

Career

A Career can be defined as a sequence of positions, roles or jobs held by one person over a relatively long time span.



How do people choose careers?

- ✶ Interest
- ✶ Self-image
- ✶ Personality
- ✶ Family background
- ✶ Social background
- ✶ Qualification



Career Planning

“Career planning consists of activities and actions that you take to achieve your individual career goals”

- ✧ A career path is the sequential pattern of jobs that form.
- ✧ Career goals are the future positions that an individual strives to reach as part of a career.



How important is career planning?



Objective of career planning

Attract and
retrain talent
by offering
better career
growth

Reduce
employee
turnover

Better
succession
planning

Use HR
effectively
and achieve
greater
productivity

Improve
morale and
motivation

Typical entry-level Employee Expectation vs. Reality

Expectation

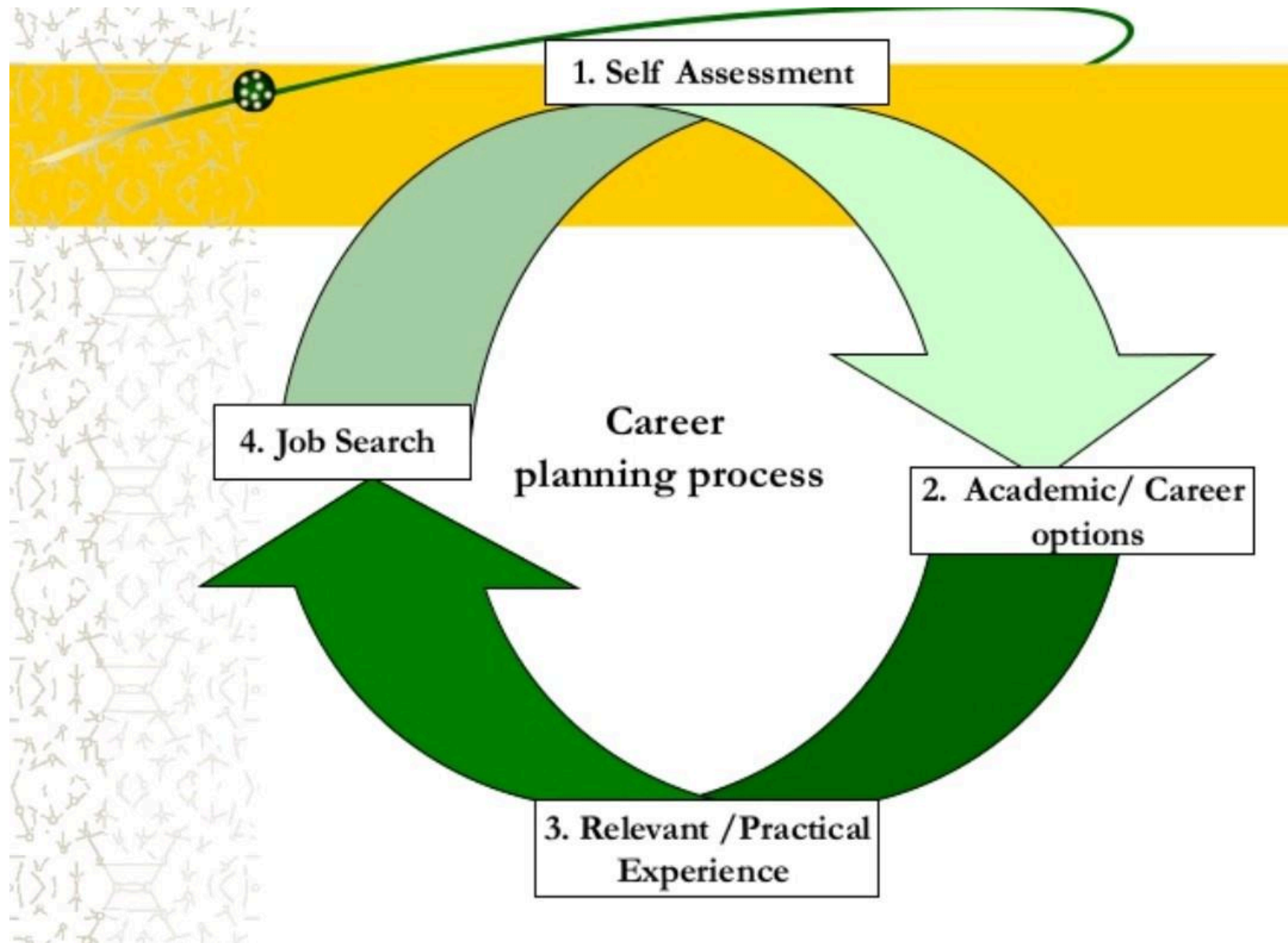
- ✨ "I will have much freedom to work as I please"
- ✨ "Most of my work projects will fun."
- ✨ "I will receive lot of helpful feedback from my boss"
- ✨ "If I do well at work, I will get good raises and promotions"
- ✨ "I can apply the latest technique that I learned at school"
- ✨ "I will be able to balance my personal needs and work life"

