

Chapter 1

Introduction to Career Planning

Presentation Overview

- **History of “career” – past and present**
- **Key definitions**
- **A sample of career theories**
- **Cognitive Information Processing (CIP) Theory**

Historical Review

- **Emergence of “career”**
- **Industrial revolution**
- **Immigration**
- **Hazards of early work environments**



Vocational Guidance

- **Frank Parsons' Vocations Bureau**
- **Parsons' 3-step Process**
 - self-assessment
 - study of options
 - careful reasoning
- **Lifelong process**



Career Planning Today

- **Rapid change**
- **Nature of work in today's organizations**
- **Work options**
- **Diversity**
- **Gender**
- **Career materials and resources**

Why are career problems important?

1. **Economic recession**
2. **Impact of full employment on the “health” of the nation**
3. **Relation between unemployment and social and physical problems**
4. **Impact of organizational failures**
5. **Numbers of people impacted**



Some Definitions

- **career development**
- **career**
- **work**
- **occupation**
- **position**
- **job**



Key Definitions Exercise

- | | |
|------------------------------|---|
| a. Career | 1. Volunteering for the Animal Shelter |
| b. Career Development | 2. Includes all factors that shape your current situation |
| c. Work | 3. Accountant |
| d. Occupation | 4. My interview was successful, and I got the
_____. |
| e. Position | 5. Microsoft has an opening for a Technical Trainer |
| f. Job | 6. Right now you are in your
_____. |

Roe's Formula

$$\text{Occupational Choice} = S[(eE + bB + cC) + (fF, mM)) + (IL + aA) + (pP \times gG \times tT \times il)]$$

S = sex

E = state of the economy

**B = family background/
ethnicity**

C = chance

F = friends, peers

M = marital situation

**L = general learning &
education**

A = special acquired skills

P = physical characteristics

**G = cognitive or special
natural abilities**

T = temperament/personality

I = interests/values

**Which of Roe's 12
characteristics do you think
is the most important?**



Theories of Career Choice and Development

- **Why learn about career theories?**
- **How can they help us?**
- **Personal Career Theory (PCT)**



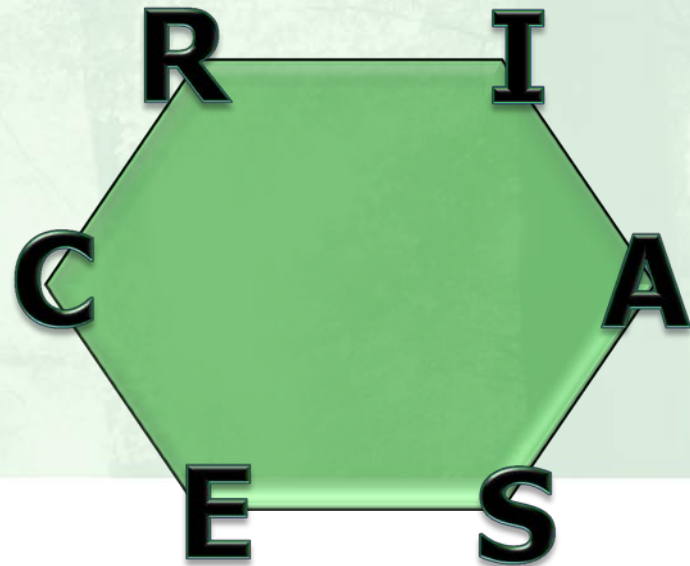
Theories of Career Choice and Development

- *Structured Theories*
(point-in-time; what to choose)
- *Process Theories*
(developmental; how to choose)



