



Deepen Personal Clarity for Early to Mid-Career Clients with Integrated Assessment Results

MARCH 15, 2023

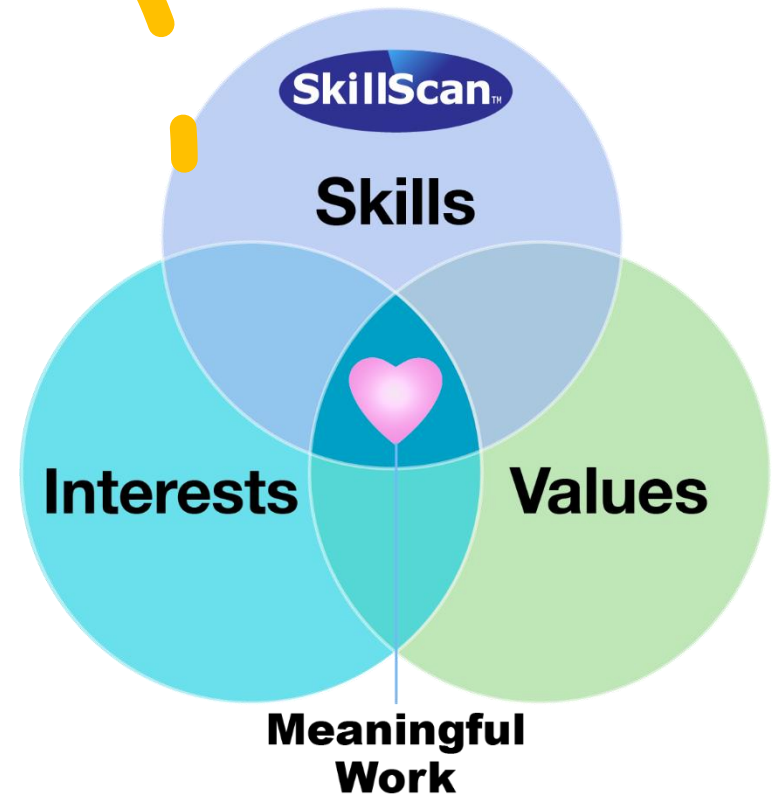
**Lesah Beckhusen, M.S.
President/Developer**

Webinar Takeaways

- Walk through mini case studies that illustrate how to deepen client self-understanding for identifying meaningful work.

You will:

- Learn a career assessment framework that demonstrates the interplay of preferences to identify a career focus.
- Leverage these supplemental SkillScan tools to optimize your coaching process.
- Gain strategies to enhance career exploration and personal branding.