Reality

- ✨ "My boss tells me what to do and how to do it."
- ✨ "I have much boring, routine work"
- ✨ "Money and promotions are limited and factors other than performance count"
- ✨ "People resist new ideas that I suggest"
- ✨ "My job and personal goals often conflict"

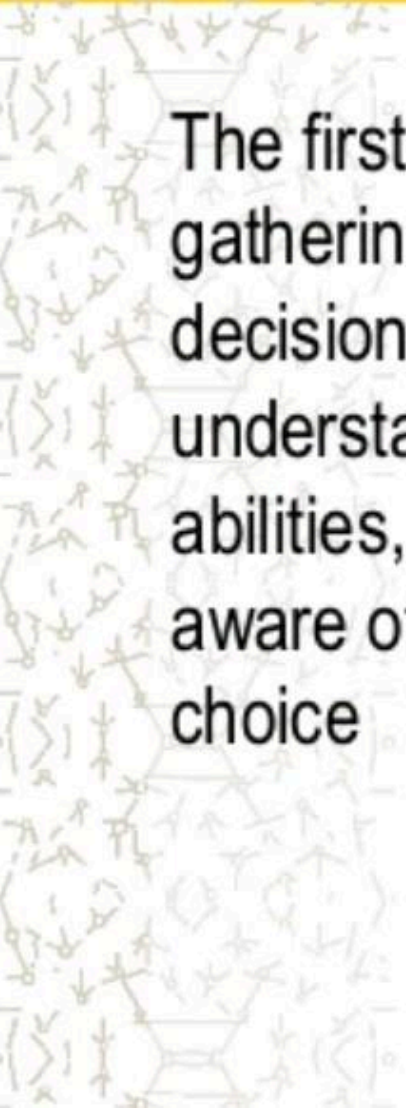


Career Planning Process





Self-Assessment



The first step in the Career Planning Model involves gathering information about yourself to assist in making a decision about a career. You should develop an understanding of self including values, interests, aptitudes, abilities, personal traits, and desired life style, and become aware of the interrelationship between self and occupational choice



Academic/Career Options

- ✧ The second step allows individuals to investigate the world of work in greater depth, narrow a general occupational direction into a specific one through an informed decision making process, and declare a major.



Relevant/Practical Experience

- ✦ In Step III individuals evaluate occupational choices and gain practical experience through internships, cooperative education, relevant summer employment, volunteer work and campus activities. In addition, more specific decisions about occupational choices are made.



Job Search

An initial occupational choice is made in Step IV. Individuals prepare for and begin conducting a job search



Issue in Career Planning

✧ Dual Family Careers:

The proportion of women in professional occupations has increased dramatically in the recent years.

✧ Low Ceiling Careers:

Some highly specialized jobs have little room for advancement in career terms.

✧ Declining Opportunities:

Career opportunities for certain jobs or categories sometimes decrease due to technological and economic changes.

✧ Career Stages:

Employees move through different career stages and their career needs change as they move from one stage to another.

✧ Restructuring:

The demands of a fast changing economy have been forcing organization to restructure and reorganize themselves.

✧ Career Plateaus:

Employees reach a plateau in their career when they feel that there is nothing else left to achieve.

✧ Work-family Issues:

Elderly parents, school going kids, a sick relative or family member, are some of the many family issues that change the career path of an employee.

