



## Career Management

Career management is the combination of structured planning and the active management choice of one's own professional career. Career management was first defined in a social work doctoral thesis by Mary Valentich as the implementation of a career strategy through application of career tactics in relation to chosen career orientation.

Career orientation referred to the overall design or pattern of one's career, shaped by particular goals and interests and identifiable by particular positions that embody these goals and interests. Career strategy pertains to the individual's general approach to the realization of career goals, and to the specificity of the goals themselves.

The purpose of this module is to develop the learner's understandings, knowledge, actions, and skills for career management.

## Outcomes

1. Understand what career management is.
2. Enter the workforce environment with a career management mindset.
3. How to be accountable and responsible.
4. Recognize and avoid workplace pitfalls.
5. Develop as an employee.
6. Understand the employer's perspective and expectations on career management.
7. How to make informed career decisions.
8. Understand succession planning from an employer's perspective.
9. Understand employer branding and the employee's role in supporting that brand.

## Recommended Learners

### Higher Education

- Undergraduate Students
- Graduate Students

### Business, Industry, Nonprofits, & Agencies

- High-potential Team Members
- Supervisors and Managers

**Mutual Respect and Trust**      **Mindfulness**      **Welcome Diversity in team**

**Open Communication**      **Maintain Transparency**

## The First 90 Days in A New Job: Make Them Count

*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

### Applications and Best Practices

#### Higher Education

- ✓ A module within a career center for student career readiness development.
- ✓ A module within a career development seminar or course.

#### Business, Industry, Nonprofits, & Agencies

- ✓ Employees who need to understand how to take personal responsibility for their career.
- ✓ Professional development and Continuing Education Units (CEUs)

### Pricing

**Module is Approximately 12-15 Learner Hours**

1-100 Learners per Year  
\$150 per Learner

101-500 Learners per Year  
\$140 per Learner

500+ Learners per Year  
\$130 per Learner