

ULTIMATE GUIDE ON CAREER RESEARCH



*A MUST READ BEFORE CHOOSING
THE RIGHT FIT*

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About the Author

Hi Everyone!!!!!!!!!!!!!!!!!!!!!!

My name is Anuradha Mandal , I am a Career Coach, Mentor and a Blogger. I love to help Students and Professionals achieve knowledge in selecting the correct Career options so that they walk the right Career path without landing in the wrong place where they do the work just for the sake of doing.

The main reason why I am writing this eBook is to share my knowledge and guide the individual in choosing the best suited Career for them. In this eBook I have shown the step by step process on how to do the proper Career Research before selecting the best fit Career for you.

And I did it for you.

You can write back to me at email : anuradhaamandal@gmail.com

Wishing you a great journey in your life.

Happy Learning.

Anuradha Mandal

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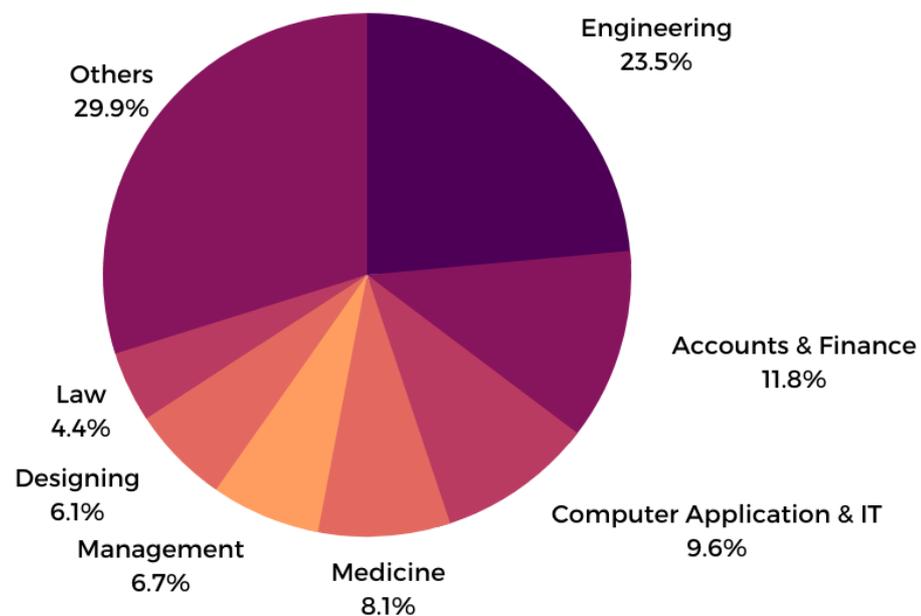
Chapter 1: Meaning of Career

Career is of prime importance. Career is the most integral part of everyone's life.

Career is an occupation or profession that one undertakes for a longer period in one's life and derives a monetary benefit from it.

Let us take an example to understand the meaning of career in a layman language. If you are good at Astrology but you do not gain any monetary benefits from it, then this will be considered as your hobby and not as your career. Similarly, if you start consulting your clients and start getting some reward out of it, then Astrology becomes your Career.

You start your Career at the age of around 23-28 years and work till the age of 60-65 years. On an average most of the individuals have a Career life of around 40 years. You are going to invest 80% of your life's time in the job or business which we call it as Career.



According to the Career change statistics an average person changes their Career for about 5-7 times in their working life. The study also shows that 80% of the working professionals are not happy and satisfied with the work they are doing. There is a tendency to change the Career even after 10-15 years of experience.

Again, as per survey 93% of the Indian students are aware of only seven Career options out of 250+ Career options.

So, it is very important that you research properly before selecting the one.

This can be taken care of by proper Career counselling and Career Research.

Benefits of Career Counselling

No one is born perfect with all the information and knowledge and therefore each one of us needs guidance at some point of time. It helps us to take more informed decisions from others' expertise and experience. In case of making career decisions

Career Counselling is one way that renders support and constructive guidance in several ways :

1. Discovers your strength and weakness.
2. Sets objectives and goals.
3. Decides the right career
4. Provides good resources
5. Combat and minimizes the frustration and confusions
6. Getting useful support and motivation.

Chapter 2 : Career Counselling Process

Career Counselling Process is an ongoing process which happens in several steps. This is not a one-time job.

So, it should be taken under the guidance of a good Career Counsellor.

This consists of the following stages:

Stage 1: Initiation

This stage is very crucial and sensitive where the counselor must develop the relationship and trust with the clients. This will help in getting to know about the students or clients.

Next step is to extract the information from the clients (Students/Parents) and this can be done by the questionnaire and forms.

Stage 2 : Exploration

In the second stage of Exploration the client is asked to give their own detailed analysis regarding the career options.

