Looking into the Future

Investigating Your Career

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Class Activity: Case Study

Case Study on page 48
Looking into the Future

According to his mother, Oscar has a gift—listening. People talk to Oscar about almost anything because he listens and is interested. Oscar wants to use his insight to learn about human behavior and the way people interact with each other. He plans to take as many courses as possible in psychology and communication. Through his school’s service learning program, Oscar is able to work with people in different communities and cultures. He likes working with senior citizens the most. After talking with his counselor, Oscar investigated various career fields. His research always pointed him to a career in gerontology, the study of aging in older people.

But what should Oscar do with a career in gerontology? Should he research senior centers to see what activities seniors enjoy? Should he observe senior citizens to study the aging process? Should he study how he might help seniors plan for their future? Working with others to help older people find solutions for their problems is something Oscar does in his volunteer work. He sees that his volunteering makes a difference. With a degree in gerontology, he can help people live longer. Oscar does not need to decide right now on his exact career interest. The good news is that his research in the field of gerontology shows that the career is growing. People are living longer, which means that his career will be in demand for a long time.

What do you know?
Isn’t an engineer always an engineer and a carpenter always a carpenter? Why do you need to be able to predict the future for your career field?

Goals
- Describe how trends can affect future careers.
- Explain how past and present changes in career fields can affect future careers.
- Examine how workplace and workforce trends, including entrepreneurship, are changing the ways people work.
- Research sources to make predictions based on trends.

Terms
- trend
- futurecasting
- digital age
- electives
- demographics
- labor force
- baby boomers
- skill sets
- lifelong learning
- virtual learning
- telecommuting
- job sharing
- entrepreneur

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CHAPTER 4
Looking into the Future

- Describe how trends can affect future careers.
- Explain how past and present changes in career fields can affect future careers.
- Examine how workplace and workforce trends, including entrepreneurship, are changing the ways people work.
- Research sources to make predictions based on trends.
Futurecasting

- A **trend** is a general direction or tendency based on data over the course of time.
- Making predictions based on trends is called **futurecasting**.

*Continued on next slide*
Futurecasting

- Recognizing career trends may help you make predictions in the following areas:
  - Whether your career will exist when you begin working
  - Whether there will be a need for your career throughout your employment future
  - How your career might change in the next 10 or 20 years
Class Activity: Trends Quiz

- Trends Quiz
  - Answer questions and discuss answers
  - HO – Trends Quiz Answer Sheet
Trends Quiz
Record your answers on the answer sheet, be prepared to share your answer with the class
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How many did you get right?
Career Portfolio: Hot Jobs

- Research Hot Jobs on the Internet
  - Research on the Internet jobs that are the fastest growing/are currently in demand in an area that interests you (i.e. in Florida, in the medical field, in business, etc.)
    - Copy and Paste the **website address** to your slide
  - Research further:
    - Job description of one of the jobs
    - Interesting statistic or bit of information about that job or about your hot jobs list
List of Hot Jobs in ________________
(in demand/fastest growing/lots of job openings)
Job Description of One of the Jobs
Interesting Statistic or Bit of Info.
Changes in Career Fields

- Frequent and rapid changes in employment outlooks worldwide will influence your career.
- Technological changes
- Demographic changes
- Occupation changes
Career Portfolio: Changes in Career Fields

- Read pages 49-60
- On the SmartArt, describe & give examples of the changes/trends in each category
Technological Changes:
Industrial age based on machines to Digital Age based on computers

Demographic Changes:

Occupation Changes:

Workplace Trends:

Workforce Trends:

Entrepreneurship:

Add more from your reading 😊
CHAPTER 4

Futurecasting

You hear and see so much information every day—on the Internet, on television, on the radio, in newspapers, in magazines, and from people offering advice. How do you know what information is important for you and your future? One way is to analyze the information to look for trends that show how the world may be changing. A **trend** is a general direction or tendency based on data over the course of time. A trend is a prediction. Think of a trend as “fashion,” which lasts only a short time. Using past events and current information helps the Bureau of Labor Statistics (BLS) predict future trends.