Structured Theory Examples

- Parsons
- Roe
- Holland

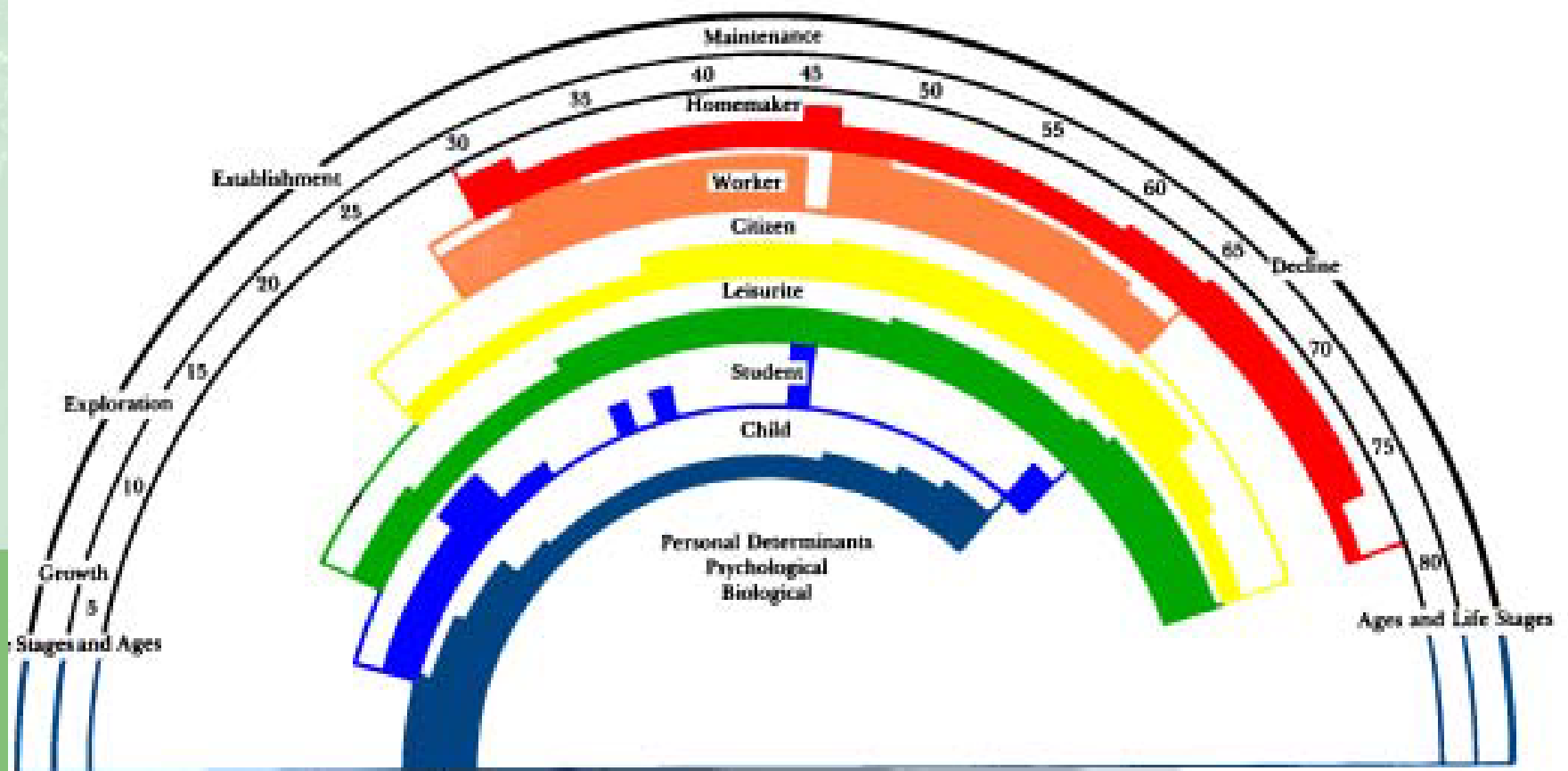


Process Theory Example

- **Super's Life-Career Rainbow**



The Career Rainbow:



A Career can be defined as a sequence and combination of roles a person plays throughout their lifetime. There are three dimensions of the Career Rainbow:

