

SPIRAL GROUP, INC.

SHAPING TODAY'S JOB SEEKERS FOR EMPLOYERS OF CHOICE.®



CAREER DEVELOPMENT COURSE | 2

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CAREER DEVELOPMENT COURSE—2

Employment trends have changed over the past decade. As a result, the ways in which we seek employment have changed. In this course, you'll learn how to set occupational goals, conduct occupational research, and how to begin creating a positive and effective personal brand. There's also an introduction to entrepreneurship.

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1 | CAREER INTERESTS

It's helpful to know your interests when it comes to career planning. Career interests are different than abilities or skills. Knowing your career interests can highlight the ways in which certain fields of study, work environments, and occupational pursuits may or may not be satisfying for you. As you review the table below, keep in mind that most people have a combination of either two or three major interest themes.

SAMPLE OF INTERESTS AND WORKING ENVIRONMENTS BY GENERAL OCCUPATIONAL CATEGORY

THE SIX CATEGORIES	MAJOR INTEREST THEMES	YOU ARE...
REALISTIC	<ul style="list-style-type: none"> • Building things • Using tools and equipment • The outdoors • Product-driven environments with clear lines of authority 	DOERS
INVESTIGATIVE	<ul style="list-style-type: none"> • Research and problem-solving • Theoretical models • Independent, unstructured working environments 	THINKERS
ARTISTIC	<ul style="list-style-type: none"> • Conceptualizing/Designing • Writing, composing, performing • Self-expressive, unstructured work environments 	CREATORS
SOCIAL	<ul style="list-style-type: none"> • Helping/encouraging/teaching • Counseling/guiding • Supportive, collaborative work environments 	HELPERS
ENTERPRISING	<ul style="list-style-type: none"> • Debating ideas • Managing people & projects • Selling • Fast-paced, entrepreneurial work environments 	PERSUADERS
CONVENTIONAL	<ul style="list-style-type: none"> • Organizing information • Writing reports • Operating computers • Structured, organized, practical work environments 	ORGANIZERS

2 | CAREER VALUES

Career values are qualities considered to be the most important guiding principles that help set priorities in your career and life. They are highly personal and define what is purposeful and meaningful to you. Although your career values may change in response to life circumstances, they are generally thought to be enduring and provide a compass for setting goals and making decisions.

In a career context, where changes occur rapidly and decisions about opportunities in a current work role can present themselves unexpectedly, it is critical to pause and reflect on the career values that are most essential to you. Knowing how your career values are aligned with your job is critical to understanding your career-related satisfaction and motivation. The four major Career Values categories are listed below.

INTRINSIC VALUES

These are the values that motivate you to truly love your work day after day. Among these are achievements, contributions to society, status, independence, and power.

WORK ENVIRONMENT VALUES

These are the working conditions that provide the best environment in which you can do your best work. These include learning, benefits, professionalism among co-workers, etc.

WORK CONTENT VALUES

The work activities that are most satisfying and engaging to you. Values in this area include problem solving, organizing, and public contact.

WORK RELATIONSHIP VALUES

These are the characteristics of interaction with others in your workplace that are most important to you. Among these are open communication, diversity, professional leadership, teamwork, healthy competition, and trust.

3 | SETTING YOUR OCCUPATIONAL GOAL

Your Occupational Goal defines the kind of work you would like to obtain. Ideally, it is comprised of skills you either possess or would like to acquire. The clearer your **Occupational Goal**, the more successful you will likely be in your job search. To help you with setting your Occupational Goal, complete the sheets in this section.

What is my desired occupation?

What are my job skills?

In what areas do others come to me for guidance?

In what areas do I receive prestige?