This chapter introduces some trends that serve as starting points for making predictions of how the world might change. Making predictions based on trends is called **futurecasting**, the term used in this book. The key to successful futurecasting is identifying trends that may be important to your career. An effective way to identify trends is to analyze the information you receive daily.

Recognizing career trends may help you in the following areas:

- Whether your career will exist when you begin working
- Whether there will be a need for your career throughout your employment future
- How your career might change in the next 10 or 20 years

Keep in mind that predictions based on trends sometimes can go wrong. Of course, no one can foresee the future with perfect accuracy. Unusual twists in national or global politics, unanticipated economic changes, world health catastrophes, and extreme or unexpected weather conditions all can affect current predictions.

**Activity 4-1, “Trends Quiz,” checks your knowledge about trends that can affect your career choice.**

Changes in Career Fields

The employment outlook changes frequently and rapidly. The change makes trend watching vital for futurecasting. In addition, change occurs not only in the United States, but in all parts of the world as well. Some trends may affect your life in the near future; others may not have an effect for 10 or 20 years. You need to recognize long-term trends and think about how they might influence your future career. Then you can plan how to adapt as times change.

Some of the changes that are occurring now or that have taken place in the past indicate trends that can strongly affect your future. In particular, changes in technology, demographics, and occupations will continue to influence career fields.

**Technological Changes**

During the past four decades, the employment world has been evolving from the industrial age to the digital age. The bases of the **digital age** are the technological changes that began with the computer. Technology now affects everyone’s life and nearly all careers.

In the 1960s, David received his bachelor’s degree in agricultural and mechanical engineering. He began his career designing farm machinery parts for a major company. To create his designs, David used paper and pencil on a drawing board. He did his calculations with a slide rule. After David completed his drawings, a drafter redrew them on special paper. The paper was put through a blueprint machine where it underwent a chemical transformation. The paper became a permanent blueprint, or copy, of the drawing.

Today David is amazed at the transformation of this process. Now he does the majority of his drawings on a desktop computer. He performs the necessary calculations on a graphic calculator. A drafter may assist him, but David prefers using the computer to make his revisions.
and final drawings himself. The computer stores his drawings and produces any required number of perfect copies, not blueprints. In addition, David is able to e-mail his drawings to customers for approval. He often discusses the projects in videoconferences rather than in person.

The technological changes David experienced during the last 30 to 40 years are amazing but not unusual. Although no one predicted the technological revolution, everyone has experienced it. The trend toward increased breakthroughs in technology continues at an incredible rate.

Since IBM introduced its desktop personal computer (PC) to the public in 1981, PCs have become smaller and more powerful. Laptops are replacing some PCs. Handheld personal digital assistants (PDAs), cell phones, and other electronic devices are capable of doing multiple tasks. Cell phones, introduced to the public in 1983, are now in nearly every household—and pocket or purse. Don Norman, former chief technology officer of Apple Computer and Hewlett Packard, predicts that by 2020, 100 percent of the U.S. population will have made digital technology part of their lives. In an extremely short span of time, digital technology has reshaped the way society works, communicates, and even thinks.

What is behind the technological revolution? Not long ago economic growth depended mostly on increasing the supply of workers. Today and in the future, economic growth will come from companies’ investing in technology. The companies also will invest in employees who have the skills to use the technology to produce goods and services. Global competition has forced businesses to find ways to reduce costs. New technologies help businesses increase productivity and keep costs down for both companies and consumers.

How will technological changes affect you and your career? Employers struggle to keep up with the need for an increasing number of new high-tech positions. Look at the top ten career fields listed in Chapter 1.

Companies continue to compete for their share of the market and for their share of workers who have the right skills. After you fill your schedule with the required courses, choose electives, or optional courses, that relate to math, science, and technology. With the needed education, you have a better chance of being successful at your career.

**career fact**

American productivity has experienced rapid growth. Now it takes 89 people to do what 100 people could do only four years ago.

—Fast Company magazine

**Demographic Changes**

**Demographics** are information about a population, such as ethnic background, age, and education. When making your career decision, you need to consider the demographics of both the U.S. population and the U.S. labor force. Changes in both will affect the careers of the future.

