

# 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?

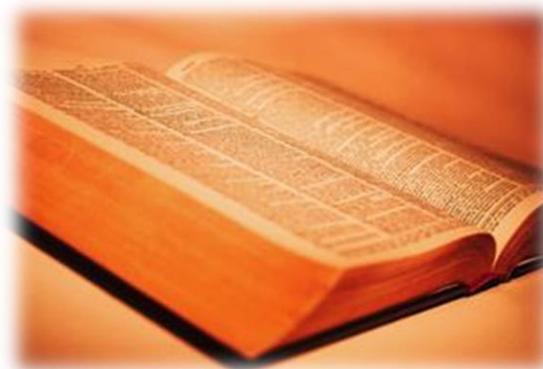
- Economic recession
- Impact of full employment on “health” of the nation
- Relation between unemployment and social and physical problems
- Impact of organizational failures
- Numbers of people impacted



# Some Definitions

- career development
- career
- work

- occupation
- position
- job



# Key Definitions Exercise

- |                       |   |
|-----------------------|---|
| a. Career             | 1. Volunteering at 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

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

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?  
Why?



# Theories of Career Choice and Development

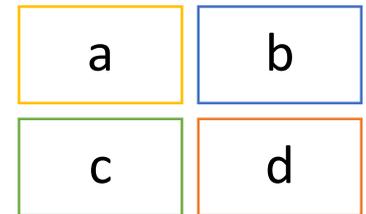
- Why learn about career theories?
- How can they help us?
- Personal Career Theory (PCT)



# Theories of Career Choice and Development

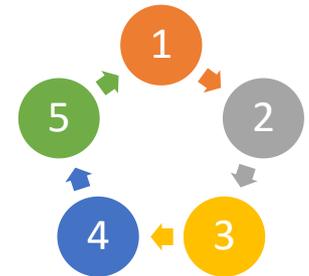
- *Structured Theories*

(point-in-time; what to choose)



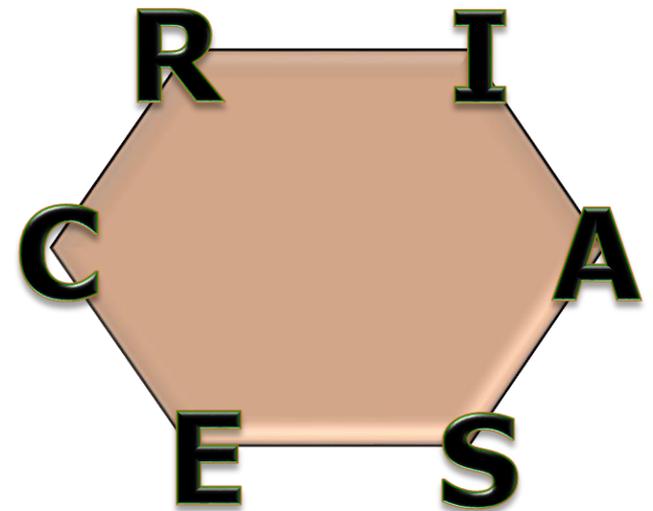
- *Process Theories*

(developmental; how to choose)