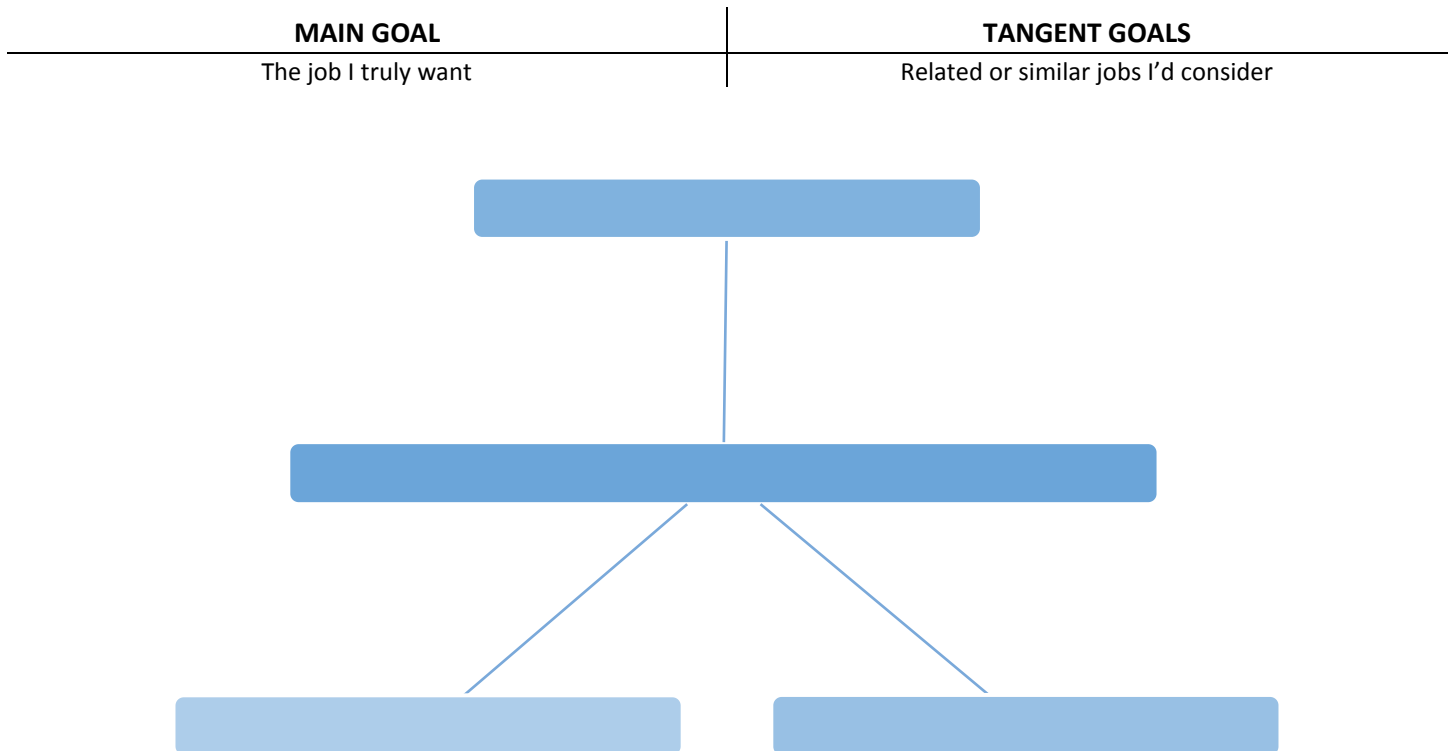
Will this occupation provide me with personal satisfaction?

Yes

No

4 | SETTING YOUR OCCUPATIONAL GOAL—ACTIVITY

Based on the contents of the questionnaire above, fill in the Occupational Goal chart below. Your main goal will be in the center with similar, or related, jobs surrounding it.



5 | OCCUPATIONAL RESEARCH—WHAT IS THIS JOB ALL ABOUT?

- Step 1—Go to **Onetonline.org** and search for your desired occupation. Scroll down the list of Job Titles until you locate your desired occupation.
- Step 2—Click on the link of your desired occupation and use that information to complete this worksheet.

Occupation Title:

Do you meet the basic requirements, such as tasks, technology skills, knowledge, skills, and abilities? Yes No

If yes, explain why:

If no, explain why not:

Are you willing to perform the work activities and detailed work activities? Yes No

If no, explain why not:

What are the credentials, certifications, etc. for this occupation?

Would obtaining any of the credentials and certifications pose a challenge for you? Yes No

If so, list and explain how you'd overcome and challenges:

What are the Median Wages?

What is the projected growth for this occupation?

What are the related occupations?

What are the benefits?

Find someone who has this job. What does the individual like and dislike about the job?

What advice does the person have for someone seeking this occupation?

What other job titles should you look for in job listings?

6 | ENTREPRENEURSHIP

It is often said that entrepreneurs are the backbone of the nation. Anyone with passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business. The business you choose will be determined by its feasibility, your interests, and expertise.

IS IT FEASIBLE?

You may be passionate about an idea, but if it is not feasible you won't be able to make it successful. Feasibility describes how simple it is to accomplish something. Many factors influence feasibility. Before moving forward with any idea, you must determine its feasibility. This requires an understanding of the market and your customers. To determine if an idea is feasible, ask yourself the following questions:

- Do you have the necessary funding?
- What is the outlook for the market?
- Can you price competitively?

- Is there a market for your product or service?
- How would you operate?
- Would you have a sufficient customer base for long-term success?