The U.S. Department of Labor defines the labor force as all people aged 16 and older who are working or who are actively seeking employment. Among the demographic changes that may affect your career are an older labor force, more two-career families, and increasing ethnic diversity.

**Age-Related Changes**

The aging of the baby boomer section of the population affects career decision making. **Baby boomers**, born between 1943 and 1960, are the largest population group in the United States. Workers over age 40 are the largest workforce group now and for the next ten years. Baby boomers have money and power. Their success creates career opportunities in areas that provide goods and services to them. For example, auto manufacturers produce cars designed to appeal to baby boomers’ tastes. Because baby boomers are getting older, new career areas are opening.
up. Careers in medical research increase as pharmaceutical companies create more anti-aging drugs. Wellness activities, including exercise and massage, help extend baby boomers' health and well-being.

Another change in the U.S. population that affects employment is the increase in life expectancy. As the number of older people in the population increases, any career field that provides services to older individuals has more employment opportunities. Some of those careers are in familiar industries, such as travel planning and home health care. Other careers are new, such as the development and staffing of health and wellness centers. More health-related career areas will continue to grow as people continue to live longer.

**think critically**

How might the age of the labor force influence career areas that interest you?

**Changes in Families**

Two demographic changes that affect the labor force are the increase in two-career families and the increase in single-parent households. The BLS reports that in 62 percent of couples with children, both parents have careers. The numbers have increased more than 10 percent in five years. Fifty-three percent of women who have infants are in the workforce. How can those changes affect your career?

Kiyoshi, a physical therapist at a hospital, has a busy schedule that often means overtime work. His wife, Annu, owns a specialty clothing store at the mall. As in many retail businesses, Annu's store has high employee turnover. To ensure that her business is running smoothly and efficiently, Annu often works long hours at the store. Their careers fill so much of their time that Kiyoshi and Annu have little time for the daily chores at home. What little free time they do have, they want to spend with their children. Annu and Kiyoshi believe that interacting with their children is more important than cooking or cleaning or cutting the grass.

Kiyoshi and Annu decide that the only solution is to pay others to do some of their routine chores. First, Kiyoshi and Annu hire a cleaning service. Now Lorie cleans their house once a week. Freed from weekly cleaning, the family has more time for activities on the weekends. Next, Kiyoshi and Annu contract with a landscape maintenance company. Now Jean Paul and his crew cut the grass every Monday and take care of yearly maintenance chores. The fee that Annu and Kiyoshi pay for this service saves them many hours better spent with their family. Finally, Annu and Kiyoshi often order takeout food, pick up prepared dinners at the market, or cook simple meals during the week. They enjoy cooking gourmet meals on weekends when everyone in the family can participate.

With the changes in families' demographics, the needs of the labor force have changed. Many workers are buying services such as outdoor maintenance and pet sitting. If you can provide a service that allows people more leisure time, you increase your chance of having a
successful career. In addition, many women join or return to the workforce before their children begin kindergarten. In turn, the childcare industry is growing with a need for any career related to childcare services.

**Ethnic Diversity**
A change occurring in both the U.S. population and the labor force is the increase in minorities. How does this diversity in ethnic background affect you and your career? In many professions, knowing a second language can lead to career success. Many large companies have customers and offices around the world, so learning the customs of other cultures would help you communicate effectively. In addition, the ability to communicate with coworkers of various backgrounds would increase your career success. Chapter 5 discusses this trend in more depth.

**Career Fact**
Replacing a shortage of employees can take from five to ten years. One example is the current shortage of registered nurses. That career field went from a lack of jobs to a need for more jobs than there are nurses to fill them.

**Occupation Changes**
Occupations are constantly changing. Changes in demographics and technology are the major reasons for the change. A result of the industrial revolution is technology. This change caused workers to move from farms to factories. After World War II, companies that manufactured goods were the major employers in the United States. Previously, the farming industry was the largest employer. Agriculture remains a major industry today, but with regard to nonfarming careers. Even though more than one-fourth of the goods in the United States are produced by manufacturing companies, manufacturers are no longer the largest employers.