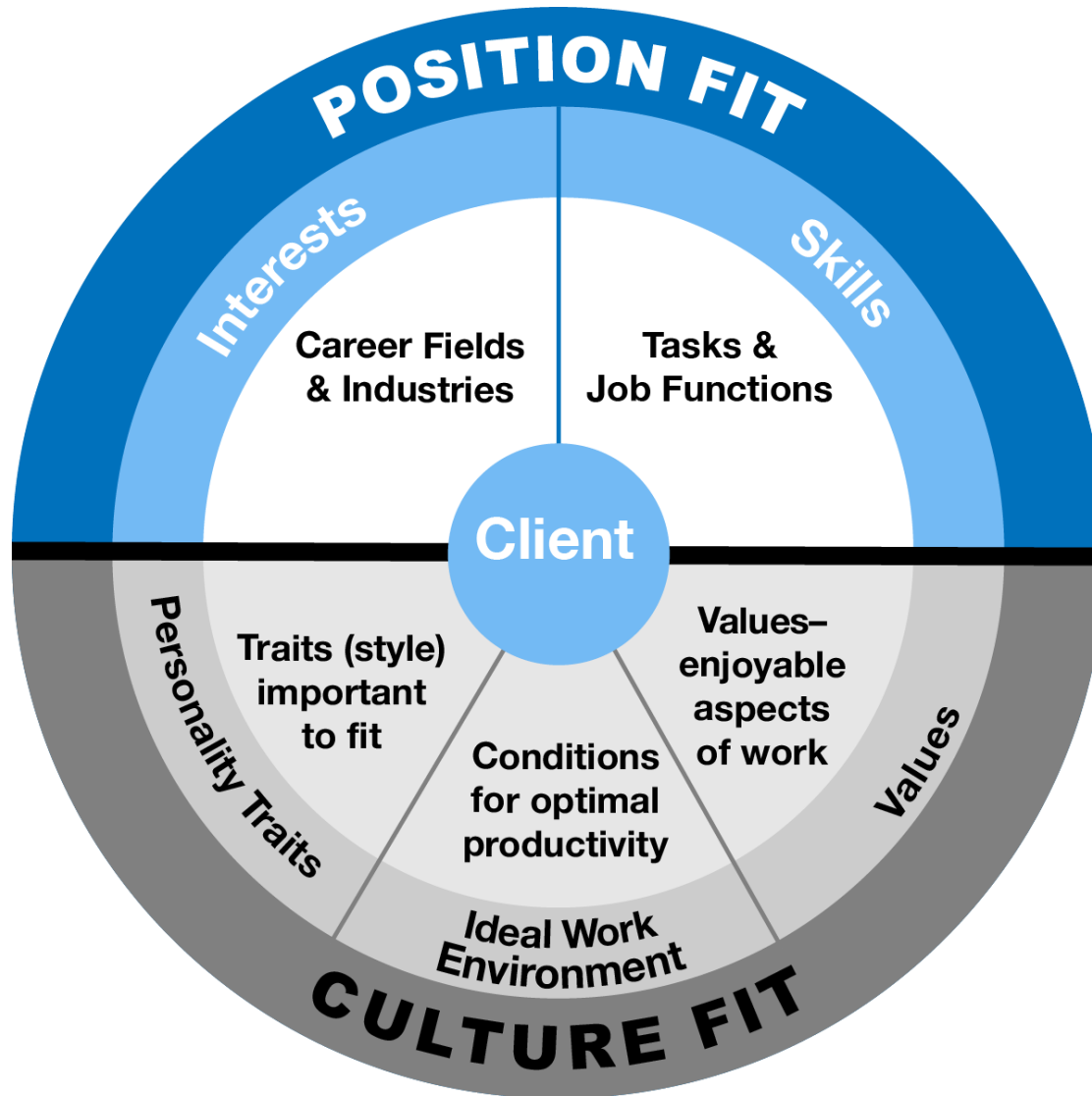


Poll

Do you integrate career assessment results to identify client core preferences?

Yes / No

Career Assessment Framework



Common Career Challenges



Early Career

- Evolving career identity
- Limited life & work experiences, internships, volunteer, class projects, etc.)
- Unaware of their strengths / lack a skill language
- Unclear career direction or narrow direction
- Aspirational – seek meaning and work/life balance
- Expectations; self & others

Transitioners

- A developed identity from life/work experience
- Acquired skills/expertise - rooted in knowledge / experience
- Unaware of transferable skills
- Uncertain about the type of change needed
- Marketability concerns (age, starting over)
- Time, money and motivation constraints

Theory: Helps to Explain What We Observe

Holland Theory	Transferable Skills	Values
<p>Individuals search for environments that allow them to:</p> <ul style="list-style-type: none">• Express their interests, skills, values and attitudes• Take on interesting problems and agreeable roles• Work in an occupational area with similar types of people	<p>Transferable skills, or portable skills, are:</p> <ul style="list-style-type: none">• Skills that can be applied from one job or industry to another job or industry• Described in verbs – the actions taken to perform a task/job• Language needed to communicate to others	<p>Values - aspects of work that provide meaning and fulfillment.</p> <p>SkillScan organizes values into:</p> <ul style="list-style-type: none">• Activity-based skills (Intrinsic)• Worklife and Environment (Extrinsic)



Interests — Holland Themes

R	Realistic – have athletic or mechanical ability, prefer to work with objects, machines, tools, plants, or animals, or to be outdoors.
I	Investigative – like to observe, learn, investigate, analyze, evaluate, or solve problems.
A	Artistic/Creative – have artistic, innovating or intuitional abilities, and like to work in unstructured situations, using their imagination or creativity.
S	Social – like to work with people – to inform, enlighten, help, train, develop, or cure them, or are skilled with words.
E	Enterprising – like to work with people – influencing, persuading or performing or leading or managing for organizational goals or for economic gain.
C	Conventional – like to work with data, have clerical or numerical ability, carrying things out in detail or following through on instructions.



Mini Case Study: Elise Laid-off Recent College Graduate

Current Situation: Young woman (age 24) laid-off after one year from her first professional job

Education: BA Degree in Strategic and Corporate Communication - 2021

Work Experience: Marketing advisor for large luxury real estate firm. Helped agents to grow their businesses.

- Prior: event coordinator (4 months with a church) and marketing manager (1+ year – part-time) for a catering company

Counseling Goal: Unsure of a career direction and what she wants to do. Knows she wants out of real estate.



Holland Interest Themes Exercise

Read each of the six theme descriptions of people, interests, and skills. In the spaces at the bottom, write the names of the three themes that describe you the best, second best, and third best. Then highlight the words that best describe you within each of the three themes using the highlighting tool in the toolbar above.

Elise

Holland
Themes

R	Realistic – People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants, or animals, or to be outdoors.
I	Investigative – People who like to observe, learn, investigate , analyze, evaluate, or solve problems .
A	Artistic – People who have artistic, innovating or intuitional abilities , and like to work in unstructured situations, using their imagination or creativity .
S	Social – People who like to work with people – to inform , enlighten, help, train, develop, or cure them, or are skilled with words .
E	Enterprising – People who like to work with people – influencing, persuading, leading or managing for organizational goals or for economic gain.
C	Conventional – People who like to work with data, have clerical or numerical ability, carrying things out in detail or following through on others' instructions.

1. Social 2. Artistic 3. Investigative



Personal Skill Chart

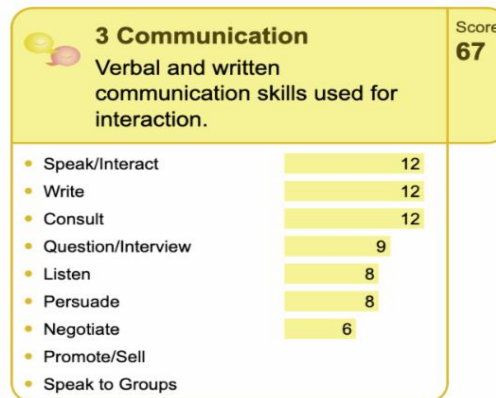
The chart displays your skill results in the six skill categories in order of the highest score to the lowest score. Category scores are the sum of the individual skill scores. Within each category, individual skills are listed by the ratings you gave on proficiency and importance levels.



