

CREATE 2010

Create provides 17 workbooks covering the following topics:

- 01 Create a career plan
- 02 Create a self profile
- 03 Create a skills profile
- 04 Make better career decisions
- 05 Be more confident & assertive
- 06 Researching career opportunities
- 07 Choosing Higher Education
- 08 Job hunting
- 09 Further Education & Training
- 10 Taking a year out
- 11 Self-employment
- 12 Student finance
- 13 CVs & covering letters
- 14 Job applications
- 15 University applications
- 16 Job interviews
- 17 Academic interviews

HIGHFLYERS

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Thanks to Julie Bhagat for the
2010 update.



Jackie Hartley has been a Careers Adviser for over 20 years, during which time she has worked with clients of all ages and backgrounds. In recent years she has focused a lot of her energy on writing and publishing careers materials through Highflyers Publishing Ltd, a company she jointly owns and runs with her husband Mike Shaw.

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I decided to write this pack because fellow guidance workers were telling me that there was a need for some sort of self study workbooks for post 16 clients and adults. I had experience of writing and using workbooks in my role as a careers lecturer with university students, and this had shown me the value of giving clients something to take away and work on between inputs from me. Mature students in particular seemed to like them and so did their friends. Requests for further copies for husbands, wives, friends and relatives to use were not infrequent! I was also excited by the idea of encouraging individuals to do things for themselves and be more active in their own career planning. So I set about writing these workbooks and what a monster this project turned out to be. These workbooks feel like a distillation of my 20+ years experience as a Careers Adviser; they contain exercises and activities, the origins of which in some cases are lost in the mists of time; they point people towards a wealth of resources, particularly on the internet, which represent only the tip of the iceberg in relation to what is available - but I had to stop somewhere. I don't see the workbooks replacing guidance work with individuals but rather supplementing and supporting it. As ever, I am eternally grateful to my husband, Mike, for turning my great mountains of text into, what I hope will be, a highly useable and eye-catching publication.

Jackie Hartley

Using the CD ROM

The CD ROM contains the complete publication plus the 17 workbooks individually for you to view and print using a computer. They are listed in numerical order (see below) in Adobe Acrobat Reader format :

- 01 Create a career plan
- 02 Create a self profile
- 03 Create a skills profile
- 04 Make better career decisions
- 05 Be more confident & assertive
- 06 Researching career opportunities
- 07 Choosing Higher Education
- 08 Job hunting
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Thank you.

Notes for Users

What are self study workbooks?

Collectively, these self study workbooks provide the user with a framework for research. They lay out a blueprint for career planning. By working through them users can begin to construct a career plan for themselves and then set about implementing it. Individually, each workbook:

- is a useful source of information that can help users to access a wide range of resources
- presents a number of sequential activities which help the user to explore specific careers topics
- is structured in such a way that it covers the essential issues
- contains spaces for the user to include notes and reflective commentary
- can be used as a record of learning
- can form the basis for discussions between the individual and a tutor or guidance worker
- is an aid to self assessment
- is designed to stimulate future planning
- encourages the individual to take more responsibility for, and be more active in, their own career planning
- is designed to stimulate learning by doing which, in turn, builds up an individual's confidence in themselves, and their ability to manage their own careers.

How can they be used?

They can be used in a number of ways. Some to consider are:

- As a tool for guidance workers who could give specific workbooks to individuals to work on between interviews. Experience shows that this is particularly relevant to the stage one workbooks. Helping people to decide what career they want to do can be a time consuming activity. By asking individuals to work through Workbooks 2 and 3, in their own time, a lot of the reflective thinking and self analysis can

be done between contacts. This can then form the basis for a more in depth discussion at the next meeting.

- In response to specific enquiries, for example - 'I am interested in setting up my own business, can you give me any advice on how to do this?' As a first step, clients could be given the relevant workbook.
- As supporting materials for workshops looking at different aspects of career planning. Individuals could use the workbooks within the workshop and then take them away to continue working on in their own time.
- As supporting materials for a taught careers education programme. Workbooks could be given to students to reinforce the topics covered in lessons and encourage more active learning.
- With small groups of people who want to explore careers issues and need an agenda for discussion and action.

Please note:

The information within these workbooks was correct at the time of going to press.

These workbooks are different:

Workbook 1: Create a Career Plan

This workbook is designed to be an analytical tool to help the user map out which other workbook/s from this series they need to complete. It should be given out to individuals who are struggling to articulate their career needs.