In fact, manufacturing employment growth is declining rapidly. Since 1970, service occupations, particularly professional and business services and health care and social services, outnumber manufacturing occupations. Both service industries provide more services in less expensive ways. For example, nurse practitioners, who receive more training than registered nurses but less than doctors, can provide basic medical care at a lower cost.

Manufacturing jobs have decreased because of advances in technology. For example, in the past, machine operators set machines manually. Then they physically operated the lathes and drills. Today operators simply program a computer to run the machines. In this case, workers still produce the same product. However, the skills needed for the job have changed a great deal.

Changes in occupations will affect many careers—including yours. Workers in nearly all occupations must be computer literate. They must be able to adapt to increasingly complex computer applications. New technology means an increased need for employees who have higher reading, communication, technology, and math skills. Those skills play an important role in developing a career and in getting a job.

**Activity 4-2, “Learning from Others,” helps you discover how a career field has changed over the years.**

**Trends in Career Fields**
The key to futurecasting is being aware of trends that will influence your career. Two types of trends important for your career are workplace trends and workforce trends. Workplace trends are changes employers make to be more competitive. Workforce trends are changes employees make to allow them to meet their personal and professional goals and responsibilities. Researching the two types of trends can help you predict future changes in career fields.
**Workplace Trends**

In today’s workplace, skills, not educational background, may decide who will be employed. With a need to fill positions, especially those using new technology, companies are more willing to hire employees who have alternative training. For example, someone with specialized job skills may be employed over a college graduate. According to the BLS, many of the largest industries choose specialized training ahead of a college degree when they are searching for people to fill highly technical positions.

For example, the BLS predicts that many of the fastest-growing careers in the next ten years will be health care assistants and dental workers. Neither of those careers requires a bachelor’s degree.

Why health care? People are taking better care of themselves. They want to live longer and enjoy good health. Health care assistants are less expensive to employ than doctors.

Why dental workers? Dental hygienists and assistants already perform some of the work for dentists, such as cleaning people’s teeth. The number of colleges offering dentistry degrees has decreased in the last five years. Because of the shortage of dentists, hygienists are expected to do even more of the work. Also, the number of dental cavities has increased 100 percent in the past few years. The American Dental Association expects that cavities will continue to increase as people consume more soft drinks, juices, and bottled water (which contains no fluoride).

Another workplace trend is contracting or outsourcing work. Work previously done by employees is sent to other businesses that specialize in particular skills. A business can save money by hiring specialized workers for a project instead of hiring a full-time employee with benefits. Examples of work that is commonly contracted are security services, grounds maintenance, payroll services, advertising services, and computer repair.

**Career Fact**

With the right skills, blue-collar, hands-on careers offer above-average pay. The highest paying? Public transit attendants can make more than $65,000 a year.

Two other important trends in the workplace that will affect your career are the increase in world trade and the emphasis on teamwork in the workplace. Employment in the digital age requires skills and attitudes that are different from those of the past.

“The size of your world is determined by how much you explore.”

—Anonymous

**The Global Marketplace**

In the past, most businesses in the United States competed with other businesses within the United States. Today U.S. businesses have fierce competition from countries all over the world. The U.S. economy links to economic and political changes in nations around the world. Indeed, what happens in China or India can affect the entire United States.

Halia has two loves—science and travel. Her career goal is to be a chemist for the Haskell Corporation. After talking to her uncle, a Haskell employee, Halia knows that the first thing she must do is finish college with a degree in chemistry. If Haskell hires Halia, the company could send her anywhere in the world it needed a chemist. The chance to work outside the United States is the reason Halia wants to work for the company. Halia’s interest assessment shows her to be creative and flexible. Those skills are essential for a successful career with a global company.

If Haskell places Halia at a plant in another country, she knows she will have to adapt quickly to the customs and language. She also will need to learn to
survive day-to-day living. As a naturalized Arab-American U.S. citizen, Halia already has experience in adapting to U.S. schools. Although her skills as a chemist are valuable, her ability to adapt quickly to different work situations is just as important to the Haskell Corporation. Haskell's managers realize that their employees around the world are the company's ambassadors. The employees are vital to the success of the company. What an exciting career Halia has ahead of her!