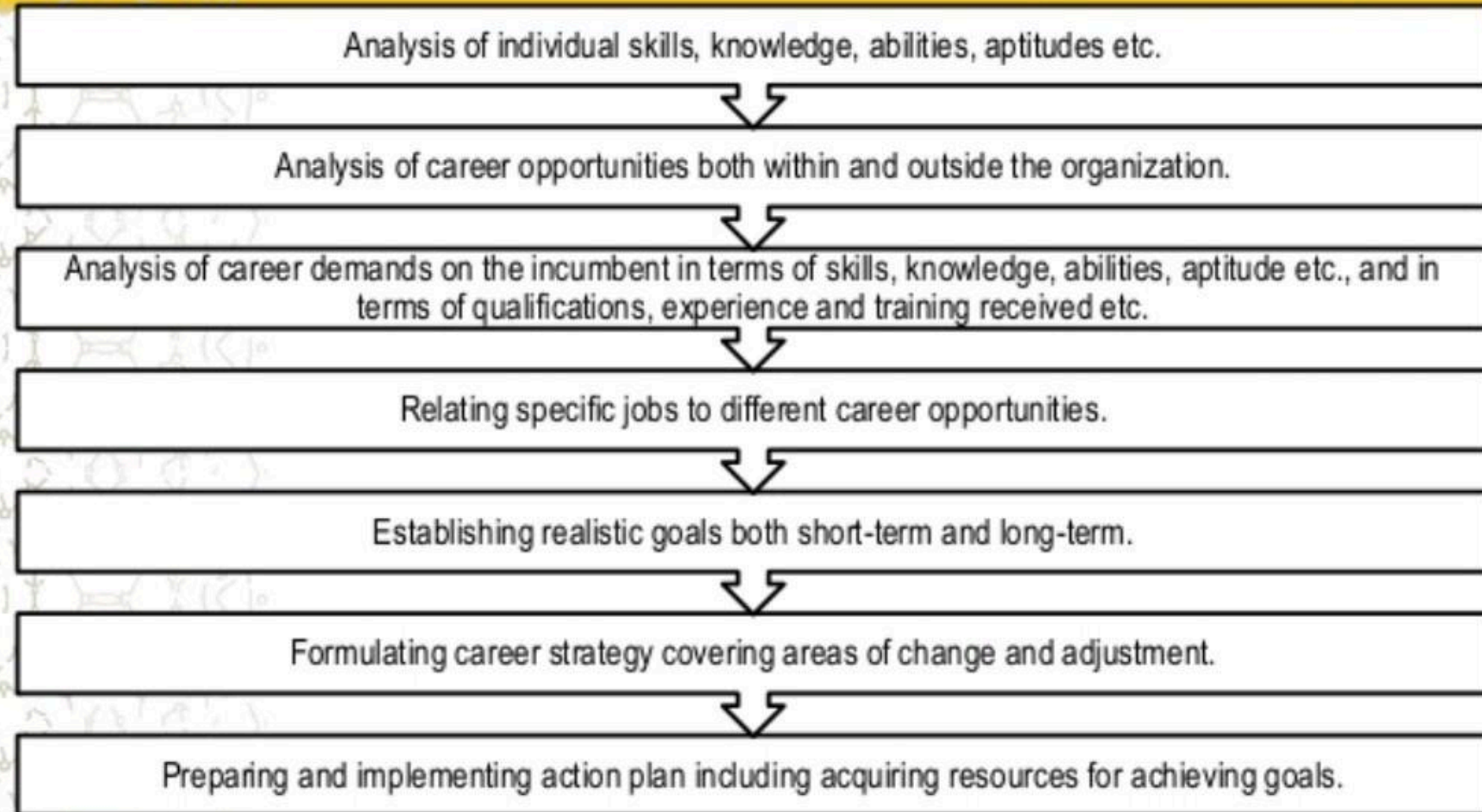


Career Development

Career development is essential to implement career plan. Career development consists of personal improvements undertaken by the individual employee, training, development and educational programmes provided by the organization and various institutes.

The most important aspect of career development is that every employee must accept his/her responsibility for development. Various career development actions prove useful if an employee is committed to career development.

Process of Career Planning & Development



Steps involved in Career Development System


There are four steps in establishing a career development system. They are:

1. **Needs:** -Defining the present system i.e. this step involves in the conducting a needs assessment as in a training programme.
 - ✦ Establish roles and responsibilities of employees, managers, and the organization.
 - ✦ Identify needs; establish target groups.
 - ✦ Establish cultural parameters; determine organizational receptivity, support, and commitment to career development.
 - ✦ Assess existing HR Programme or structure; consider possible links to a career development programme.
 - ✦ Determine prior attempts at solving the problem or need.
 - ✦ Establish the mission or philosophy of the programme.
 - ✦ Design and implement needs assessment to confirm the data or collect more data.
 - ✦ Establish indicators or criteria of success.

