This logo represents a person whose career and personal life are balanced.
## Project Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Qualification</th>
<th>Position/Institution</th>
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**Career Direction** First Printing – August 1987  
**Career Direction** 2 Revised - March 2011
Premise

Often resources are unavailable to optimally advise students about education and career paths.

*Career Direction 2* can serve as a feasible, practical and additional guidance tool.
Purpose

Career Direction 2 is a high quality workshop that provides students with tools, strategies and knowledge needed to set goals and make choices that will lead to successful futures.
Highlights of Career Direction 2

- A motivational career planning tool in its 36th edition
- Comprehensive
- Available at no cost to you or your students
Highlights of Career Direction 2 (continued)

- Flexible scheduling
- Guest instructors (No need to train up)
- Aligned with Common Core State Performance Standards
- Addresses BRIDGE Act Requirements
Highlights of *Career Direction 2* Content
To choose an enjoyable career, students will consider:

- Priorities
- Personality
- Interests
- Abilities
Career Preparation Begins Now!

- Goal setting
- Preparation

The “secret” to success is to stay focused on goals and the priorities behind them.
Is Education Worth It?

Estimated *pre-tax monthly* earnings for people who have:

- Doctoral or Professional Degree: $6,638
- Master’s Degree: $5,447
- Bachelor’s Degree: $4,441
- Associate Degree: $3,297
- High School Diploma: $2,712
- Dropout: $1,967

*Source: U.S. Bureau of Labor Statistics*
Paying for Education and Training

No matter how high the cost of education …

the price of ignorance will be higher!

Advertised Jobs

Invisible Jobs

Networking
To get a job, you must beat the competition. You need strong job-getting skills.
Career Direction Online Resume Tool:

Resume Template
NEW! Career Direction Job Getting Tools can help you create a resume and cover letter that will help you “get that job”! You will need to enter your school’s password to access this valuable tool. By completing the online form, you can automatically generate:

- resume
- cover letter
- thank you note for after your interview.

Enter your school’s password: 
Submit —

Need help?
If you are a student and you do not know your school’s password, please contact your guidance counselor/teacher.
Interview Strategies

• Doing initial homework
• Potential interview questions
• Interview etiquette
• Evaluate the interview
Discussion - Video Interview Exercise

• Did the applicant’s appearance meet company standards?

• What kind of impression did he make?

• How can he improve?
Keeping a Job: Business Protocol
Just Effort Is Not Enough

• It takes more than preparation, skill, and hard work to be successful.

• Your choices – alcohol, drugs, and personal relationships – impact your success or failure.
Success requires planning and effort:

• Know your priorities
• Set your goals
• Develop your plan
THE ARMY NATIONAL GUARD ...
For more information, please contact:

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