MORE PROBING FEASIBILITY QUESTIONS BELOW

WHAT ARE YOUR INTERESTS?

Becoming an entrepreneur is not easy. If you do not enjoy what you do, you are unlikely to be successful. Before choosing a business, consider what you enjoy doing and think of a way to make it profitable. Begin by making a list of your interests and determine which ones overlap with feasible business models. For example, a love of animals could translate into a pet sitting service, or a love of cooking could translate into a catering business. An activity can be for you to brainstorm your personal interests and hobbies. Then make a list of possible businesses based on these interests.

DO YOU HAVE THE EXPERIENCE?

Experience is beneficial to any business. It is something you gain from training, observation, encounters, and actions. Many jobs provide experience. For example, working as a server provides experience in the restaurant industry as a server, and years in the field of customer service, would help prepare you for a business that is customer service oriented. Once you identify your experiences, you can use them to help choose your business.

ARE YOU AN EXPERT?

Expertise is knowledge and skills that come with education and training (formal and informal), which can come from the work experience in specialized positions and by obtaining degrees in certain fields. For example, accountants and chefs would be considered experts. Being an expert at a business makes you more capable of running it. However, if you are not an expert, there is no reason to give up on your business idea. If you're passionate about something, take the time to become an expert. You can learn necessary skills by taking classes or interning at other businesses.

IS THERE COMPETITION?

Your business venture will face competition. It's rare to come up with truly original ideas. Once you know your market, your priority is to identify the competition. Your main competition will be the closest to your product or service offerings. Once you identify your competition, determine their strengths and weaknesses to give yourself an advantage. Pay attention to their objectives and see how you compare. Some businesses focus on the customer experience, while others focus solely on low prices. Paying attention to objectives will show weaknesses that you can exploit.

BUSINESS PLAN OUTLINE

Once all the documentation is gathered, it can be used to create the outline. Like any other important document, the business plan should have an outline before it is written. Your outline should include the following:

- | | | |
|------------------------------------|---------------------------|------------------------|
| • Coversheet and Table of contents | • Executive summary | • Market analysis |
| • Company description | • Organization management | • Sales and marketing |
| • Products and services | • Funding | • Supporting documents |

HIRING AN ACCOUNTANT

Consider having a trusted accountant from the beginning. When looking for an accountant, consider the following: their experience with your type of business; their expertise in the industry; the services they offer; and if you will be working directly with them.

AN ONGOING RELATIONSHIP WITH A PROFESSIONAL ASTROLOGER-TAROT CARD READER

Perhaps you've never considered an ongoing relationship with a professional astrologer-tarot card reader to assist in your business endeavors, but according to J.P. Morgan, "Millionaires don't use astrology, billionaires do." The very rich, famous, and powerful have been advised by these wise individuals for centuries. An astrologer-tarot card reader can assist with locating resources to grow your business, and so much more. For more information, call Minister Michelle A. Jones at 773.242.0705.

A RELATIONSHIP WITH A BUSINESS OPERATIONS CONSULTANT

As a business consultant, I've observed that we have been underutilized, especially in the African-American communities. It's unfortunate that many African-Americans don't see the value that a business operations consultant can lend their start-ups and on-going business ventures. It's crucial to have someone coaching you along the way to ensure that you are capable of both achieving and maintaining operational excellence.

WHAT IS A BUSINESS OPERATIONS CONSULTANT?

The business operations consultant is one who provides useful information and enforces guidelines for optimizing business productivity. They offer advice on improving upon established company standards and procedures, as well as assisting with the creation of new ones. This includes recommending new and advanced ways to improve productivity. They are ultimately concerned with the workflow of a business, and tasked with reporting how workflow and structure affect customer service.

They develop new or revise business forms, policies and procedures, operations manuals, employee handbooks, contracts, plans, and other business-related documents to ensure legal compliance with statutes or regulations. They strive to regulate the operations of the company by enhancing the work culture. They train owners, managers, and employees to perform at their best for increased productivity.

Overall, a business operations consultant is responsible for assisting your organization with achieving business objectives. They may be knowledgeable in Lean Processes and Six Sigma; Cartomancy, Astrology & Prediction.

WHEN LOOKING TO HIRE A BUSINESS OPERATIONS CONSULTANT, CONSIDER THE FOLLOWING:

- Do they have excellent written and verbal communication skills?
- Are they capable of managing associates, functions, and activities associated with the operation?
- Are they capable of professionally interacting with customers to solve problems and ensure high quality service deliverables?