Proper assistance is given for exploring the detailed analysis of the students by taking some of the assessment tests mentioned below:

Intelligence Quotient (IQ) Test: An Intelligence Quotient (IQ) is a total score extracted from a set of standardized tests to assess human intelligence. An IQ score of 135 or above is where 99% of the population fall in. An IQ with somewhere around 100 score is considered to be "Normal Intelligence". Individuals with an IQ of 200 score are very impressive.

Writer **Marilyn Vos Savant** born in 1946 has an IQ of 228 which is the highest as per the record. Albert Einstein's IQ was at 160.

Emotional Quotient (EQ) Test : An Emotional Intelligence or Emotional Quotient or EQ is the capacity to comprehend, use and control your emotion in a positive way to relieve stress, conquer challenges and disarm conflict. 99% of the population fall in the bracket of an EQ score of 60-140. Those who rank above the score of 140 are considered as Genius.



Adversity Quotient (AQ) Test : An Adversity Quotient (AQ) is a score that calculates the ability of a person to deal with adversities in one's life. The AQ is an indicator of success in a person's life.

The AQ also is helpful in forecasting the mental stress, attitude, perseverance and response to the changes in the environment. The average AQ score is 147.

Aptitude Test & Personality Test : Career aptitude and Personality test is a comprehensive test to check your interest, personality and preferences against different traits. Some of the most important tests are highlighted below :

Meyers-Briggs Type Indicator (MBTI) /16 Personalities Test.

Test Color - This test helps to predict your personality on the basis of your color preferences. It is based on Jungian Ideas.

DiSC Assessments is a behavior assessment tool which revolves around the four current traits like D Dominance (D), Inducement (I) , Submission (S), and Compliance (C). It helps in choosing the best Career Path for you. It is a very popular tool for Career searches. It measures your behavioral and personality style. For example if you're a "D" type, you are likely to be Success driven, upfront, direct and will do good as a Police officer, Lawyer or CEO. If you are "Si" type, you will be more likely to be value and peace oriented and you can become Counselor, Therapist, Teacher.

Berkeley Emotional Intelligence Test : This test has the capacity to detect your emotions on the basis of your facial expressions.

PATH Assessment : This is a personality and behavior assessment based on the Career traits including the Purpose, Approach, Thinking and Habits. **Multiple Intelligence Test** : This is based on Howard Gardner's theory.

Multiple Intelligence Test helps to discover your potentials within the nine intelligence traits enumerated below :

- Logical-Mathematical Intelligence
- Verbal-Linguistic Intelligence
- Musical-Rhythmic Intelligence
- Visual-Spatial Intelligence
- Bodily-Kinesthetic Intelligence
- Intrapersonal Intelligence
- Interpersonal Intelligence
- Naturalistic Intelligence
- Existential Intelligence

MULTIPLE INTELLIGENCES



The result of this test gives you a detailed and clear description of each intelligence.

SWOT Analysis Test : This is one of the most famous analysis tests .The SWOT matrix is a structure for examining your strengths and weaknesses as well as the opportunities and threats that you face.

Psychometric Test : A psychometric test is an assessment to evaluate an individual's overall performance and not restricted to skills, abilities, personality traits and job potential. Some of the best Psychometric test used widely are listed below:

- **The Meyer-Briggs Type Indicator (MBTI) 16 Personalities Factor**
- **DiSC**
- **Logical Reasoning Assessment**
- **Numerical Reasoning Assessment**
- **Verbal Reasoning Assessment.**

After you have successfully completed these tests you come up with 5-10 Career options. This is the stage you need to take help of your Parents, Teachers, Siblings, Mentor etc.

You need to narrow down your choices to 1-2 Career options. You can follow the mentioned steps to do so. Just for instance you came up with a final choice of Doctors and Lawyers. What you need to do next is you need to approach these professionals and spend 1-2 days with them.

Take a sneak peek of their work, their daily activities, responsibilities, salary, lifestyle and ask their opinion regarding work life, culture and the sense of satisfaction from their work.

Make a list of questions and ask them what made them select this Career or Professions and what kind of preparation they have taken to get into this field. Also get to know about their skillset, interest, abilities, natural inclination, hobbies.

You have to collect the responses from these professionals. Make a report of it and study and analyze it.

The most important step is to start mapping the information collected from these professionals (Doctors and Lawyers) with the information of your self assessment results.

The overlapping of the information will help you to draw a conclusion.

Stage 3: Decision Making

At this stage, the counselor job is to bring the students and the parents together on a common platform. Now that your goal is final, you need to take the required steps to reach the goal.