International trade has expanded the world's marketplace. Modern communications technology, such as the Internet, has made today's workplace a global one. The global marketplace has caused several changes that affect employment in the United States. To expand their markets, many U.S. companies formed partnerships with companies in other countries. Those changes increased the companies' need for employees. Other U.S. companies have moved their manufacturing plants to countries that pay lower wages than those in the United States, decreasing the number of American workers. Finally, having a larger market in which to sell their products, many U.S. industries such as financial services, software publishing, and health care services have seen significant job growth.

How might this trend toward a global marketplace affect you and your career? The American workplace has seen increased cultural diversity in both customers and employees of U.S. employers. Knowing how to interact with workers from different cultures and knowing how to speak different languages are important skills for today's employees. Those skills also will become important for future employees.

**Teams**

Many employees today are learning different ways to work. Instead of being closely supervised, they are expected to identify and solve work-related problems on their own. They manage their own work schedules and work closely with coworkers and customers. According to Alan November, an educational technology planner, this trend "is not just limited to well-educated white-collar workers." For example, a John Deere welder in Illinois uses computer and telecommunication networks to communicate with a welder in Germany. Through their communication, the two welders manage a network of robot welders and are able to work together more efficiently.

Companies must respond quickly to changes in technology, customer demands, and global competition. As a result, management stresses teamwork. Teams usually are made up of workers who complete specific tasks as a group. Each team member may be skilled in one area, such as technology or finance. Teams often have more control over their work than workers had in the past. With shared expertise, they work more efficiently.

Team members need skills that can be used in more than one situation. The idea of teams supports cross training. In cross training, employees prepare for several workplace roles, rather than one job. Many manufacturing plants use cross-trained teams to avoid problems when a team member is absent.

Why is the trend toward teams important for you? Although employers want to know what specialized skills you have, they also want you to be skilled in many other areas. Your interpersonal skills, such as communication and cooperation, are often more important when you are a team member.
As you discover your *Internal Career Design*, keep in mind that the ability to work in teams and your skill sets are important to achieving career success in the digital age.

**Digital-Age Employment**

The traditional workplace certainly has changed. Today employers want workers who have a wide range of skills and who can contribute to many areas of a business. Employers in the digital age also value employees who can make effective day-to-day decisions and communicate those decisions to customers. The success of a company often depends on its relationships with customers and the community.

Adaptability and change are key ingredients for workers in today's businesses. Change means more than adjusting job titles. Companies and their workforces need to be self-directed and self-motivated. U.S. businesses need to adapt their products and services to meet changing markets. In the past, the world considered U.S. goods to be the best in the world. That idea is no longer true. The United States must compete with countries all over the world.

What should you do to make yourself more adaptable in the digital age? Employers are interested in what you can do.

You will want to develop skill sets that you can demonstrate to prove your ability. **Skill sets** describe groups of skills where individual skills within a group relate in some way. For example, cooking skills make up one skill set and singing skills make up another skill set. Attitude also is key. Being positive about yourself, being passionate about what you do, and having confidence in your abilities will help you advance in your career. In addition, because change occurs rapidly in the digital age, you need to be willing to learn about new products and procedures.

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**Workforce Trends**

In the digital age, workforce trends include a global workforce, international competition, and the team concept. Those changes have led employers to demand workers who are highly skilled. However, as you make career decisions, workplace trends are not all that you need to consider. Trends also are going on within the workforce.

Some workforce trends take place because workers react to workplace changes. Other trends occur because workers want to improve their working conditions. In addition, workers need to meet their responsibilities outside of work and improve their lifestyles. Important workforce trends involve skill sets, lifelong learning, work scheduling, and entrepreneurship.

**Transferable Skills**

In the digital age, workers often need to change their career focus quickly to pursue new opportunities. To adapt well to change, workers need strong transferable skills. Transferable skills apply to more than one career. For example, technology skills such as using computer programs or operating complex machinery transfer easily from one career area to another. Customer service skills are another example of abilities that are useful in many career fields.
Maddie always was working on computers—adding memory cards, making systems wireless, or networking friends’ computers. When she was not working with computers, she was interacting with people. Maddie decided that nursing would be a good career field for her because she would be able to work with people and computers. In addition, her research showed that registered nurses were always in demand.