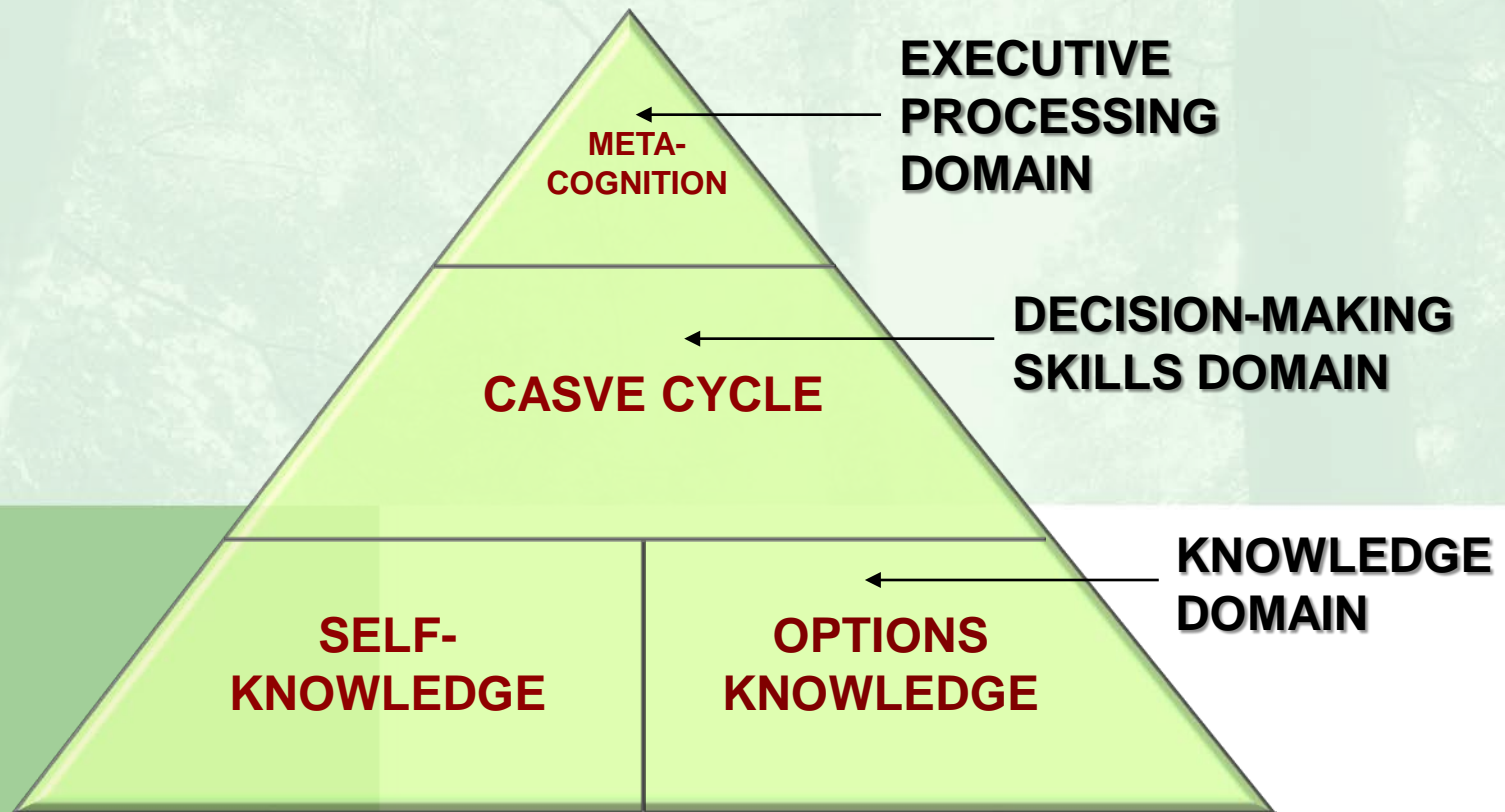
Cognitive Information Processing Theory (CIP)

- **Based on how we think & feel**
- **Problem-solving activity**
- **Based on what we know, how we think about that knowledge**
- **Requires memory, motivation**
- **Career development involves lifelong learning and growth**
- **Quality of our career depends on how well we learn to make career decisions and solve career problems**