*Scoring key below


Detail for Top 4 Skill Categories and Individual Skills


Elise Personal Skill Chart



Elise - Personal Skill Chart

Detail for Lowest 2 Skill Categories and Individual Skills

	5 Analytical Information management and evaluation skills used to achieve goals.	Score 16		
<ul style="list-style-type: none">• Solve Problems• Analyze• Research• Categorize• Manage Data• Compute• Budget• Forecast	<table><tr><td>12</td></tr><tr><td>4</td></tr></table>	12	4	
12				
4				

	6 Physical/Technical Physical skills used to interact with machines, technology, and the environment.	Score 6	
<ul style="list-style-type: none">• Sketch/Draw• Install/Operate• Repair• Inspect/Test• Build/Construct• Restore/Renovate• Use Hands• Use Body	<table><tr><td>6</td></tr></table>	6	
6			

DRIVE[™]

Skill Set Portfolio





The Skill Set Portfolio groups your individual skills into "Skill Sets" within your top 4 Skill Categories. Skill Sets describe your specific strengths used to perform common work tasks and functions.

Explore roles and careers that optimize your Skill Sets. Also, highlight your Skill Sets in resumes and interviews.



Elise

Skill Set Portfolio

Skill Set Themes	Your Skill Sets	Skill Category
Leadership Like setting a direction and motivating others to achieve high performance.	12 9 8 <ul style="list-style-type: none"> Lead Envision Make Decisions 	 Management/Leadership Organizational, facilitative, and leadership skills used to accomplish goals.
Organization Like initiating, structuring and carrying out steps to accomplish objectives.	12 9 6 <ul style="list-style-type: none"> Manage Projects Plan/Organize Initiate 	
Core Relationship Enjoy developing and maintaining positive working relationships with individuals and groups.	12 12 8 <ul style="list-style-type: none"> Collaborate Respect Diversity Resolve Conflict 	 Relationship Interpersonal skills to work effectively with individuals and groups.
Core Communication Like interacting and exchanging information with people to enhance understanding.	12 12 8 <ul style="list-style-type: none"> Write Speak/Interact Listen 	 Communication Verbal and written communication skills used for interaction.
Consultation Value collaborating with others to identify problems and develop effective solutions.	12 9 6 <ul style="list-style-type: none"> Consult Question/Interview Negotiate 	
Intuition Value relying on feelings and perceptions to form insights.	12 8 8 <ul style="list-style-type: none"> Use Intuition Brainstorm Demonstrate Foresight 	 Creative Idea formation skills for creating something new or solving problems.

Elise - Career Options Snapshot

DRIVE[™] Career Guides

Drive provides you with a career guide of suggested career and educational options for each of your top Skill Sets. Skill Sets are specific strengths within your top categories. Most careers use a variety of Skill Sets. To optimize your career exploration:

- Prioritize the Skill Sets that are most rewarding to you.
- Use the Expanded Guide to research and evaluate the most appealing options.



Career Guide Snapshot

Leadership Skill Set	Career Options	Educational Options
<p>◆ Like setting a direction and motivating others to achieve high performance.</p> <p>12 • Lead</p> <p>9 • Envision</p> <p>8 • Make Decisions</p>	<ul style="list-style-type: none"> • Business Development • Hospital Administration • Program Management • Sustainability Management • Teaching • Urban Planning 	<ul style="list-style-type: none"> • Business Administration • Government • Human Resources Management • Public Administration • Educational Administration
Expanded Guide >		

Organization Skill Set	Career Options	Educational Options
<p>◆ Like initiating, structuring and carrying out steps to accomplish objectives.</p> <p>12 • Manage Projects</p> <p>9 • Plan/Organize</p> <p>6 • Initiate</p>	<ul style="list-style-type: none"> • Emergency Management • Event Management • Facilities Management • Student Services • Volunteer Coordination 	<ul style="list-style-type: none"> • Business Administration • Construction Management • Operations Management • Health Education • Psychology
Expanded Guide >		

Core Relationship Skill Set	Career Options	Educational Options
<p>🔗 Enjoy developing and maintaining positive working relationships with individuals and groups.</p> <p>12 • Collaborate</p> <p>12 • Respect Diversity</p> <p>8 • Resolve Conflict</p>	<ul style="list-style-type: none"> • Case Management • Customer Service • Diversity Management • Health Education • Mediation • Student Services 	<ul style="list-style-type: none"> • Business Administration • Communications • Criminal Justice • Health Sciences • Political Science • Psychology
Expanded Guide >		

Core Communication Skill Set	Career Options	Educational Options
<p>🗨️ Like interacting and exchanging information with people to enhance understanding.</p> <p>12 • Write</p> <p>12 • Speak/Interact</p> <p>8 • Listen</p>	<ul style="list-style-type: none"> • Corporate Communications • Curriculum Developer • Affirmative Action Officer • Medical Assisting • Social Work • Tour Leader 	<ul style="list-style-type: none"> • Business Administration • Educational Technology • English • Health Sciences • Psychology • Tourism & Travel Management
Expanded Guide >		

Consultation Skill Set	Career Options	Educational Options
<p>🗨️ Value collaborating with others to identify problems and develop effective solutions.</p> <p>12 • Consult</p> <p>9 • Question/Interview</p> <p>6 • Negotiate</p>	<ul style="list-style-type: none"> • Brand Consulting • Counseling & Guidance • Investment Management • Lawyer • Media Buying • Political Consulting 	<ul style="list-style-type: none"> • Business Administration • Communications • English/Rhetoric • Marketing Management • Pre-Law • Psychology
Expanded Guide >		


Intuition Skill Set	Career Options	Educational Options
<p>🌀 Value relying on feelings and perceptions to form insights.</p> <p>12 • Use Intuition</p> <p>8 • Brainstorm</p> <p>8 • Demonstrate Foresight</p>	<ul style="list-style-type: none"> • Advertising • Fashion Design • Landscape Marketing • Photographer • Program Development • Teaching 	<ul style="list-style-type: none"> • Art & Music Therapy • Business Administration • Design & Visual Communications • Media Arts and Animation • Psychology
Expanded Guide >		



Expanded Career Guide

This guide organizes career and educational options by career fields that use your Skill Sets in a prominent way. Conduct research on 3 to 5 interesting jobs on this list.