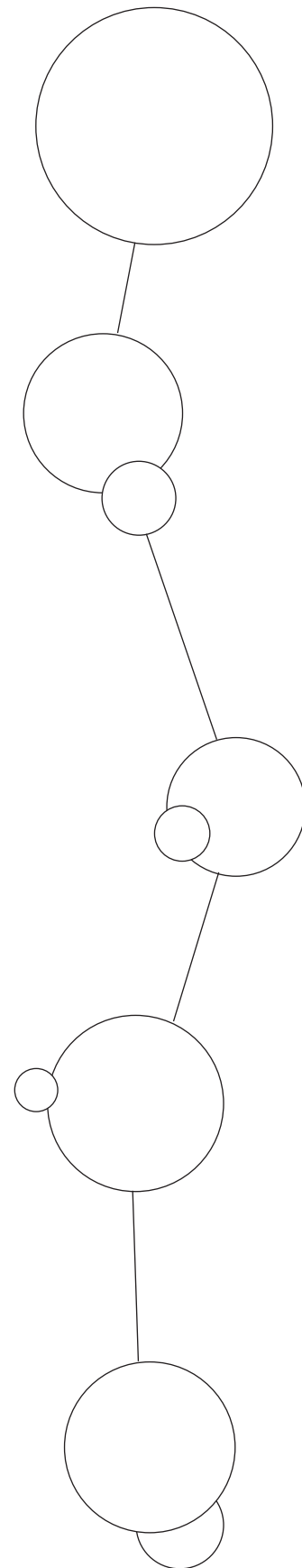
Workbook 6: Researching career opportunities

This workbook is designed to help users learn HOW to research career areas that interest them. It does not cover WHAT to research - that is covered within the appropriate workbook. Some users may find this workbook useful as a forerunner to others in the series.

How should they be given out?

To ensure that individuals make best use of the workbooks it is essential that they are introduced to them properly. You need to think about how you want to introduce them to users. We would recommend doing the following:

1. Make sure that the individual is happy to spend some of their own time working through the workbook. Be sensitive to issues like:
 - literacy (can they read and write?)
 - confidentiality (are they worried about others seeing them investigating careers?)
 - time (have they got the time to do this?)
2. Talk through the workbook with the individual and explain how it can be used. In particular, stress that it is their copy and they can write in it! You should also point out that there is a copyright on each workbook which means they cannot copy it for further distribution.
3. Check that they can access the internet as many of the workbooks refer users to websites.
4. Check that they know where the recommended places to go for help locally, are situated. You will need to go through the workbook beforehand to check this out.
5. Point out that the workbook is part of a series. The user may want to:
 - only use one workbook
 - take copies of interrelated workbooks, for example all the stage one workbooks
 - take copies of linked workbooks, for example Choosing Higher Education, University Applications and Student Finance.
6. Explain what they can do once they have completed the workbook. This might be:
 - to return and discuss it with a guidance worker (give them times when they can do this)
 - to return for other workbooks in the series
 - to get on, themselves, with sorting out their choices, using the information provided
7. Stress that this is not a foolproof way of career planning. It will get them started and show them the kinds of things they need to think about, and find out about, but it will not guarantee to lead them to their ideal career. It should, however, get them moving in the right direction.



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The 17 workbooks & their contents

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A career planning model
Where are you now?
Where do you want to be?
How are you going to get there?
My career plan

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Personality and temperament
Interactive Personality tests
A Style of Approach
Values and Motivation
What do you want from work?
Influences
Place
Practicalities
My Self Profile - Now
My Self Profile - Future
Job ideas generators
Do you know what job you want to do?
Matching your self profile to jobs
Weighing it all up

03 Create a skills profile

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Skills - a definition
Skills you already have
Analysing your skills
Mind mapping
Employability skills
Work activities
My skills profile - now
My skills profile - future
Job ideas generators
Do you know what job you want to do?
Matching your skill profile to jobs
So what now?
Weighing it all up

04 Make better career decisions

Introduction
Looking back over past career decisions
Styles of decision making
Being negative - being positive
Blocks to decision making
A formula for good career decisions
Defining career success
Past career decisions - a summary
Looking ahead - Decisions in the future
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05 Be more confident & assertive

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Exploring self confidence
How to be aware
Confidence weak spots
Strategies for being more confident
Search for the hero inside yourself
Being assertive
How assertive are you?
How to be assertive
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Case studies
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06 Researching career opportunities

Introduction

What is a career?

How can you find out more about these options?

Quality Control

Read about careers

Job information on the internet

Using the internet for careers

Asking people to explain career options

Building your network

Attending presentations and open days

Writing off for information

Making contact by telephone

Meeting contacts face to face

Watching people and having a go yourself

Ways of researching

Weighing it all up

07 Choosing Higher Education

Introduction

What is Higher Education?

