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
b. Career Development
c. Work
d. Occupation
e. Position
f. Job

1. Volunteering for the Animal Shelter
2. Includes all factors that shape your current situation
3. Accountant
4. My interview was successful, and I got the ____________.
5. Microsoft has an opening for a Technical Trainer
6. Right now you are in your ____________.
Roe’s Formula

Occupational Choice = \[ S[(eE + bB + cC) + (fF, mM)) + (lL + aA) + (pP \times gG \times tT \times iI)] \]

- **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
• Super’s Life-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

EXECUTIVE PROCESSING DOMAIN

META-COGNITION

DECISION-MAKING SKILLS DOMAIN

CASVE CYCLE

KNOWLEDGE DOMAIN

SELF-KNOWLEDGE

OPTIONS KNOWLEDGE
CASVE Cycle (Decision Making)

- **Communication**: Identifying a gap
- **Analysis**: Thinking about alternatives
- **Synthesis**: Creating likely alternatives
- **Valuing**: Prioritizing alternatives
- **Execution**: Taking action to narrow the gap
Summary

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