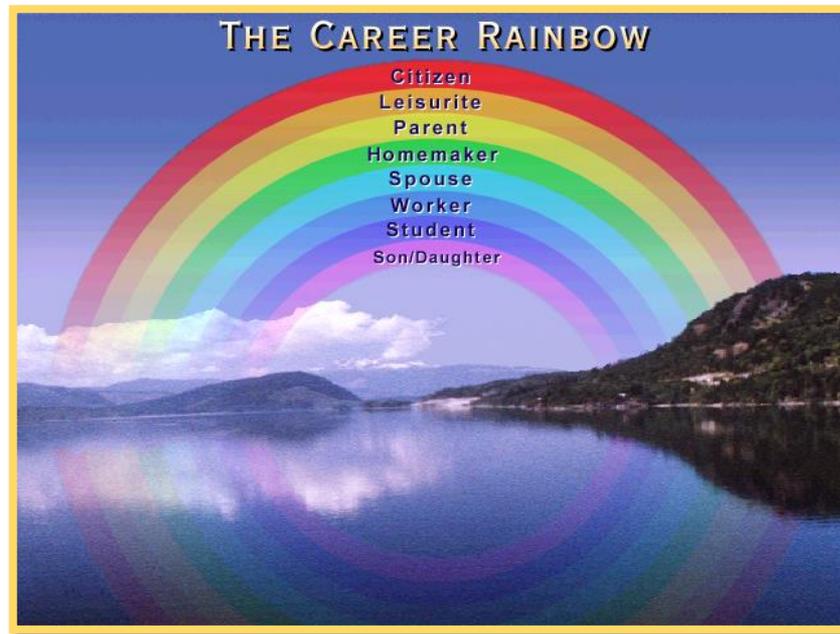
# Structured Theory Examples

- Parsons
- Holland



# Process Theory Example

## Super's Life-Career Rainbow



See figure 1.1 in text



# Cognitive Information Processing Theory (CIP)

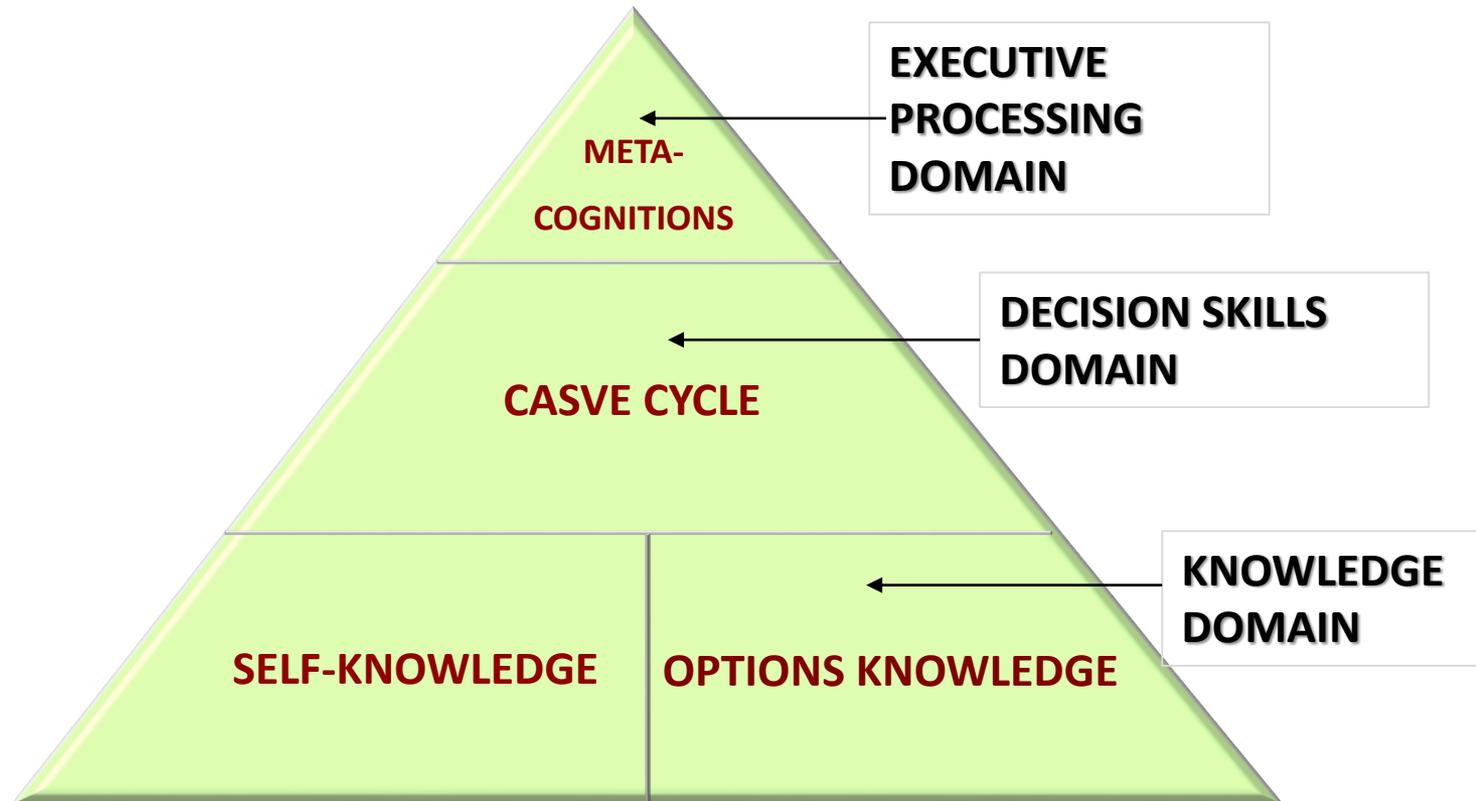
- Based on how we think & process information
- Depends on knowledge structures stored in our memories
- Key aim: help individuals learn to make career decisions and solve career problems