Why go on to Higher Education?

Types of courses available

Subjects to study

Choosing subjects - good and bad reasons

Finding out about the courses available

Questions to ask at Higher Education Fairs or

University Open Days

Taking a closer look at subjects

Entry requirements & the UCAS tariff

Where to study

Careers beyond Higher Education

Pulling it all together

The courses I am considering

Weighing it all up

08 Job hunting

Introduction

The Changing Job Market

Job Hunter or Job Seeker?

How to be a successful job hunter

Do you know what job you want to do - NO

Job information databases on the web

Other issues to consider

Do you know what job you want to do - YES

The Target Job

Finding vacancies

Websites with vacancies

Local vacancies

Using contacts to find vacancies

Working abroad

Teaching English as a Foreign Language

Vacancies you have found

Targeting applications

Getting more details

Analyse these ..

Notes on matching

Looking for a match

Ready to apply?

Weighing it all up

09 Further Education & Training

Introduction

What is Further Education and Training?

Why go on to Further Education or Training?

Taking a closer look at qualifications

The three main routes to qualifications

What do you want to study?

Learning for Leisure courses

A note about A/AS level courses

Finding out more about the subjects on offer

Questions to ask at open days or evenings

Where are you going to study?

- Schools

- Colleges

- Training Centres

- Open and Distance Learning Courses

- Independent schools and colleges

Pulling it all together

Weighing it all up

10 Taking a year out

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What is a Year Out?

Why take a Year Out?

What to do in a Year Out

Taking a closer look at the options

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Working Abroad

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Doing some voluntary work

Challenges and Expeditions

Further Education and Training

Travelling

My Year Out Planner

Weighing it all up

11 Self-employment

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What is self-employment?

Why choose self-employment?

Before getting started

Working as a sole trader

Getting started - Route A

Getting started - Route B

Finding out about self-employment

Websites offering help

Are you cut out to be self-employed?

So is self-employment for you?

Weighing it all up

12 Student finance

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- The cost of being a student
- The cost of studying locally
- Going away to university
- My weekly budget plan
- Sources of finance
- Further Education
- Training
- Higher Education
- Monies available to me
- Weighing it all up

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- Matching your data to the job
- Laying out your CV
- Example CVs
- CVs containing only relevant information
- Writing a CV
- Covering letters - layout and points to remember
- Sample covering letters
- Matching letters to vacancies
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- Writing a covering letter
- Weighing it all up

14 Job applications

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- Why do employers want us to fill in application forms?
- Information to go in an application form
- Targeting applications
- Matching your data to the job
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- Dealing with difficult questions
- Things to avoid
- Weighing it all up

15 University applications

- Introduction
- Applying to Higher Education
- Your guide to the UCAS Applications Process
- Frequently Asked Questions
- Writing Personal Statements
- Analysing a Personal Statement
- Sample statements
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- Producing a Personal Statement
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- Why do employers want to interview applicants?
- Different types of interviews
- Preparation before the interview
- Getting to the interview
- What to take with you
- What to wear
- Researching the company
- Preparing answers to likely questions
- Typical interview questions
- How to deal with certain questions
- Questions to ask them
- On the day
- Answering questions
- Make it easy for the interviewer
- Learning from the experience
- After the interview
- Finding out more
- Weighing it all up

17 Academic interviews

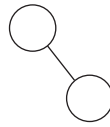
- Introduction
- Why do universities and colleges want to interview applicants?
- Different types of interviews
- Preparation before the interview
- Getting to the interview
- What to take with you
- What to wear
- Knowing your subject
- Preparing answers to likely questions
- Typical interview questions
- How to deal with certain questions
- At the interview
- After the interview
- Learning from the experience
- Finding out more
- Weighing it all up

01 Create a career plan

>part of the Create 2010 series
a blueprint for independent career planners

HIGHFLYERS

Introduction

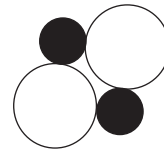


This workbook, the first in the Create Series, is designed to help you to identify those aspects of career planning that you need more help with.

Within this workbook there are a series of statements that you are asked to consider and comment boxes you are asked to complete.

By working through these statements and comment boxes you will:

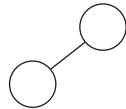
- begin to think about yourself, your career goals and the steps you might need to take to achieve them
- determine which career options most interest you and which you want to research more fully
- draw together a list of the workbooks, from this series, that you might need to tackle
- map out a career plan that reflects where you are now in terms of your career thinking and the work you need to do in order to move forward.