Stage 4: Preparation

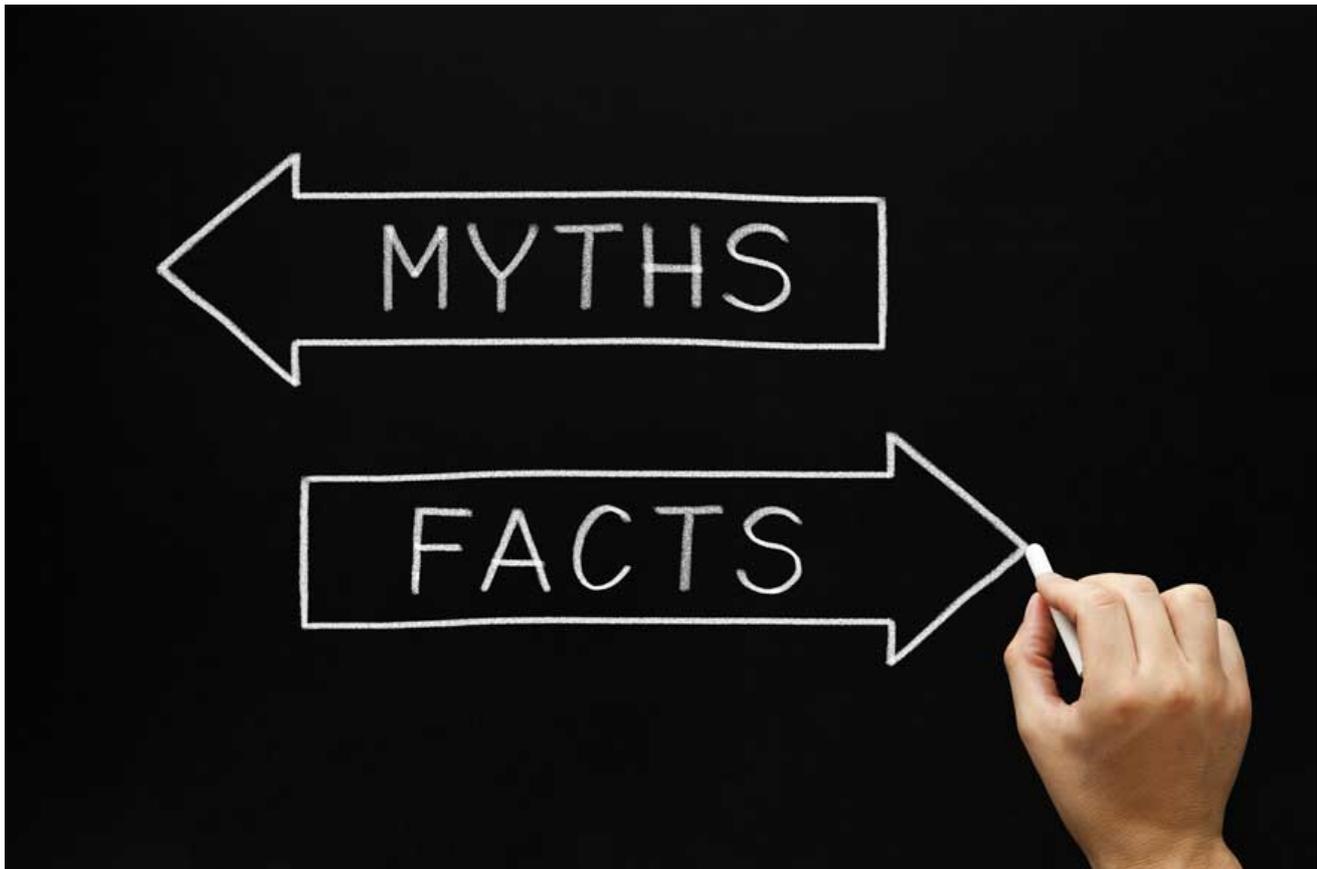
This is the action plan and is going to be the real implementation of all the above-mentioned stages. You have to explore the roadmap to reach the destined career options. This pathway will have several ingredients like selection of Colleges , Institutions or Universities, the Eligibility criteria, the Entrance Examination, the Application and Selection processes.

Stage 5 : Implementation

This is the final stage which focuses on the execution of the action plan with the Career counselor.

Chapter 3 : Myths regarding Career Counselling

There are myths in almost everything surrounding us and Career counseling is not an exception. Today we are going to highlight some of the myths regarding Career counselling.



Myth 1: Choosing Career is very simple and easy.

Myth 2: There is an age for Career Counselling

Myth 3: Career counselling is only meant for school students

Myth 4: Only unconventional careers need Career Counselling

Myth 5: Career Counselling helps in getting job and placements

Chapter : 4 Conclusion

Career Counselling is the most ignored practice by Students, Parents, Guardians and Professionals.

It is often considered and seen as the least important but in reality it should be considered as one of the vital practices which revolves around making the right academics and professional possibility.

Hope these have given you an in depth knowledge of how to do Career Research before selecting the best fit for you.

It is advisable to each one to follow the process and get an insight of it before jumping into the final decision.

If you need any help and seek guidance, then get in touch with me.

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