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Intuition






































Value relying on feelings and perceptions to form insights.

12		• Use Intuition
8		• Brainstorm
8		• Demonstrate Foresight

Elise

Expanded Guide

Intuition – Sampling of Career Options

<p>Business & Finance</p> <ul style="list-style-type: none"> • Advertising & Promotions  • Business Development  • Brand Management  • Corporate Communications  • Customer Service & Support  • Human Resources; Employee Relations, Recruiting  • Marketing  • Public Relations  • Publishing  • Strategic Planning  	<p>Arts, Design & Entertainment</p> <ul style="list-style-type: none"> • Art Direction; Film, Music, etc.  • Copywriting  • Fashion Design  • Fine Arts: Visual, Performing, Music, Literary, etc.  • Graphic Design  • Industrial Design  • Multimedia Artists & Animators  • Photographers  • Product and Package Design  • Video Game Development  • Web Design & Development  	<p>Architecture, Construction & Real Estate</p> <ul style="list-style-type: none"> • Architects  • Interior & Office Space Design  • Landscape Architects 
<p>Education, Training & Library</p> <ul style="list-style-type: none"> • Curators (Museums and Galleries)  • Distance Learning  • Counseling & Guidance  • Program Development  • Special Education  • Teaching  	<p>Human & Community Services & Non-profits</p> <ul style="list-style-type: none"> • Art & Music Therapists  • Career & Personal Counseling  • Clergy/Ministry  • Clinical Psychologists  • Program Development & Management  • Social Workers  • Volunteer Management  	



Values Assessment Exercise

Understanding your values — what gives you meaning and motivates you—will help you make career decisions that align with your true needs.

Step 1: Values Checklist

Review and place a check mark next to your top six to eight Activity-Based Values column below. These values are critical to identifying the work activities that will be most satisfying to you. Then identify six to eight Worklife and Environment Values in the right column. These values will help you clarify elements in the work setting and organizational culture that are essential to your satisfaction.

Elise

Values - 1

Activity-Based Values	Worklife and Environment Values
<input type="checkbox"/> Competition	<input type="checkbox"/> Time Flexibility
<input checked="" type="checkbox"/> New Ideas/Learning	<input checked="" type="checkbox"/> Independence
<input type="checkbox"/> Self-Expression	<input checked="" type="checkbox"/> Recognition
<input checked="" type="checkbox"/> Help Others	<input checked="" type="checkbox"/> Teamwork
<input checked="" type="checkbox"/> Power and Influence	<input type="checkbox"/> Variety
<input type="checkbox"/> Supervision	<input checked="" type="checkbox"/> Balanced Lifestyle
<input type="checkbox"/> Physical Challenge	<input type="checkbox"/> Advancement
<input type="checkbox"/> Mastery/Expertise	<input type="checkbox"/> Economic Security
<input type="checkbox"/> Artistic Expression	<input checked="" type="checkbox"/> High Income/Wealth
<input type="checkbox"/> Altruism	<input type="checkbox"/> Affiliation
<input type="checkbox"/> Detailed	<input type="checkbox"/> Friendships
<input type="checkbox"/> Adventure	<input type="checkbox"/> Family
<input type="checkbox"/> Intellectual Challenge	<input type="checkbox"/> Stability
<input checked="" type="checkbox"/> Creativity	<input checked="" type="checkbox"/> Sense of Community
<input checked="" type="checkbox"/> Contributing	<input type="checkbox"/> Location
<input checked="" type="checkbox"/> Achievement	<input type="checkbox"/> Health/Fitness
<input checked="" type="checkbox"/> Organization	<input type="checkbox"/> Spirituality
<input type="checkbox"/> Leadership	<input type="checkbox"/> Structure

Step 2: Activity-Based Values

Review the checkmarks from the top six to eight activity-based values you selected on the previous page in the Activity-Based Values column below. Your values will most likely correspond to two or three Value Groups in the middle column. If your top values fall into more than three Value Groups, decide which three Value Groups best describe your strongest values. Then in the right column write a personal definition for each checked Activity-Based Value and identify an experience in which these values were met.