Steps involved in Career Development System


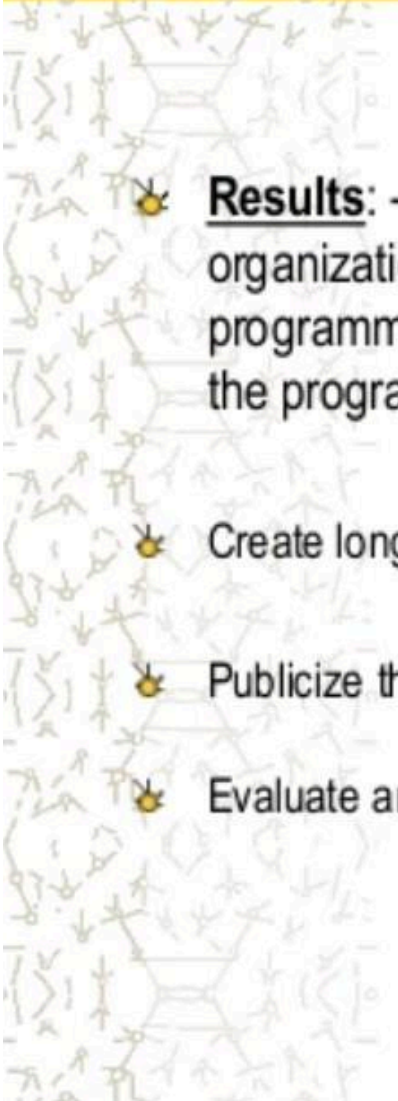
2. **Vision:** -The needs of the career system must be linked with the interventions. An ideal career development system known as the vision links the needs with the interventions.

- ✦ Create a long-term philosophy.
- ✦ Establish the vision or objectives of the programme.
- ✦ Design interventions for employees, managers, and the organization.
- ✦ Organize and make available career information needed to support the programme.



3. **Action Plan:** -An action plan should be formulated in order to achieve the vision. The support of the top management should be obtained in this process.

- ✦ Assess the plan and obtain support from top management
- ✦ Create a pilot programme
- ✦ Assess resources and competencies.
- ✦ Establish an advisory group.
- ✦ Involve advisory group in data gathering, programme design, implementation, evaluation and monitoring





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- ☀ **Results:** -Career development programme should be integrated with the organization's on-going employee training and management development programmes. The programme should be evaluated from time to time in order to revise the programme.
 - ☀ Create long-term formalized approaches.
 - ☀ Publicize the programme.
 - ☀ Evaluate and redesign the programme and its components.

● LG takes up career planning for employees

- ✦ In an innovative way to beat attrition, which has hit 30 per cent across the industrial sector, LG Electronics India is taking up a 5-year programme to nurture the career of its white-collared employees.
- ✦ The company has made the programme mandatory for its white-collared employees that number about 1,900.
- ✦ "In this initiative all our employees will have to undergo an assessment by experts who would help them identify their weak points. During the course of the next five years they would be given thorough training in those areas.
- ✦ "The senior employees will be assessed on the basis of their vision and leadership abilities. The young people will be assessed as per their functional capabilities,"



Dell supports your growth: Career development programs

-  Dell provides programs to power your career growth and development. Our programs help team members emerge as leaders through mentorship, encouragement, and opportunities that are just the right blend of rewards and challenges.
-  We invest in our people and have developed a series of special programs that enables you to pursue a career that fulfills your ambitions and potential.
-  From one-on-one meetings with mentors to regular 360-degree feedback and routine check-ins with a long-term career plan, these programs give you ample opportunity to carve your own path toward leadership.
-  Dell supports your career from the beginning by providing higher education




Career-Impacted Life Stages

- a. Growth Stage:** The growth stage is roughly from birth to age 14 and is a period during which an individual develops a self-concept by identifying and interacting with other people. Basically, during this stage an individual establishes his or her identity.
- b. Exploration Stage:** The exploration stage is the period roughly from ages 15 to 24, during which an individual seriously explores various occupational alternatives. The person attempts to match these occupational alternatives with his or her own interests and abilities resulting from education, leisure activities, and work.
- c. Establishment Stage:** The establishment stage is roughly from ages 25 to 44 and is the primary part of most people's work lives. Hopefully, during this period, a suitable occupation is found and the person engages in those activities that help earn a permanent career. During this period, the individual is continually testing personal capabilities and ambitions against those of the initial occupational choice.
- d. Maintenance Stage:** Between the ages of 45 to 65, many people move from the stabilization sub stage into the maintenance stage. During maintenance, the individual has usually created a place in the work world, and most efforts are directed at maintaining the career gains earned.
- e. Decline Stage:** As retirement becomes an inevitable reality, in the decline stage, there is frequently a period of adjustment, where many begin to accept reduced levels of power and responsibility.

