

THE “*PERFECT STORM*” AND THE IMPORTANCE OF CAREER DEVELOPMENT

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“PERFECT STORM” MAKES CAREER DEVELOPMENT MORE IMPORTANT THAN EVER

Career development is the lifelong pursuit of answers to the questions:

“Who am I, why am I here, and what am I meant to do with my life?”

Career development is discovering:

- One's authentic self in terms of interests, temperament, personality, values, skills, talents, hopes, and dreams
- The types of activities, situations, and people with which one is most comfortable, happy and fulfilled
- The learning subjects in which one is most interested and the learning styles with which one is most effective, engaged and comfortable
- The types of extracurricular activities, hobbies, sports, pastimes one likes most
- The types of work, paid or unpaid, one might do which align with one's talents, preferences and aspirations, and are congruent with one's values, sense of meaning, and purpose
- Organizations that are seeking the talents one possesses and offer employment opportunities congruent with one's career and lifestyle aspirations
- The 21st century knowledge and skills needed to market one's talents, qualify for positions sought or create new entrepreneurial opportunities, interact well with co-workers, customers, and supervisors, and progress in a career path
- The knowledge to develop plans to reach short and longer term objectives, and to adjust plans and objectives with changing circumstances and emerging opportunities
- The knowledge and skills to balance work and life and become independent, resilient citizens contributing to the prosperity of one's family and community

These are among the most daunting learning challenges all humans face. One's success in mastering them determines the extent to which one leads a happy, fulfilled and purposeful life. Yet, these career development learning challenges have traditionally been considered peripheral to academic curricula. Given the new dangers and opportunities the Perfect Storm brings with it, this must change.

At [Career Cruising](#), we believe:

- Education should prepare students for success in life. It is not. It is preparing many (not all) for the next rung of the educational ladder. Many students are not sure what to do when they reach the top, or when they step off along the way. Despite heavy student loan debt, many graduates have unclear career goals and prospects.
- Career development deserves a much higher priority in education systems across the country.

After 12-16 years of education most students will spend 50% of their conscious hours for 40 or more years working. Education must include helping them learn how to navigate confidently to suitable employment opportunities, as they begin their careers and as often as needed thereafter.

- The problem is not lack of effective tools and resources. It is lack of awareness and insufficient priority on students' career development.
- All educators, not just guidance specialists, supported by parents, need to help all students explore alternatives, articulate and celebrate their career dreams and develop plans to achieve their short and longer term goals.
- All students should have a "living" ePortfolio that includes high school course selection aligned with their career goals and postsecondary education plans.
- All students should be aware of and have an opportunity to connect with potential future employers in their preferred career sectors, to "test the fit," before they graduate
- As the labor shortage deepens with the Perfect Storm, employers will need access to their future talent pool. They need to be able to locate and establish relationships with students who may be their future employees while they are still in school, again, to "test the fit."
- Communities that effectively help citizens of all ages find good work, and their employers find good workers, will prosper economically. Young people, for instance, will be able to afford to buy cars and homes, and establish families. Citizens in communities that do not may be victims of the Perfect Storm.

Career Cruising provides students and adults with exemplary online tools to support their career development, educational planning, work search, and lifelong success. Although we are best known for our industry-leading career and college exploration, assessment, and planning program, ccSpringboard, and our internationally acclaimed Real Game experiential programs, our ccEngage suite of resources enables a harmonized, whole-community approach to career and workforce development that can be used by all educators, students and career seekers, parents, librarians, business people and community agency staff.

[ccEngage](#) includes:

- **ccSpark**, a career exploration and planning program for grades 1-5.
- **ccThePlayRealGame**, an experiential career learning program for grades 3 and 4.
- **ccTheMakeltRealGame**, an experiential career learning program for grades 5 and 6.
- **ccSpringboard**, a career exploration and planning program for grades 6 to 16, and for adults (includes an ePortfolio, a Parent Portal, and administrative reporting and accountability tools).
- **ccTheRealGame**, the world's most popular experiential career learning program for grades 7 and 8 that includes financial literacy, character education, and 21st century essential workplace skills.

- **ccTheBeRealGame**, an experiential career learning program that provides high school students a “dress rehearsal” of the transition from school to career, with in-depth lifestyle choice, financial literacy, and work search components.
- **ccPathfinder**, links career planning to course selection, credit tracking, and graduation planning, by interfacing with any schools’ Student Information System – for grades 6 to post-secondary.
- **ccAchieve**, an online college application planner.
- **Method Test Prep**, Online SAT / ACT preparation.
- **ccInspire**, a platform to connect students and adult career seekers with informed career dreams to career coaches, mentors and career development opportunities with local employers, and to enable local employers to connect with their future talent pool.

Please help us give career development a higher priority in your community by:

- Encouraging those who may be using our one or more of our ccEngage resources superficially to go much deeper, engage more educators and parents, and take up our offer of free training and support to anyone wishing to use our resources more effectively.
- Helping connect us with educators who will include an introduction to the ccEngage suite in pre-service training for teachers and counselors.
- Open doors for us, with you, to present to decision makers and influencers in your area so more citizens in your community find their way to good careers.
- Helping connect us to the people who can make ccInspire a reality in your community. We believe this is a game-changer that enables whole communities to harmonize their career and workforce development efforts.

Career development = workforce development = economic development and prosperity

Career development is the key to future success for students, adults, families, companies, communities, and the nation. Career cruising is the leading provider of career development resources to support whole-community career development solutions.

For more information:

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