After finishing nursing school, Maddie had several employment options. She chose to begin her career in the cardiac intensive care unit at the Ohio Clinic. She liked the fact that she would be in contact with people and complex machinery on a daily basis. She also thought she would like the work schedule because the 37-hour/4-day workweek would give her three days off to work on computers.

However, after 18 months in the cardiac unit, Maddie realized that nursing was not for her. She dreaded the work days and was more excited by her days off. Her work in the cardiac unit simply did not allow enough opportunity for her to work with computers and networks—her passion. So Maddie quit her job at the Ohio Clinic and moved back to her hometown.

Maddie applied for work at the local cable company to install digital and wireless systems and networks for small businesses and private homes. Her recommendations from people for whom Maddie had done work in her off-hours persuaded the cable company to hire her. Interacting with people and working with computers gave Maddie the satisfaction she needed. She also gained the experience needed to become a contract employee for a computer consulting firm two years later.

Skill sets are valuable resources that provide you with options when changes occur in the workplace. Improve your skills to adapt to future trends in career fields. In addition to technology skills, effective communication, research, and math skills are skill sets that will be in high demand in the future.

Ways of learning have changed in the past few years, especially with increased technology. Virtual learning is now possible in many fields, enhancing courses. It stretches the laboratory beyond the classroom.

Access www.thomsonedu.com/school/lyc and click the link for Chapter 4.

1. What are the benefits of the site’s technology? How is the site virtual?
2. What are positive aspects of the site?
3. What are some drawbacks to using this site?
4. Would you recommend a real-life lab or classroom over the web site? Why or why not?
5. How can this site give a person a head start on his or her career?

Lifelong Learning

Traditional education is not as common as it once was. Learning the basic skills of reading, computing, writing, and listening is no longer enough. Because of changes in technology and the workplace, education will help you prepare for career success. For example, many classes explore real-world problems common in the working world.

For you to be successful in the changing workplace, your education cannot stop with high school or college or your first on-the-job training. Your education must continue throughout your working life. Lifelong learning, constantly improving your education and training, is necessary for nearly all occupations. In fact, 85 percent of all careers require lifelong learning, which is education beyond high school graduation. Those jobs that do not require more than a high school degree are mainly service industry jobs. They include restaurant servers and cashiers, where employees...
Lifelong learning does not necessarily mean going to a traditional school. One option for continuing your education is **virtual learning**, using educational materials and courses available on the Internet. Virtual learning offers valuable tools such as curriculum modules, troubleshooting exercises, certification courses, degree programs, and online simulations. Those courses and other activities can be accessed wherever there is Internet access. This type of education provides solutions for people whose schedules prevent them from going to a university or another facility. Through learning environments that simulate the workplace, virtual learning also offers instruction when employees need specialized preparation.

**Work Scheduling**

Alternative work schedules are becoming less unusual. Many employees no longer work five 8-hour days each week. Instead, some work four 10-hour days or work full-time for fewer than 40 hours a week. Nor do many employees go into an office every day. **Telecommuting**—when a company links employees at home with the company offices—has become increasingly common. This way of working was originally designed as a way for companies to cut costs. At the same time, these arrangements help working parents balance work and family life. Many telecommuters prefer this way of working even though they may average more than 40 hours a week on work at home and/or in the company office.

When Paul's second child was born, he asked his company if he could telecommute. He needed more flexibility in his work schedule so he could take care of the children. On a typical morning, Paul serves his children breakfast. At the same time, he may be on his cell phone sharing a budget revision with his manager. Paul makes sure the bus picks up his daughter for school. Then he is usually at work on his computer, revising and e-mailing reports.

Paul works four days a week in his office at home. On Thursdays, he drives to his company office. There, Paul shares space with four other employees who have work schedules like his. They may not see each other for weeks unless the manager calls a meeting.

The nontraditional work arrangement allows Paul to be part of his children's lives. The flexible work schedule also eliminates childcare problems. In exchange, Paul's company has fewer offices to equip and maintain—and has a happy, hard-working employee who is valued by his employer.
Other types of flexible work arrangements include independent or contract workers whom a company hires to work on certain projects. Also, part-time workers, temporary employees, and job sharing are ways to avoid the usual 40-hour, 5-day work week. In job sharing, two employees split a full-time position and pay. They may or may not receive benefits, depending on company policy.

