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 model
  • 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 roles at work and home
- Career materials and resources
Why are career problems important?

• Economic impact
• Impact of full employment on “health” of a nation
• Relation between unemployment and social and physical problems
• Impact of organizational failures
• 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 at 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 x gG x tT x 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? Why?
Theories of Career Choice & 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
- Holland
Super’s Life Career Rainbow—Nine Life Roles

1. child
2. student
3. leisurite
4. citizen
5. worker
6. pensioner
7. spouse/partner
8. homemaker
9. parent

How many of these are you playing right now?

See Figure 1.1 in text
Cognitive Information Processing Theory (CIP)

- Based on how we think & process information
- Depends on knowledge structures stored in our memories
- Key aim: help individuals learn to make career decisions
Characteristics 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
CASVE Cycle

Knowing I Need to Make a Choice

Knowing I Made A Good Choice

Implementing My First Choice

Understanding Myself, Options, Decision Making, and Thoughts

Prioritizing My Options

Expanding and Narrowing My Options

Summary

• Impact of social forces on career development
• Importance of career problems
• Views of career choice & development
• Cognitive information processing (CIP) theory