Ask yourself the following question:

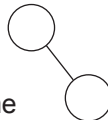
Why am I starting to career plan now?

Why career plan?



There are lots of reasons why it is good idea to career plan. We all choose careers whether we like it or not, but haphazard career choices can result in some of the following:

- ending up in a job we don't enjoy
- running up debts getting qualifications that we then find we don't want to, or can't, use for some reason
- taking on jobs or courses that we can't cope with and subsequently have to leave or get asked to leave
- finding ourselves stuck with choices that are hard to change or move out of
- ruling out possibilities before we have really found out about them
- using up a lot of time, money and energy moving from one thing to another hoping to land up in a career that we enjoy
- worrying about getting a good career but feeling powerless to do anything to make that happen
- following a career path because we don't know enough, or even anything, about the alternatives
- continuously making bad career decisions for reasons we don't really understand
- not knowing the full range of our own skills and strengths and consequently having low aspirations
- wanting something different but not knowing how to be confident enough to go after it.



Whatever your reasons for starting to career plan the fact that you have got this far shows you have made a good start. The process of creating a career plan, and then acting on it, is not easy but don't give up.

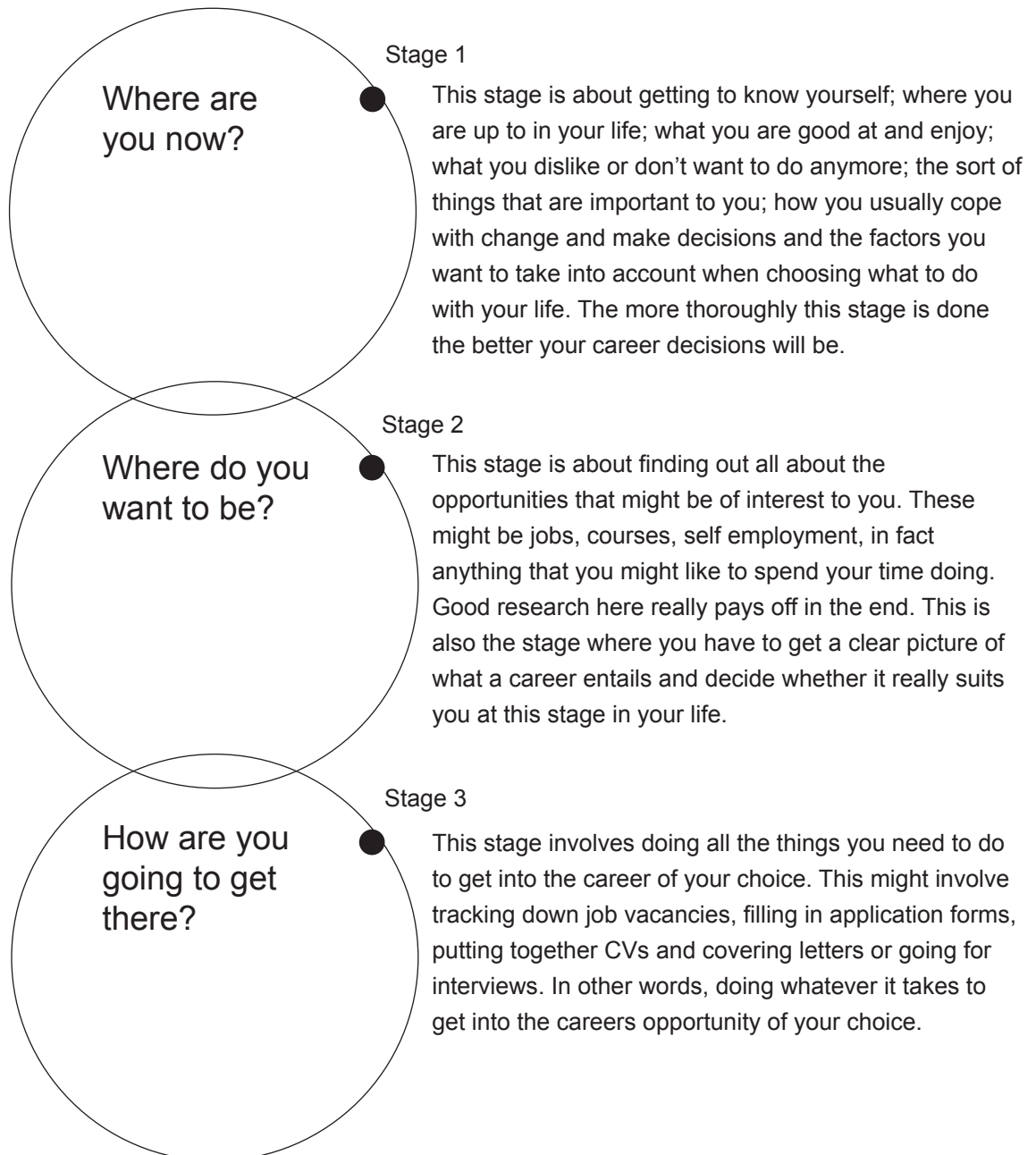
How to career plan

Good career planning is all about making well informed and realistic decisions about what you want to do with your life. Faced with the need to make such decisions, some people just seem to know intuitively what they want and they set about getting it. For the majority of us, however, it is not that easy. We are often not sure where to start.

One way is to use a model for career planning, a bit like following a recipe. The model is not a rigid process that you cannot deviate from, but it does offer a pathway through the minefield that is career planning. Once you learn this model you can use it again and again when thinking about career changes in the future. The model is explained on the next page.

A Career Planning Model

- The model used within this series of workbooks (and there are others) requires you to work through 3 stages.



- These stages overlap. For example, as you find out things about yourself this might suggest careers to research. As you research these careers you might lose interest in them and return to stage 1, albeit with some new insight into yourself - 'I don't fancy doing that now I know what it is all about!'. Alternatively, you choose a career and then find there are no vacancies so you have to go back to stage 2 and research some other ideas.

Create a career plan

Now that you have had a chance to look at the model of career planning used in this series of workbooks, you need to begin to analyse which areas need your most urgent attention. Although it would probably be useful for everyone to work through all 4 workbooks which cover the first stage of the model, this certainly does not apply to the workbooks focusing on stages 2 and 3. For example, you may be very interested in going to university and, therefore, complete this workbook and have no interest in self employment or taking a year out so leave those out.