Flexible work arrangements offer benefits and drawbacks. These positions allow workers to balance their careers and personal lives better. Gaining new experiences with various types of businesses and having control over work schedules and jobs are positive reasons for different work arrangements. However, some employers agree to unusual work arrangements only when they think the business will benefit. Those employers may give the impression that nontraditional workers are not their workers. For example, they do not treat the workers as they treat their regular employees. Employers may benefit from lower costs and higher productivity. However, their employees with different work schedules may not receive benefits. These jobs do not guarantee steady or lasting work. In any case, trends show that the traditional roles of employer and employee are being redefined.

**career fact**

“Have you thought about starting your own business?” Nearly 30 percent of teens answered “yes” to that question, according to a survey by Entrepreneurship Education Research.

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**Entrepreneurship**

Do you ever dream of owning your own business? Have you dreamed of being an entrepreneur, a person who creates a business? Starting your own business is a way to combine your passions, skills, and values into a career that you control. Being an entrepreneur is not a career choice. You choose your career. Then you set the goal of starting your own business as part of your career plan. That goal is one of the ways to reach your P*A*T*H to Success.

In his computer hardware classes, Karim learned the skills to install, network, and repair various computer and digital systems. At first, he used his skills at home to network his family’s computers. When Karim’s aunt found out about his technology skills, she hired him to clean viruses from her computer and to expand the memory. Karim’s aunt was pleased and told her friends about his skills. Soon he had so many computer jobs that he was working several evenings a week and most weekends.

Although Karim was still in high school, he wanted to start a business using his technology skills. He wrote down his goals—goals to complete in three months and in five years. With his business teacher’s help, he created a business plan. The plan included start-up costs and projected future expenses and income. Karim realized he would have initial expenses, such as buying equipment and tools and installing a voice mail system for his business, in addition to unexpected expenses.

Sometimes school and work competed for his time, but Karim persisted and kept the business going. When he graduated from high school two years later, he had a successful, established business. He even was able to hire an employee so he could start his associate degree.

“Success is a journey, not a destination. The doing is often more important than the outcome.”

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Running a business involves more than having a great idea. You must be prepared to eat, sleep, and breathe your business 24/7—24 hours a day, 7 days a week. Your business is your passion. Successful
entrepreneurs share many qualities. They need these characteristics to start the business and to keep the business going. If you have most of the following traits of a successful entrepreneur, you may want to consider starting your own business one day.

You are motivated to set goals and create the steps to reach them. Starting your own business requires planning. Your plan should list what you need to start the business. Include the education needed to manage all aspects of the business from starting up to working with customers to balancing the books. For your business to succeed, you also must have a plan for the immediate start-up. Then you should plan for five or ten years into the future. Picture how your business will fit into the economy. Your plan will help you set limits, such as not expanding too fast or not hiring employees before you need them.

You are willing to ask for advice. Other small business owners and local

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**Real People Real Careers**

**Pet Sitter**

The definition of a pet sitter is not a dog walker, not a veterinarian taxi service, but a person who respects all animals and their guardians. A qualified pet sitter will have a medical background or a thorough knowledge of medical treatment. Above all, a pet sitter will have a deep love of animals. Lynn Struble fits all of those qualifications. "I loved animals from the day I was born," said Lynn.

As a child, Lynn brought home stray animals. She often visited friends who had animals. She began pet sitting when she was a young girl. That love of animals led Lynn to get her associate degree in veterinary technology. She worked as a vet tech for more than 12 years, primarily in an emergency clinic.

A move to California took Lynn away from the vet’s office about the time her son was born. Lynn wanted to work with animals, but she needed to create time to spend with her family. In California, pet sitting and dog walking were popular. So when Lynn investigated starting her own pet-sitting business after moving back to Ohio, she chose to join Pet Sitters International (PSI). The organization offers its members affordable insurance and bonding against loss or accidents. PSI made starting the business easy.