# Characteristics of Career Problems

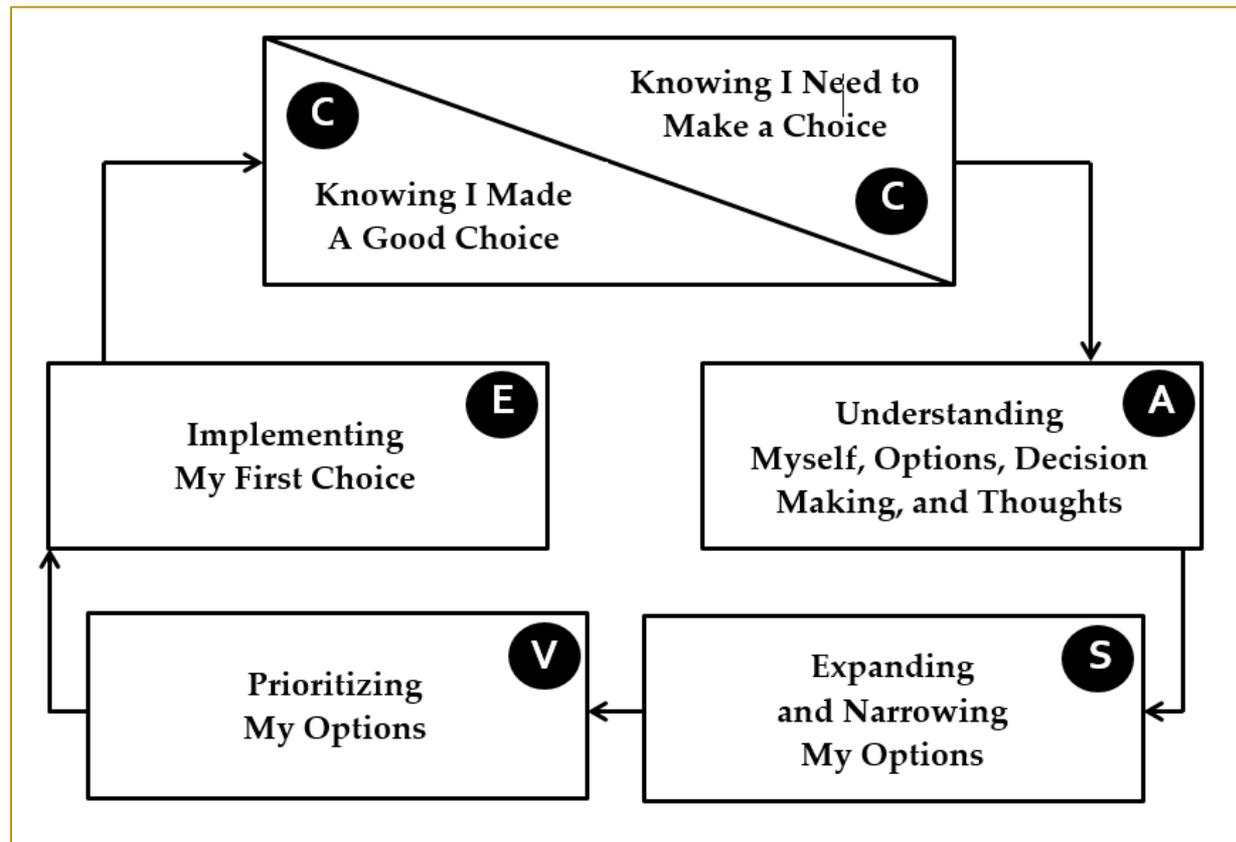
- Involve a **gap**
- **Complex** and involve **feelings**
- **Multiple options**, not a single correct choice
- **Uncertainty** about the outcome
- Decisions create **new problems**



# Information Processing Pyramid



# CASVE Cycle (Decision Making)



A Guide to Good Decision Making. *Career Development Quarterly*. Reprinted by permission. National Career Development Association.



# Summary

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