Elise

Values - 2

Activity-Based Values	Value Groups (SkillScan's Skill Categories and Holland Themes)	Personal Definition and Experience
<input type="checkbox"/> Adventure <input type="checkbox"/> Competition <input type="checkbox"/> Physical Challenge	Physical/Technical Holland – Realistic theme	
<input type="checkbox"/> Intellectual Challenge <input type="checkbox"/> Mastery/Expertise <input checked="" type="checkbox"/> New Ideas/Learning	Analytical Creative Holland – Investigative theme	I like having the challenge of learning new things, I am always searching for new knowledge, curious
<input type="checkbox"/> Artistic Expression <input checked="" type="checkbox"/> Creativity <input type="checkbox"/> Self-Expression	Creative Holland – Artistic theme	Using strategic thinking and creativity to find solutions to problems
<input type="checkbox"/> Altruism <input checked="" type="checkbox"/> Contributing <input checked="" type="checkbox"/> Help Others	Relationship Communication Holland – Social theme	Relationships and helping others is my top value, what makes me happiest
<input checked="" type="checkbox"/> Achievement <input type="checkbox"/> Leadership <input checked="" type="checkbox"/> Power and Influence	Management/Leadership Communication Holland – Enterprising theme	
<input type="checkbox"/> Detailed <input checked="" type="checkbox"/> Organization <input type="checkbox"/> Supervision	Analytical Management Holland – Conventional theme	

Elise

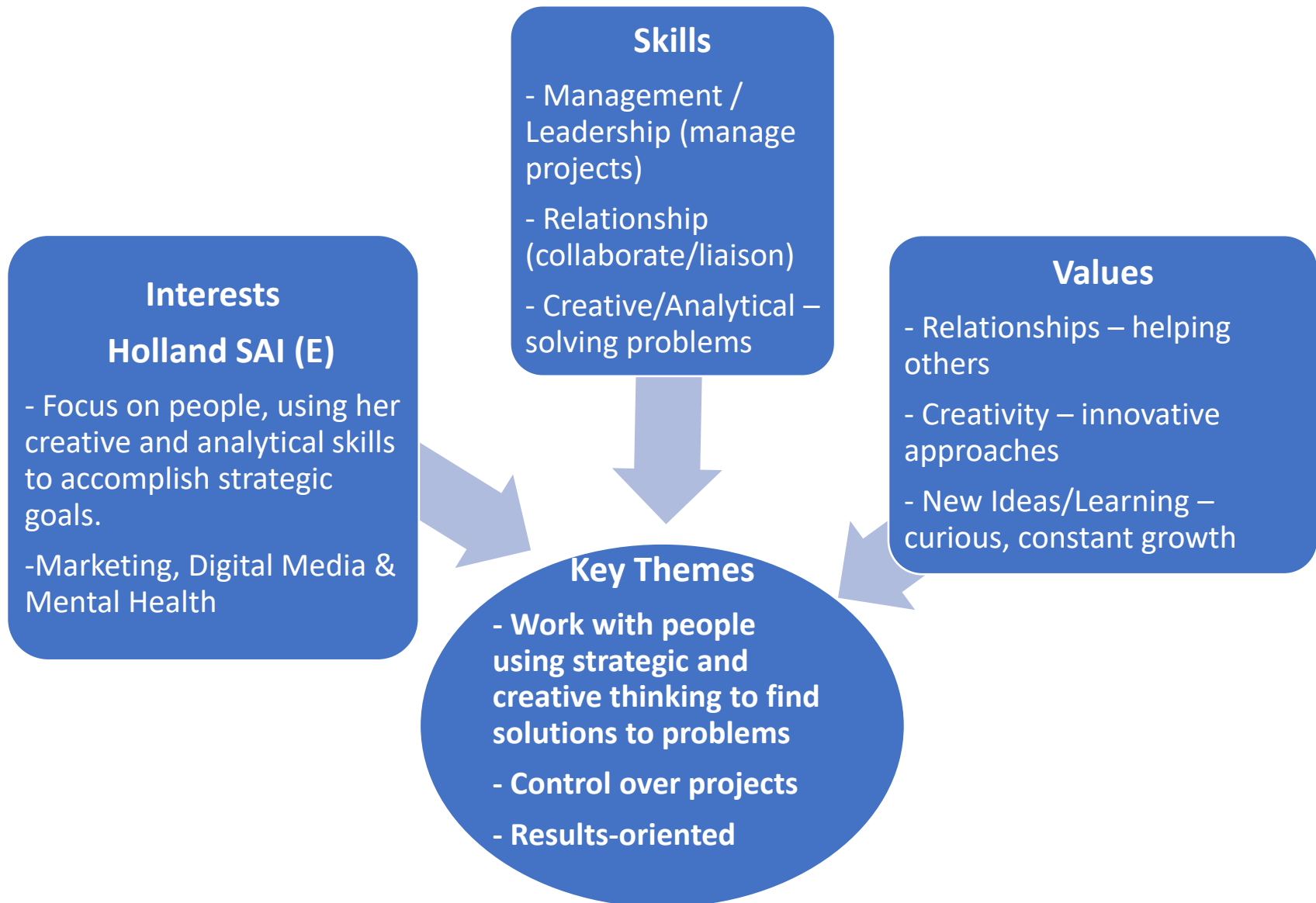
Values - 3

Step 3: Worklife and Environment Values

For each of the top six to eight Worklife and Environment Values that you checked in Step 1, in the right column provide a definition followed by an experience in which this value was met.

Top Worklife and Environment Values	Personal Definition and Experience
Independence	Working asynchronously, creating own deadlines for projects ex: doing weekly ads that I had to turn in at the end of the week but could choose when I worked on them, just had to get them done
Recognition	Receiving recognition and feedback for projects completed: weekly check ins with manager to go over successes and room for growth
Teamwork	Working toward a goal as a team and collaborating with others. Ex: working on a luxury listing with my team or planning an agent event
Balanced Lifestyle	Being able to have time outside of work to focus on other things. ex: after 5pm I did not have to check my email
High Income/Wealth	Having an opportunity to not have to live paycheck to paycheck. not past experience
Sense of Community	A sense of community is important and I felt I had that on my team at Compass. My entire team was incredibly close.