What follows is a series of statements which are designed to get you to reflect on your current stage of career thinking. Working through these statements will help you to decide which of the Create workbooks you need to complete. Remember, be honest, there are no right or wrong answers but the more time you spend now clarifying what you need to do, the less time you will waste in the future.

Stage 1

Where are you now?

This stage of the model is about getting a real feel for where you are now in terms of your life and career thinking. Please do not underestimate how important this stage of the model is, because, without this kind of understanding it will be hard for you to plan ahead properly. Rate yourself against the following statements:

* Understanding yourself

- I know what makes me happy (SA) (A) (D) (SD)
- I am motivated by things that are important to me, by things that I really care about (SA) (A) (D) (SD)
- I know what I want to get out of my life (SA) (A) (D) (SD)
- I have thought about how to cope with the practical difficulties I face in life (SA) (A) (D) (SD)
- Looking ahead, I can see where I want my life to go (SA) (A) (D) (SD)
- I know what job I want to do in the future (SA) (A) (D) (SD)

How well do you think you know yourself?

Key: SA strongly agree
A agree
D disagree
SD strongly disagree

If you have rated any statements Strongly Disagree or Disagree you need to spend time getting a better understanding of yourself and what you want to do with your life. To do this complete Workbook 2 - Create a self profile.

* Identifying your skills

I believe that I have a lot of skills (SA) (A) (D) (SD)

I can explain how I have developed these skills (SA) (A) (D) (SD)

I know what my best skills are (SA) (A) (D) (SD)

I know which skills I want to develop (SA) (A) (D) (SD)

I know which skills I like using most (SA) (A) (D) (SD)

Looking ahead, I know what skills I want to use in the future (SA) (A) (D) (SD)

How skilled are you?

Key: SA strongly agree
A agree
D disagree
SD strongly disagree

If you have rated any statements Strongly Disagree or Disagree you need to spend time identifying all your skills and how you developed them. To do this complete Workbook 3 - Create a skills profile.

* Looking at how you make career decisions

I can describe different styles of decision making and their consequences (SA) (A) (D) (SD)

I know how I make career decisions (SA) (A) (D) (SD)

I can identify how I block my own decision making process (SA) (A) (D) (SD)

I have ideas about how I want my life to develop in the future (SA) (A) (D) (SD)

I am confident that I can make good career decisions in the future (SA) (A) (D) (SD)

How good a career decision maker are you?

Key: SA strongly agree
A agree
D disagree
SD strongly disagree

If you have rated any statements Strongly Disagree or Disagree you need to spend time looking at how you make career decisions. To do this complete Workbook 4 - Make better career decisions.