  
蒐集往你有興趣領域深造機會的資料；做好功課永遠不會吃虧，機會是留給有準備的人。



## Choice 抉擇

By year, you should have your eyes on 1 or 2 options, whether it's graduate school or working to land your first job. Here are some recommendations for year 4.

大四學生需將生涯選擇鎖定在一、兩個最有興趣也最合適的方向上，可透過各種方法以獲得進入選定領域的機會：

- Plan for graduate school. If you aspire to be an expert in your field, then graduate school is a good choice for you.  
準備考研究院，往選定的領域鑽研；如果你立志要成為自己領域的專才，選擇攻讀研究院是很好的選擇。
- If you aspire to become a civil servant/work for government organizations, now it's a good time to prepare for the Civil Service Bureau's assessments.  
準備公務員等類考試；俗稱「鐵飯碗」的政府、紀律部隊及公營機構的職位往往要通過多從考驗才能獲得聘用，若有此意願必須要做好充足準備。
- Attend CV writing or Interview workshops. Sharpening your CV and interview skills now will definitely give you an edge amongst a sea of applicants.  
參與「履歷表撰寫」及「求職面談」的講座或訓練；磨刀不誤砍柴工，有針對性地訓練你的求職能力能讓你在求職時更加得心應手。
- Meet with potential employers at career fairs and company information sessions. Gain a competitive advantage by meeting as many employer representatives as possible — personal connections can a long way.  
參與校內舉辦的「企業聯合招聘」活動；每年畢業季都會有大量企業公司進入校園作各類型的招聘宣傳活動，說不定通過參加這類活動就能找到心儀的職位。

- Start applying for opportunities at your interested companies or organizations. Don't wait to start your job search after graduation. Keep in mind many of your friends would have applied for opportunities months before graduation, some of them may even receive an offer before you know it!

畢業前開始投遞履歷表給自己感興趣的公司或機構；不要等到畢業後才開始你的求職之旅，要知道你身邊的不少同學在畢業前半年已經投遞履歷，甚至已經獲得聘用！

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## How Summer Interns Get Return Offers? 如何做好暑期實習甚至獲得Return Offer?

SBRSP : Serious, Best, Responsibility, Social, Positive。As summer is approaching, many have asked us on how to prepare for a summer internship or how summer interns get return offers. Getting an internship offer is a recognition of your skills and technical knowledge that you have made the basic requirements of the company. Once you start working, you'll no longer be judged on the responses to interview questions, but almost entirely on your 'attitude'. So what is the correct attitude? SBRSP: Serious, Best, Responsibility, Social, Positive.

每逢暑假來臨之際總會有人問暑期實習要如何準備，又或是暑期實習時到底要怎麼做才能獲得return offer。從硬件說起，你能從競爭激烈的招聘過程中拿下這個實習合約（internship offer），就說明你的能力及專業技能基本過關。從軟件說起，你的性格、團隊協調和交際技巧的優劣，誠然是決定你能不能留下，但短期內這些條件難以作出很大改變。所以你唯一能控制和改變的，就只有「態度」了。那什麼是正確的態度？

### Serious：認真做好每一件被交待的事 Take your work seriously

A summer internship allows you to have a better understanding of your interested industry, and getting a return offer is probably the goal of your internship. In order to achieve this goal, you'll need to take your work seriously. It is understandable if you make mistakes, but you are encouraged to ask questions if you ever need help.

暑期實習可以讓你瞭解感興趣的行業和感受真實職場環境，但如要設一個更清晰的目標，就是獲得全職合約（full time offer）。要達成這個目標，你首先要做好任何交到你手上的工作，如果有不懂的地方就要問，你若犯錯可以被理解但絕不可以沒有耐性。

On that note, most interns will have a discrete chunk of work and, at times, tedious work. It is vital for you to do the simplest job well — no manager is going to trust someone who can't even do the slightest job. Always make sure you're on the same page as the person who assigned you work. Great attention to details is a valuable quality in any industry.

同時，作為實習生一定會被安排做一些乏味的工作，但越是簡單的工作，你越必須做的最好。在被分配到工作時，也建議先確認對方的要求是不是你所理解的意思。認真做好每一件被交待的事，能體現你對細節的追求，而這是每個行業都需要的品質。



## Best：竭盡所能，做到最好 Always deliver your best work

A lot of people can work hard, but not everyone knows what's 'try your best'. Many people simply work long hours to fulfill their manager's requests, but not many evaluate if their work is 'the best that they could've done'. Likewise, not many would take on projects that are outside their 'job duties.'