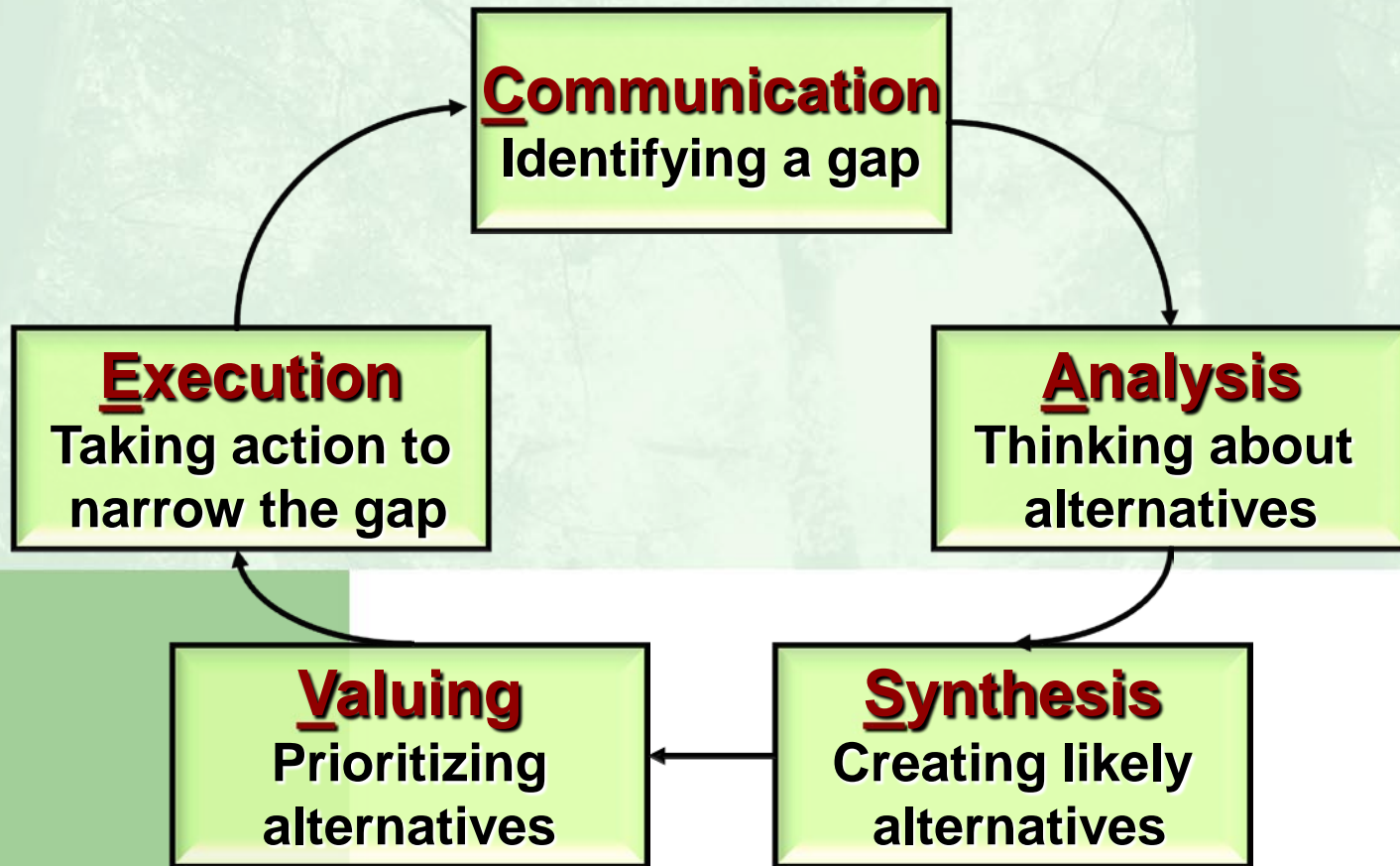
Nature of Career Problems

- Involve a gap
- Complex and involve feelings
- Multiple options, not a single correct choice
- Uncertainty about the outcome
- Decisions create new problems

Pyramid of Information Processing



CASVE Cycle (Decision Making)



Summary

- **Impact of social forces on career development**
- **Importance of career problems**
- **Views of career choice & development**
- **Cognitive Information Processing (CIP)**