Elise's Assessment Themes





Elise - Current Situation

- Researched a range of positions in digital and social media.
 - Digital Marketing Manager – Betterup
 - Social Media Manager – Nextdoor
 - Field Marketing Specialist - Calm
- Analyzed the job qualifications to identify common requirements
- Developed a hybrid resume to emphasize her knowledge of social media, online marketing and project management



Q & A



Re-entry Mini Case Study: Margo

Background – Mother of 12-year-old twins. Preparing to return to work - part-time.

Experience – Prior to marriage, completed a BA and a Law Degree.

- HR Generalist – 10 years - hotel & hospitality field and Quality-of-Life Manager for a tech company.
- Part-time work in estate planning.

Volunteer

- Parent/Teacher Organization - President for 2 years and 2+ years as VP of Communications
- Several years as a Board Member - community swim club.

Counseling goal – Clarify career options of interest and develop marketing materials

Assessments Used – Holland Interests Assessment, Values Assessment Exercise and SkillScan Drive

Margo - Interests — Holland Themes

R

Realistic – have athletic or mechanical ability, prefer to work with objects, machines, tools, plants, or animals, or to be outdoors.

I (2)

Investigative – like to observe, learn, investigate, analyze, evaluate, or solve problems.

A

Artistic/Creative – have artistic, innovating or intuitional abilities, and like to work in unstructured situations, using their imagination or creativity.

S (1)

Social – like to work with people – to inform, enlighten, help, train, develop, or cure them, or are skilled with words.

E

Enterprising – like to work with people – influencing, persuading or performing or leading or managing for organizational goals or for economic gain.

C (3)

Conventional – like to work with data, have clerical or numerical ability, carrying things out in detail or following through on instructions.

Margo's Personal Skill Chart

DRIVE™

Personal Skill Chart


The chart displays your skill results in the six skill categories in order of the highest score to the lowest score. Category scores are the sum of the individual skill scores. Within each category, individual skills are listed by the ratings you gave on proficiency and importance levels.




*Scoring key below

Detail for Top 4 Skill Categories and Individual Skills

	1 Relationship	Score 94
Interpersonal skills that directly aid individuals/groups to work together.		
• Collaborate	12	
• Resolve Conflict	12	
• Respect Diversity	12	
• Serve as Liaison	12	
• Serve Clients & Customers	12	
• Facilitate Groups	12	
• Counsel	8	
• Train/Instruct	8	
• Provide Care & Support	6	

	2 Communication	Score 81
Verbal and written communication skills used for interaction.		
• Listen	12	
• Write	12	
• Consult	12	
• Question/Interview	12	
• Negotiate	12	
• Speak/Interact	9	
• Persuade	6	
• Speak to Groups	6	
• Promote/Sell		

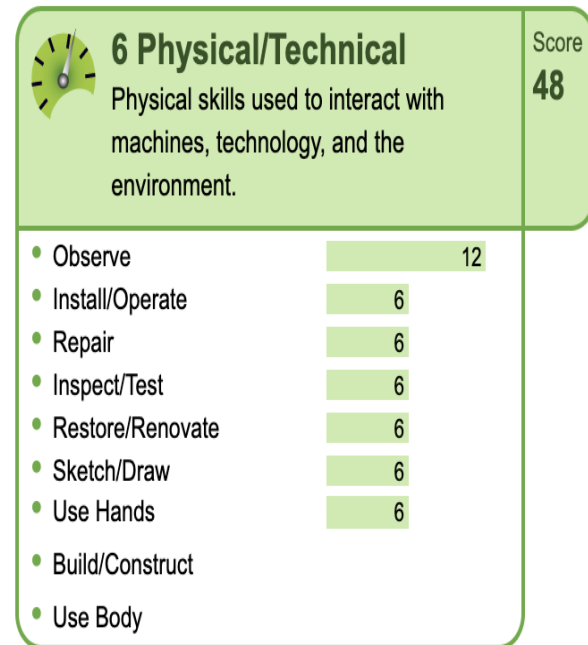
	3 Management/Leadership	Score 78
Organizational, facilitative, and leadership skills used to accomplish goals.		
• Initiate	12	
• Plan/Organize	12	
• Build a Team	12	
• Manage Projects	8	
• Coach	8	
• Make Decisions	8	
• Set Goals	6	
• Envision	6	
• Lead	6	

	4 Analytical	Score 72
Information management and evaluation skills used to achieve goals.		
• Solve Problems	12	
• Categorize	12	
• Analyze	8	
• Manage Data	8	
• Compute	8	
• Research	6	
• Evaluate	6	
• Budget	6	
• Forecast	6	

Margo's Personal Skill Chart

Note: Scores of 2 or lower are not included

Detail for Lowest 2 Skill Categories and Individual Skills



Margo's Skill Set Portfolio

DRIVE™ Skill Set Portfolio

The Skill Set Portfolio groups your individual skills into "Skill Sets" within your top 4 Skill Categories. Skill Sets describe your specific strengths used to perform common work tasks and functions.

Explore roles and careers that optimize your Skill Sets. Also, highlight your Skill Sets in resumes and interviews.