Advantages of Career Planning and Development

For Individuals:

1. The process of career planning helps the individual to have the knowledge of various career opportunities, his priorities etc.
2. This knowledge helps him select the career that is suitable to his life styles, preferences, family environment, scope for self-development etc.
3. It helps the organization identify internal employees who can be promoted.
4. Internal promotions, upgradation and transfers motivate the employees, boost up their morale and also result in increased job satisfaction.
5. Increased job satisfaction enhances employee commitment and creates a sense of belongingness and loyalty to the organization.
6. Employee will await his turn of promotion rather than changing to another organization. This will lower employee turnover.
7. It improves employee's performance on the job by tapping their potential abilities and further employee turnover.
8. It satisfies employee esteem needs.



For Organizations: -

- ★ A long-term focus of career planning and development will increase the effectiveness of human resource management. More specifically, the advantages of career planning and development for an organization include:
 - i. Efficient career planning and development ensures the availability of human resources with required skill, knowledge and talent.
 - ii. The efficient policies and practices improve the organization's ability to attract and retain highly skilled and talent employees.
 - iii. The proper career planning ensures that the women and people belong to backward communities get opportunities for growth and development.
 - iv. The career plan continuously tries to satisfy the employee expectations and as such minimizes employee frustration.
 - v. By attracting and retaining the people from different cultures, enhances cultural diversity.
 - vi. Protecting employees' interest results in promoting organizational goodwill.



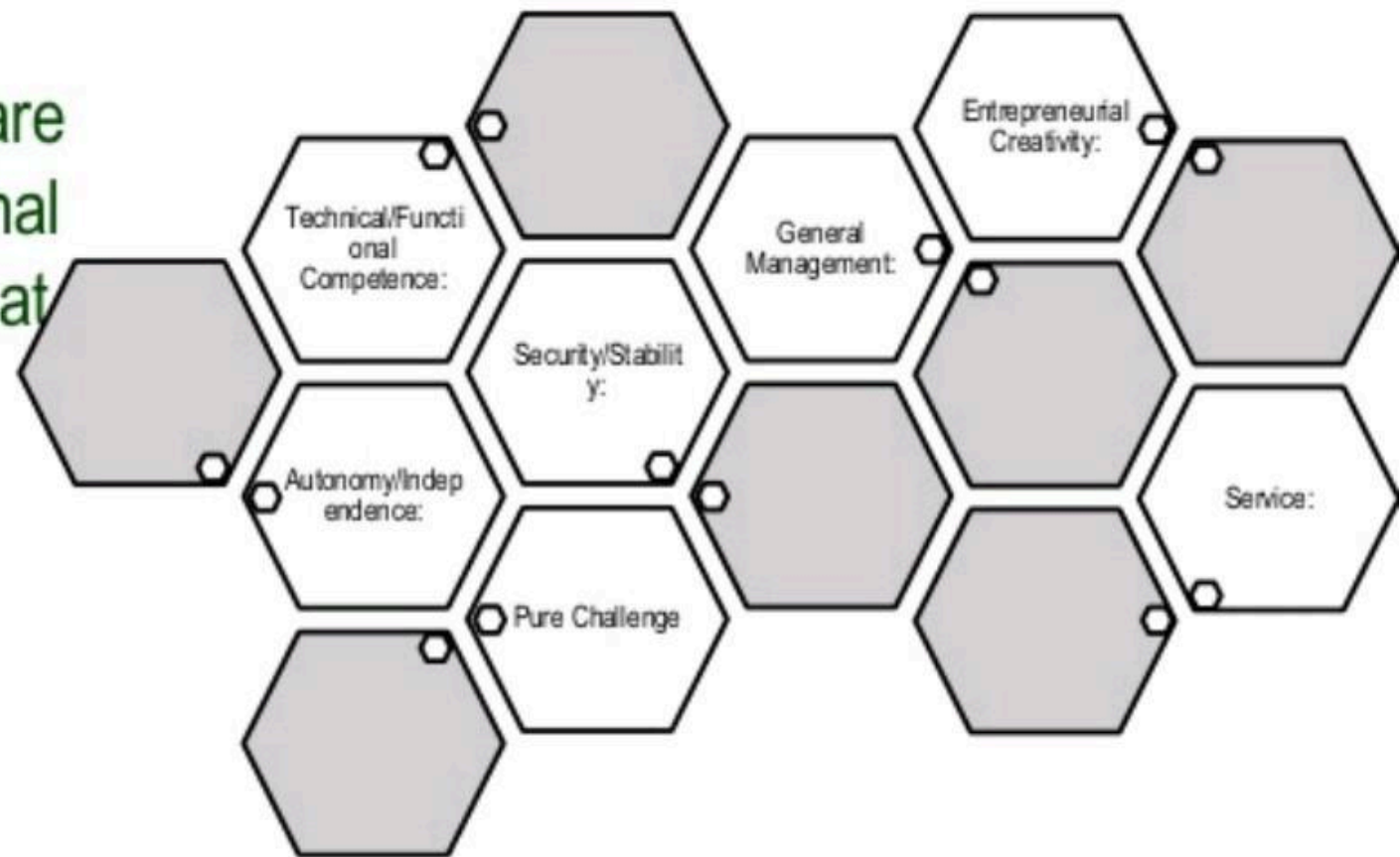
“IF YOU ARE PLANNING FOR ONE YEAR, GROW RICE;