- Are they capable of identifying, developing, and implementing initiatives that enhance overall performance and productivity?
- Can they objectively explore and analyze the needs of the business to design and deliver practical performance management solutions, such as working with individuals, teams, and the organization to facilitate change and increase effectiveness?
- Are they capable of developing operations manuals, customized to your day to day operations, saving you much needed time, energy, and effort?

7 | ARE YOU READY?

The following checklist is a measurement of your current level of **Job-Readiness** for sustainable employment.

JOB GOAL	YES OR NO
I have a clearly defined job goal.	
What is your job goal?	
I have explored, reviewed, and completed the required licenses, certifications, or courses.	
List Licenses, Certifications, and Courses—	
I'm confident that I demonstrate the verbal/written communication skills to meet my job objective.	
During the interview, the employer will say, "tell me about yourself." In the space below, write down what you will say.	
I am proficient in these areas—	
I need to improve in these areas—	
I know what skills, qualifications, and characteristics employers expect in this occupation.	
List Employer Expectations—	
Here's how I intend to meet or exceed these expectations—	

JOB TARGETS	
I have prepared a targeted list of potential employers.	
1. Company Name—	
Company Address—	Phone—
Possible role(s) in this company—	
What I've done to connect with this company—	
2. Company Name—	
Company Address—	Phone—
Possible role(s) in this company—	
What I've done to connect with this company—	

PRACTICE INTERVIEWS

I am confident that I can articulate my skills and experiences with potential employers.		
Below are the Interview questions that challenge me.		
1.	2.	
3.	4.	
5.	6.	
7.	8.	

NETWORKING—ONLINE

I've explored online resources to network professionally; to develop and share industry knowledge; and to establish an online presence.	
I use my LinkedIn profile effectively and professionally to connect with potential employers.	
Here's what else can I do to expand my online network—	

VOLUNTEER WORK

I volunteer on a consistent basis in a role that develops the skills necessary for success in my field.	
If yes, then describe what you do as a volunteer, and how these tasks develop the skills that are necessary for success in your chosen field.	

MY PERSONAL BRAND

I have a list of professional references and have explored ways to expand this list.	
I have an up-to-date self-marketing package complete with cover letters, resumes, and references.	
I have created a Professional Profile Statement and have adapted it for a variety of situations.	
I am confident that my wardrobe and appearance is ready for interviews, networking, volunteering, and the workplace.	

PERSONAL CHALLENGES

I've explored issues related to employment such as health, familial responsibilities, and transportation.	
I understand the term "reliable transportation".	
What does the term "reliable transportation" mean?	
In my personal life, I am currently being challenged by the following—	
Here's what I plan to do to overcome these challenges—	



[Click to begin the Cumulative Exam for this Course.](#)

ABOUT THE AUTHOR



Michelle A. Jones is the Founder-Instructor of Spiral Group, Inc. The not for profit organization provides online **Employment Preparation Training** for job seekers who are willing to learn how to become job ready; how to make effective use of the skills they already possess; and how to communicate these skills to Employers of Choice. As a useful services provider, our main goal is to assist individuals in achieving self-sufficiency.

Michelle has over twenty years' experience (1984-2005) in the hospitality industry as an hourly worker, cashier supervisor, assistant manager, general manager, training manager, and franchise operations consultant. She has worked with the following organizations: Subway, Portillo's, Quiznos, Dock's Great Fish, Burger King, Chili's, Target, and Jeepers.

She is a certified ServSafe® Instructor and registered ServSafe® Exam Proctor. She also holds the following diplomas and certifications: Diploma in Human Resources; Diploma in Business and Legal Studies; Certificate in Instructional Systems Design; and Certificate in Six Sigma. Michelle is a Web Developer. She designed and maintains SpiralGroup.org.

Michelle opened her first business, RMRC (Restaurant Materials Resource Center), in 1999 where she designed business documents, labels, and posters for the foodservice industry. In addition, Michelle is a mystic, cartomancer, and ordained minister. She received her ordination on April 19, 2007. Since 1994, she has been a student of Astrology, Mysticism, Magic, Mythology, Theosophy, Numerology, Gnosticism, Hermeticism, the Nordic Runes, Egyptian Hieroglyphs, and other Occult Sciences. From 2009-2012, she taught basic lessons in astrology online.

SOME OF THE MUSIC THAT INSPIRES MICHELLE

- ♪ "Mind Power" & "Superbad" by James Brown
- ♪ "Unbreakable" by Michael Jackson
- ♪ "Every Praise" by Hezekiah Walker
- ♪ "Black Man" & "Jesus Children of America" by Stevie Wonder
- ♪ "It's A Beautiful Thing" by Boney James
- ♪ "I Go To Work" by Kool Moe Dee