Skill Set Themes	Your Skill Sets	Skill Category
<p>Core Relationship Enjoy developing and maintaining positive working relationships with individuals and groups.</p>	<ul style="list-style-type: none"> 12 Collaborate 12 Resolve Conflict 12 Respect Diversity 	<p>Relationship Interpersonal skills that directly aid individuals/groups to work together.</p>
<p>Support/ Service Like working with individuals and groups to meet needs, solve problems and enhance satisfaction.</p>	<ul style="list-style-type: none"> 12 Serve as Liaison 12 Serve Clients & Customers 6 Provide Care & Support 	
<p>Consultation Value collaborating with others to identify problems and develop effective solutions.</p>	<ul style="list-style-type: none"> 12 Consult 12 Question/Interview 12 Negotiate 	<p>Communication Verbal and written communication skills used for interaction.</p>
<p>Core Communication Like interacting and exchanging information with people to enhance understanding.</p>	<ul style="list-style-type: none"> 12 Listen 12 Write 9 Speak/Interact 	
<p>Organization Like initiating, structuring and carrying out steps to accomplish objectives.</p>	<ul style="list-style-type: none"> 12 Initiate 12 Plan/Organize 8 Manage Projects 	<p>Management/Leadership Organizational, facilitative, and leadership skills used to accomplish goals.</p>
<p>Intuition Value relying on feelings and perceptions to form insights.</p>	<ul style="list-style-type: none"> 12 Brainstorm 12 Use Intuition 6 Demonstrate Foresight 	<p>Creative Idea formation skills for creating something new or solving problems.</p>

Margo - Values Assessment Exercise

Activity-Based Values	Worklife and Environment Values
_____ Competition	_____ Time Flexibility
<input checked="" type="checkbox"/> New Ideas/Learning	_____ Independence
_____ Self-Expression	_____ Recognition
<input checked="" type="checkbox"/> Help Others	_____ Teamwork
_____ Power and Influence	_____ Variety
<input checked="" type="checkbox"/> Supervision	_____ Balanced Lifestyle
_____ Physical Challenge	_____ Advancement
_____ Mastery/Expertise	_____ Economic Security
_____ Artistic Expression	_____ High Income/Wealth
<input checked="" type="checkbox"/> Altruism	_____ Affiliation
<input checked="" type="checkbox"/> Detailed	_____ Friendships
_____ Adventure	_____ Autonomy
<input checked="" type="checkbox"/> Intellectual Challenge	_____ Stability
_____ Creativity	_____ Sense of Community
<input checked="" type="checkbox"/> Contributing	_____ Location
_____ Achievement	_____ Time Freedom
<input checked="" type="checkbox"/> Organization	
<input checked="" type="checkbox"/> Leadership	

Margo - Activity- Based Values

<i>Value Groups (SkillScan's Skill Categories and Holland Themes)</i>	<i>Activity-Based Values</i>	<i>Personal Definition & Experience</i>
Physical/Technical Holland – Realistic theme	Adventure Competition Physical Challenge	
Analytical Creative 2 - Holland – Investigative	Intellectual Challenge Mastery/Expertise New Ideas/Learning	
Creative Holland – Artistic theme	Artistic Expression Creativity Self-Expression	
Relationship Communication 1 - Holland – Social	Altruism Contributing Help Others	
Management/Leadership Communication Holland – Enterprising theme	Achievement Leadership Power and Influence	
Analytical Management 3 - Holland – Conventional	Detailed Organization Supervision	

Margo's Themes

Holland	SkillScan	Values
<p>Social Likes to work with people – to inform, enlighten, help, train, develop</p>	<p>Relationship/ Communication</p> <ul style="list-style-type: none"> Partnered with diverse teams of parents to lead educational & social experiences 	<p>Help Others Provide assistance to others to meet goals and needs Example: Organizing the toy and clothing drive at our school to benefit less affluent schools in the district</p>
<p>Investigative - Likes to observe, learn, investigate, analyze, evaluate, or solve problems</p>	<p>Analytical</p> <ul style="list-style-type: none"> Resolved disciplinary actions and union grievances 	<p>Intellectual Challenge/New Ideas & Learning</p> <p>Example: Figuring out an estate plan for a new client based on their specific wants and needs</p>
<p>Conventional – Working with data, has clerical or numerical ability, carrying things out in detail or following through on instructions</p>	<p>Management /Leadership</p> <ul style="list-style-type: none"> Planned and executed events for 700 employees, management and union reps 	<p>Detailed/Organization/Supervision</p> <p>Example: Serving as a PFC President, VP of Communications and Board Member (multiple roles) for the Swim Club</p>



Expanded Career Guide

This guide organizes career and educational options by career fields that use your Skill Sets in a prominent way. Conduct research on 3 to 5 interesting jobs on this list.

↓ [Download this page](#)



Core Relationship

Enjoy developing and maintaining positive working relationships with individuals and groups.

12	Collaborate
12	Resolve Conflict
12	Respect Diversity

Margo's Expanded Career Guide



Core Relationship – Sampling of Career Options

Business & Finance

- Business Development
- Customer Service & Support
- Diversity Management
- Human Resources; Employee Relations
- Investor Relations
- Labor Relations
- Marketing & Sales
- Public Relations
- Training & Development

Education, Training & Library

- Adult Education
- Counseling & Guidance
- Distance Learning
- Educational Administration
- Librarians
- Special Education
- Student Services
- Recreation
- Teaching (primary, secondary, technical, college)
- Vocational Education

Government, Law & Public Services

- Affirmative Action Officers
- Community Development
- Community Relations
- Emergency Management
- Law Enforcement/Security
- Foreign Service Officers
- Legal Services; Adoption, Family Law
- Mediation
- Parks and Recreation
- Probation/Corrections
- Social Service Workers

