Career Planning			
Course Title	Career Planning		
Course Language	English	**Hours**	**3 Hrs. Total**

Description:

- As a freelancer, you have the freedom and flexibility to choose your own projects, clients, and schedule.
- But you also face the challenge of staying competitive, relevant, and motivated in a dynamic and uncertain market. How can you plan and manage your career development as a freelancer?
- This program is carefully designed to help freelancers identify how to choose their career by using effective tools that will help in their own development and improve their resilience in the field of freelancing.
- It will give them a guide to market insights, so they can create a career action plan according to their talents.

Course Objectives:

- Raise self-awareness to identify strengths and areas of development
- Use the Career Diamond Model as a guide
- Identify opportunities in a freelancing or remote work career
- Get updated with market insights & emerging trends
- Create a career action plan
- Demonstrate resilience skills

## Module 1: Introduction to Career Planning Content of the Session: • What is a Career? • Career Planning	30 mins
## Module 2 – Career Planning Model Content of the Session: • Career Diamond Model • Self-awareness • World of Work • Market Trends	2 Hrs.
## Module 3 – Your Career Action Plan Content of the Session: • SMART Goals • How to Keep Resilient • Action Plan	30 mins

Module One: Introduction to Career Planning

What is a Career?

- A career is a long-term professional journey undertaken for a significant period of a person's life with opportunities for progress.
- It is the path you follow to fulfill your professional goals and ambitions.

What is Career Planning?

Career planning is the process one goes through to decide and pursue their desired career path. This is based on some aspects that include personal traits, interests, values and market awareness.

Career planning is a process for:

- Identifying what you are good at
- Knowing how your skills, talents, values, and interests translate into possible jobs or careers
- Matching your skills to existing jobs or careers
- Matching your career goals to your financial needs

Module Two: Career Planning Model

The Career Diamond Model

The Career Diamond places The Self on top of the diagram, representing the person in charge of managing career issues. The World of Work is placed along the bottom representing the external factors influencing career choices.
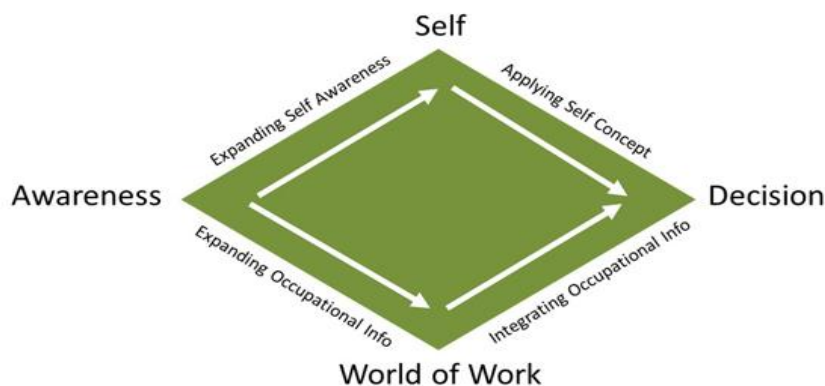
Self-Awareness

- Interests
- Values
- Personality

What are Values?

Deeply held convictions and principles that shape one's choices and actions, reflecting what they consider meaningful and right. They provide a moral compass for decision-making and behaviour.

Your Values

- What do you value the most when it comes to finding a career?
- What type of work culture or leadership structure do you think you would thrive in?
- Are there any "deal breakers" that arise from your personal convictions?

Prioritize Your Career Values

- Salary
- Job Stability
- Free Time
- Making an Impact
- Location
- Company Culture
- Work Environment
- Family and Personal Life
- Competition

The World of Work:

It consists of:

- Freelancing career

- Full time job

- Both

The Benefits of Freelancing:

1. More freedom & flexible hours

2. Self-management/Self-motivation

3. Location flexibility

4. Exposure to global brands

5. Expanding professional networks

6. Compensation and earnings control

7. Ability to test a startup or small business concept

4 Most Crucial Factors to Consider as a Freelancer:

1. Your Passion and Skills:

   - What do you love to do? What would you do for free and still be happy? Your career may not ultimately be a perfect match to what you come up with, but daydream for a bit and then write down the biggest reasons you get up in the morning.

   - What inspires you? What drives you? After you write that initial list, do you see any links in common?

   - Furthermore, take a minute and write down your top skills (writing, mathematics, computer coding, etc.).

   - Do you see any connections that jump out between the two lists? If you do, you might be well on your way down your career path.

2. Your Freelance Goals:

   - Before you begin searching for your possible careers, you need to start plotting out what your future could look like.

   - Write up a list of what is most important to you.

   - This is where creating a vision board could also come in handy to help you begin to hone in on the pillars of your potential career.