Work hard是過程，而try your best是目的。如果單純地work hard，有很多人都能做到，但有時候你看上去不夠努力，是因為你不知道什麼程度才是try your best。你完成了上司交代的任務，你有否想過你能否做得更好，或者你還有精力接受更多任務嗎？

A food for thought: perhaps your manager didn't praise your colleague for always being last to leave the office, but praised him because of his unique dedication and quality of work.

有否想過，那位永遠最遲走的同事，不是因為遲走而被老闆賞識，而是因為同樣的一份報告，每一步的邏輯、設計甚至字體他都加以斟酌，而且每次上交之前都會反覆檢查。所以說努力的人，運氣不會太差。

## Responsibility：不僅是自己，你亦要為你的團隊負責 Be responsible for your team

Most interns will have a discrete chunk of work and, at times, a lot of 'dirty work'. You don't necessarily always have to blindly follow orders, as managers will always appreciate if you have a point of view. Tactically inquire about the aims of the project and propose new ideas/tactics on how your and your team's work can be improved. Your initiative will be appreciated.

很多時候實習生的工作就是減輕上司的負擔，因而經常會被分配到一些枯燥無味的任務（dirty work）。但是如果你在接手時，就能顧及到這個項目的大方向，問清楚項目的目標，在此基礎上調整自己的工作，並提供自己的意見，不僅能夠讓你更好地完成任務，並且在過程中收穫更多，同時還能夠在上司心中留下絕佳的印象。

## Social：與團隊溝通，積極社交 Communicate with your team, be sociable

Most companies work in teams and interns are often the utility players on the team. Contribute in any way that you can — work with as many people as possible and take on as much responsibility as you can handle. You'd want more people to know about you and accept you. If you're invited for a coffee — go without hesitation. If you couldn't — invite them next time. The more people you work with, the better your chances of winning a return offer.

絕大多數公司的項目都是團隊作業，而實習生往往扮演輔助的角色，所以團隊協調能力對實習生來說十分重要。換句話說，在實習期間，你要努力和大多數人相處愉快，你也要讓更多的人認識你，接受你。有人邀請你去喝咖啡，毫不猶豫地應約；當時在走不開，事後反邀別人。認識你，記得你的人越多，你的勝算越大，同時，你也會在這個社交的過程中，得到很多寶貴的經驗，建議和啓發。

## Positive：請你發放正能量 Be positive

In or out of the workplace, a positive vibe is always popular. Smile and enjoy your work!

無論是工作還是生活，發放正能量的人都比較受歡迎。是想你一位新同事每天都帶著笑容返工，你必定會不期然對他產生好感留下印象。

Not only these SBRSP rules will significantly increase your chance of getting a return offer, these rules are also a good guidance to a life beyond the workplace.

**謹記以上SBRSP法則，不僅能大大增加你在暑期實習後獲得return offer的機會，在日常生活環境的待人接物也會變得得心應手。**

We work hard to help you start your career planning as early as possible, so you can get a head start over your peers. If you would like to get access to our latest Ebooks and career guides, remember to register on FreshLinker, so we can keep you updated!

我們認為早於畢業前為你的未來職業規劃開始鋪路，定必能比其他人先起步、先成功。如果想第一時間入手我們以後推出的eBook，請註冊成為FreshLinker會員，緊貼第一手求職資訊。

# About FreshLinker

## 關於FreshLinker

FreshLinker is Hong Kong’s fastest growing career planning and recruiting platform. With a growing database of the latest career information and jobs, FreshLinker is dedicated in helping young talent with their career planning and job seeking. Not only young talent can catch up on the latest content, internships, part–time or full–time opportunities through [www.freshlinker.com](http://www.freshlinker.com) or our Facebook page; they can also attend a variety of seminars, workshops or events co–hosted by us and our partnering companies and universities. Our vision is to “Motivate and cultivate the leaders of tomorrow.”

FreshLinker是香港首個為大專生打造的職業規劃及求職平台，集合最新的職場資訊、培訓課程及職位空缺，一條龍為大專生提供從入學開始的職業規劃到畢業後的求職及自我增值提供服務。瀏覽FreshLinker的Facebook專頁及網站 [www.freshlinker.com](http://www.freshlinker.com)，可緊貼最新職業規劃資訊及專為大專生而設的實習、兼職以致全職職位空缺；而通過參加FreshLinker在各大院校及公司企業舉辦的講座、工作坊以及活動，能夠親身體驗真實職場，快人一步打開職場世界的大門。我們的宗旨是「讓有志成為未來行業領袖的年輕人夢想成真」。

***FreshLinker is used by growing companies to recruit the Generation-Y talent they need to innovate and succeed – smarter and faster.***

To Learn More:

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Call (852) [3547 2513](tel:35472513)

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