Health Science, Support & Medicine

- Geriatrics
- Health Education
- Healthcare Support; Medical, Dental Assisting, etc.
- Therapeutic Services; Nutrition, Physical, Occupational Therapies
- Mental Health Support
- Nursing
- Patient/Member Services
- Rehabilitation Services

Human & Community Services & Non-profits

- Case Management
- Childcare Services
- Career & Personal Counseling
- Clergy/Ministry
- Eldercare Services
- Human Service Workers
- Probation/Corrections
- Social Work
- Vocational Rehabilitation
- Volunteer Management

Hospitality and Tourism

- Catering, Food & Lodging Management
- Tour Planning & Leadership
- Transportation Attendants; Flight Attendants

Explore Options

Career ideas generated from Margo's Expanded Career Guide:

- **College Admissions Counselor** - via certificate program at UC Berkeley
- **Event Management - Alzheimer's Association**
<https://jobs.alz.org/manager-walk-to-end-Alzheimer-s/job/13183618>
- **Distance Learning Coordinator** - a role I never would have considered prior to Covid-19 but the need has suddenly become so obvious
- **Education Administration** such as School Office Manager

Margo Michaels

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SUMMARY

- Experienced Non-Profit leader with a talent for building relationships and managing volunteers, donors, and community leaders.
- Skilled networker and project manager who excels in bringing people together to accomplish common goals of building community, fundraising, and providing educational opportunities.
- Demonstrated commitment to improving lives of students, teachers, and administrators.
- Reputation for setting and achieving high goals while maintaining diplomacy in working across diverse groups of school, district, city, and business leaders.
- Bring 10+ years of professional Human Resources expertise to a diverse employee population.

VOLUNTEER AND NON-PROFIT MANAGEMENT EXPERIENCE

Parent Faculty Committee (PFC)

VP Communications, Castle Rock Middle School, Walnut, CA, 2020 to present

President, Green Acres Elementary School, Walnut, CA, 2017 to 2019

VP Communications, Green Acres Elementary School, Walnut, CA, 2015 to 2017

People and Organizational Management

- Successfully recruited and led 100+ volunteer parents to raise nearly \$400,000 each year to fund school resource specialists and to provide supplemental educational opportunities.
- Partnered with a diverse team of parents to lead educational and social experiences throughout the school year for 650+ students.
- Created and managed a high-engagement Read-a-thon fundraiser for two years. Increased student participation (55% > 67%) and generated revenue of \$5000 increase year over year.

Communications and Marketing

- Developed written newsletters, marketing, and promotional content; facilitated monthly board meetings; and led small and large group brainstorming and decision-making sessions.
- Regularly presented at large group events (up to 300 people) to educate the community on PFC goals and opportunities. Successfully engaged participants in supporting school efforts.
- Early adopter and administrator of a new marketing outreach tool to enhance parent communication. Developed content for PFA events and activities including product sales, and volunteer recruitment.

New Grove Swim Club, Walnut, CA, 2014 – present

Held a variety of roles; Board President (1 year), Membership Coordinator (3 years), Lifeguard Supervisor (2 years).

- President – Provided leadership and communication with the Board and 200 club members, problem-solved issues such as financing and contracting of tennis court resurfacing.
- Lifeguard Supervisor - Recruited and trained a team of twelve Lifeguards that safeguard swimmers, administer first aid, maintain the pool, and build club community.

Integrate Preferences



Holland Interest Themes	SkillScan Skill Categories	Activity-Based Values
R - Realistic	Physical/Technical	Adventure Competition Physical Challenge
I - Investigative	Analytical Creative	Intellectual Challenge Mastery/Expertise New Ideas/Learning
A – Artistic	Creative	Artistic Expression Creativity Self-Expression
S - Social	Relationship Communication	Altruism Contributing Help Others
E - Enterprising	Management/Leadership Communication	Achievement Leadership Power and Influence
C - Conventional	Management/Leadership	Detailed Organization Supervision



Q & A

Impact of Themes

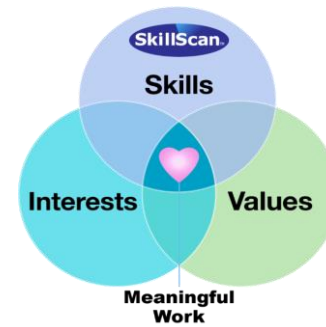
The trio of assessments helps to organize career preferences into core themes.

- Writing about and discussing experiences reinforces neural connections – past to present

Provides core information to:

- Accelerate career research
- Build content for a resume
- Prepare networking pitch and interview responses

Boosts personal clarity and confidence!



Customizable Process

- **Early Career:** (1 – 3 hours including homework)
- **Transitioners:** 3+ hours - evaluate the past for future relevance to position and culture fit
 - Supplement with other assessments (work-environment, accomplishments)

Skills Assessment Impact

Early Career

- Gain foundational knowledge and vocabulary of skills and competencies
- Able to connect the transferability of skills used in college, internships and work to support their interests and goals
- Expedites career exploration - focus on potential career options that align with preferences
- Acquire criteria for decision-making; reduce indecision, enhance choice-making

Transitioners

- Separate out areas of expertise they enjoy and want to leverage
- Zero in on their strongest transferable skills – “want to use” and “stop using” to identify the right function
- Consider possible directions: grow in place, new role, new industry, new company
- Generate options and conduct research
- Enhance personal clarity which shores up confidence to act



Q & A

Skills-Focused Model

“It’s important to know one’s greatest strengths and preferences at all stages.”