3. Your Income:

    - It is essential before getting hired to get an idea of what the salary ranges of those possible careers could be.

4. Your Freelance Learning Opportunities:

    - One of the best ways to get a feel for a particular occupation is to set up an informational interview with a person from that industry.

    - Prepare a brief list of questions to ask, with the last question being "How can I help you?" Ask who else you should contact.

    - Follow up with a thank-you note, and, before long, you will be well on your way to learning about the art of networking as you continue to progress down your career path.

Job insights?

Demographics
This refers to workforce population, average age, and the highest level of education.

Workforce demand
This refers to what employers are looking for to fill their hiring needs.

Salary information
This refers to potential growth, median salary, and industry-specific or job-specific earning potential.

Geographical factors
This refers to employment opportunities in different locations, locally and internationally.
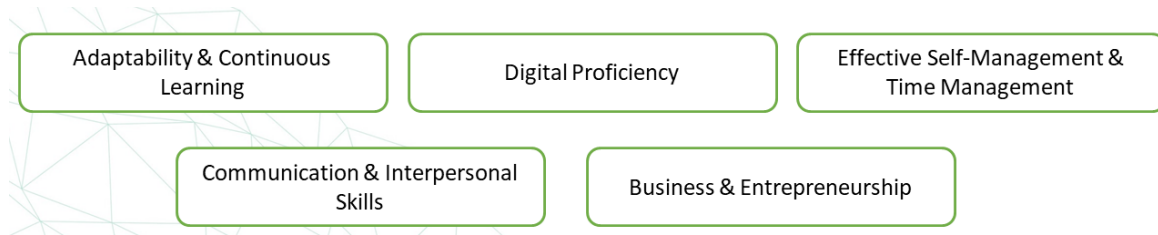
Market trends
This refers to job forecasts or predictions that affect hiring strategies and jobseeker behavior.

What are Emerging trends?

- Emerging trends are patterns, behaviors, or preferences that are gaining popularity or influence in a specific industry, niche, or audience.
- They can be driven by various factors, such as technology, culture, social media, events, or customer feedback.
- A study by Upwork, a freelancing platform, revealed that 59% of mid-sized companies plan to use more remote freelancers in the upcoming months, and 60% plan to do so in the next two years.
- Freelancers report a surge in demand for their services, indicating a growing preference for flexible, project-based work arrangements.
- This aligns with the concept of the gig economy, where temporary or freelance jobs are increasingly common.
- A 2017 study cited by Synchrony Bank states that 71% of freelance workers reported finding work online in increasing amounts.

Career Planning Handout

What are Market Demands?

Based on the mentioned market trends and freelancer observations, here are some skills you might consider improving to meet the evolving requirements of the labor market:

Adaptability & Continuous Learning	Digital Proficiency	Effective Self-Management & Time Management

Communication & Interpersonal Skills	Business & Entrepreneurship

Adaptability & Continuous Learning:
The rise of the gig economy and increased demand for specialized skills necessitate adaptability and a willingness to continuously learn new skills.

Digital Proficiency:
Technological advancements are crucial for freelance success and increasingly important across various industries.

Effective Self-Management & Time Management:
With the increasing demand for flexibility and work-life balance, self-management and time management skills become even more critical.

Communication & Interpersonal Skills:
Building strong relationships and effectively communicating your value proposition are essential for freelancers to secure and retain clients.

Business and Entrepreneurship:
As a freelancer, you essentially run your own business, requiring an understanding of business fundamentals.

Career Planning Handout

Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

Stay Informed:
Keeping yourself updated on emerging trends and market movements is critical for making informed decisions.

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

Develop Market-Specific Expertise:
Understanding the specific nuances of your target emerging market is crucial for successful adaptation.

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

Embrace Flexibility and Agility:
Be prepared to adapt your strategies and approaches as the market landscape evolves and unexpected challenges emerge.

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

Prioritize Cultural Sensitivity:
Building trust and respect with local stakeholders requires an understanding of the cultural context and sensitivity to local customs.

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

Invest in Building Relationships:
Strong relationships with local partners, stakeholders, and consumers can provide valuable support and insights in navigating the complexities of the market.

Module Three: Your Career Action Plan

What is a Career Action Plan?

- A career action plan outlines your career goals and the specific actions you need to take to achieve them. It includes a self-assessment, career research, goal-setting, strategies, and an action plan.

- Identify your SMART career goals and career related experience.

- Make sure you put in place follow up steps to always keep an eye on your progress.

My SMART Goals:

- The SMART goals stand for Specific, Measurable, Achievable, Relevant, and Time-Bound.

- Defining these parameters as they pertain to your goal helps ensure that your objectives are attainable within a certain time frame.

Good luck with your careers