In the three years since Lynn’s Pet Sitting Services began, it has expanded its services and has added another employee. It is a fast-growing home-based business that allows Lynn Struble the freedom to choose when to work and to be her own boss. Above all, the business allows her to work with her passion—animals.

For more information about:
- pet sitters
- entrepreneurs and starting your own business
access [www.thomsonedu.com/school/iyv](http://www.thomsonedu.com/school/iyv) and click the appropriate links.

Source: Personal interview, August 2006
business groups are great sources of advice for entrepreneurs. Interview them before you start your business. An entrepreneur cannot be afraid to ask for help. Businesses often fail because owners believe they can find the solutions for problems by themselves. They end up asking for help too late—when the business is already doomed to fail.

**You have good organizational skills.** Organization means planning. It also means being disciplined, keeping all aspects of the business under control. You must be able to organize your tasks, set priorities, and stick to them. You have to complete all paperwork on time. Details are an important part of a business. Another organization tool is time management. As a business owner, you often will need to work long hours. Setting priorities will help your business be successful.

**You see problems as challenges and are willing to develop alternative solutions.** Creativity and enthusiasm fuel a business. An entrepreneur sees an unfulfilled need, creates a solution, and starts a business to provide that solution. Skill and hard work keep the business going. Entrepreneurs face the challenge of finding the right solutions to problems. They often must make personal sacrifices to ensure that the business is a success.

**You are enthusiastic and persistent and optimistic.** Starting your own business takes vision and enthusiasm. Your passion drives your enthusiasm to start a business and to manage your career. Continuing with the business and making it successful, despite many ups and downs, takes persistence. You are a risk taker. You cannot give up easily, or your business will flounder. You also need to be optimistic, to look at the bright side and not become discouraged. You will need an independent spirit and energy to remain optimistic.

**You believe in your business.** You are the only person who can make your business successful. Make sure the values and principles that guide your life are the values and principles that guide your business.

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**Futurecasting Revisited**

Future careers will involve technology. That is a fact. The BLS is the major U.S. agency that provides future employment outlooks. It predicts that 85 percent of tomorrow’s workers will need training beyond high school. In addition, according to the BLS, technology is the most important factor in the top ten fastest-growing jobs. That means workers must be familiar with technology. In the next decade, more than half of all U.S. employees will work for companies for which information technology is a vital part of the business.

For the next decade, the BLS makes the following predictions:

- The U.S. economy will remain healthy with moderate growth and strong foreign trade and competition.
- Workers over age 50 will account for a growing share of the labor force. The largest share is workers 40 years and older.
- The female workforce will continue to increase. The male workforce will continue to decrease.
- The workforce will be more ethnically diverse as minority groups grow faster than the Caucasian population.
- Service occupations will have the most job openings. These careers, such as nursing, teaching, and waiting tables, involve contact with people.
- The two fastest-growing career clusters will be in the health-related and computer-related fields.
- Careers requiring education beyond a high school diploma will grow the fastest. However, most careers will not require a bachelor’s degree.
Class Activity: Entrepreneur Personality Quiz

- Entrepreneur Personality Quiz
  - Students individually answer questions to determine their ability to be an Entrepreneur
Entrepreneur Quiz

Answer Honestly !!!
## Entrepreneur Quiz

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Career Portfolio: Entrepreneurship Research Project

- You get to pick the business owner you would like to research, give their name to Mrs. Nelson (no duplicates)
- Open the Entrepreneur Research PowerPoint
- Research all the items required and add as many slides as you need to the PowerPoint (add pictures)
- Present your research to the class
Class Activity

- Real People, Real Careers, page 59
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Futurecasting Revisited

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  - Workers over age 50 will account for a growing share of the labor force.
  - The female workforce will continue to increase. The male workforce will continue to decrease.
  - The workforce will be more ethnically diverse.
  - Service occupations will have the most job openings.
  - The two fastest-growing fields will be health- and computer-related careers.
  - Careers requiring higher levels of education will grow the fastest. However, most careers will not require a bachelor’s degree.
Summary

- I can describe how trends can affect my career.
- I can explain the past and present changes in career fields that may affect my career.
- I have studied how workplace and workforce trends are changing how people work.
- I continually research so I can futurecast trends.