IF YOU ARE PLANNING FOR TWENTY YEARS, GROW TREES;

IF YOU ARE PLANNING FOR CENTURIES, GROW PEOPLE”

Career Anchors

Career anchors are the basic attitudinal characteristics that guide people throughout their careers.



✿ **Autonomy/Independence:**

They want to be self reliant and do not like to be bossed over. They excel as entrepreneurs, professors, consultants, professionals and free-lancers.

✿ **Security/Stability:**

Individuals who desire security and stability want to be free from any anxiety of uncertainty or insecurity.

✿ **Technical/Functional Competence:**

Those with a technical/functional competence anchor exhibit strong inclination to develop something which they can call their own.

✿ **General Management:**

They have good planning, organizing, managing and controlling skills. They enjoy responsibility and revel in uncertainty.

✿ **Entrepreneurial Creativity:**

They enjoy jobs where they are given enough freedom to create and are not bound by organizational framework. Example: artists, free-lancers, entrepreneurs and innovators.

✿ **Service:**

Service drives individuals to take up jobs in not-for-profit service organizations. The worthwhile causes they pursue can range from environmental protection to poverty alleviation.

✿ **Pure Challenge:**

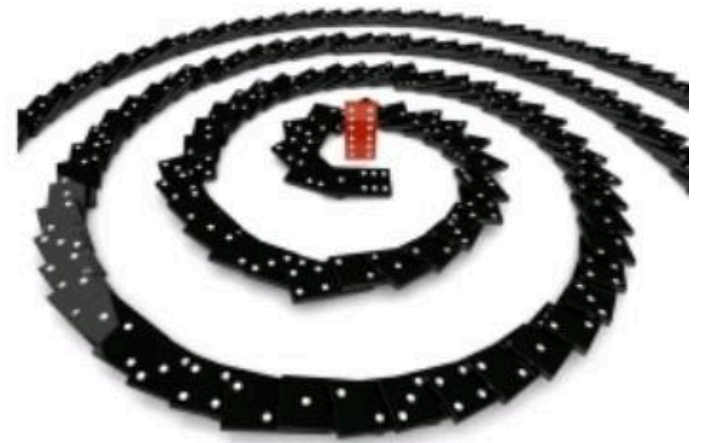
People with this career anchor just love solving difficult problems.

Career Development Process

- 'A **career** is that part of a person's life that pertains to the work they do to sustain their lives physically and psychologically'
- It consists of more than 1 job, but rather **a series of jobs** that are related in some way.
- The means we use to relate that **series of jobs determines how we use the term career.**

Benefits of managing your own career

- Self awareness
- Improved job satisfaction
- Increased professional development
- Improved marketability
- Control your own life



Taking ownership

- **How have you taken charge recently?**

- Have you looked at your latest performance review and identified steps that you could take to improve

- **Are you waiting for something to happen?**

- Charting your career
- Too busy to think of other things?



Career Planning

- **Career Planning in itself is a straightforward process of understanding, exploring and decision making, reflecting on your life, family and work in a wider context.**
- What complicates it is that careers and organisations are constantly changing.

How Do Goals Actually Motivate?

- Goals are exercises in selective perception.
- Goals encourage effort to achieve something specific.
- Goals encourage persistent effort.
- Goals foster creation of strategies and action plans.



Sample Career Plan

Time	Role	Location	Dev Proj Completed
5 years			
10 years			
15 years			
20 years			