



GRADUATION IS NOT THE ULTIMATE  
GOAL. IT IS A MERE MILESTONE IN MY  
JOURNEY.

I will live my purpose.





# DECODING CAREER DEVELOPMENT

Exploring Paths, Shaping Futures



# WELCOME! LET'S UNRAVEL THE INTRICACIES OF CAREER DEVELOPMENT

- Introduction to Career Planning
- Role of Assessments in Career Planning
- Importance of Career Exploration and Experiences
- Roles of Career Development Counselors/Career Advisors
- Career Planning Across Generations
- Q&A



# WHY IS CAREER PLANNING IMPORTANT?





# CHARTING YOUR COURSE

- Provides direction and purpose
- Aligns personal interests with professional opportunities
- Increases the likelihood of career satisfaction

# UNLOCKING POTENTIAL

- Identify strengths, interests, and skills
- Guide individuals toward compatible career paths





# BEYOND THE CLASSROOM

- Importance of gaining real-world experience
- Internships, job shadowing, and volunteer opportunities
- Enhances understanding and informs career choices



# YOUR GUIDE ON THE JOURNEY

## Counselors:

- Provide personalized guidance
- Assist in goal setting and decision making
- Offer resources for educational and career pathways





# NURTURING YOUR GROWTH

Career Advisors:

- Focus on career development
- Offer insights into industry trends and requirements
- Support in resume building and job search strategies

# AM I A CAREER DEVELOPMENT COUNSELOR OR A CAREER ADVISOR?

Do you have a Master's degree in counseling?

No

Yes

You are a  
Career Development  
Counselor

Are you working on your Master's degree in counseling?

No

Yes

You are a  
Career Development  
Counselor

Have you completed the CTE Career Advisor Training?

No

Yes

You are a  
Career Advisor

Contact Kelly Pierce at CTE

# MULTIGENERATIONAL WORKFORCE







# GENERATIONAL PERSPECTIVES

Adapting Strategies for Gen Y, Gen Z, and Gen A

# GEN Y – MILLENNIALS: THE TRAILBLAZERS (1980 – 1994)

- Value work-life balance and meaningful work
- Career planning involves seeking purpose and fulfillment
- Embrace technology for job searches and networking



## GEN Z – I\*GEN: TECH-SAVVY INNOVATORS (1995 – 2010)

- Prioritize flexibility and diverse experiences
- Early adopters of technology for learning
- Entrepreneurial mindset with a focus on social responsibility





## GEN A: FUTURE PIONEERS (2011 – PRESENT)

- Growing up in a highly connected, tech-driven world
- Career planning involves exposure to advanced technologies
- Emphasis on diverse skills, adaptability, and a global perspective





# CONNECTING THROUGH SHARED VALUES

- All generations seek purpose in their careers
- Technology remains integral to career exploration
- Emphasis on continuous learning and adaptability



# NAVIGATING CAREER PATHS THROUGH THE AGES

- Adjust strategies for diverse generational needs
- Incorporate technology-driven tools
- Recognizing shared values and aspirations for effective guidance



# TAILORING STRATEGIES FOR DIVERSE GENERATIONS

## Gen Y (1980 – 1994)

1. Purpose driven careers
2. Work-life balance
3. Skill diversification
4. Entrepreneurial ventures
5. Career flexibility
6. Technology integration
7. Educational pursuits
8. Global perspective
9. Career guidance and mentorship
10. Job satisfaction and growth opportunities
11. Impactful roles

## Gen Z (1995 – 2010)

1. Early exposure to technology
2. Entrepreneurial mindset
3. Focus on skills development
4. Pragmatic approach to education
5. Digital networking
6. Global perspective
7. Socially responsible careers
8. Flexible work arrangements
9. Digital branding
10. Continuous adaptation
11. Mentorship and guidance

## Gen A (2011 – present)

1. Technology integration from early ages.
2. Focus on digital literacy and STEM skills.
3. Customized learning paths.
4. Global connectivity.
5. Emphasis on creativity and innovation
6. Entrepreneurial mindset
7. Continuous learning and adaptability
8. Focus on sustainability and social responsibility
9. Virtual and augmented reality in career exploration
10. Early exposure to a variety of professions



# YOUR CURIOSITY, OUR INSIGHTS

- Questions – clarification
- Take-aways – one thing you learned
- Moving forward – how are you going to use this information



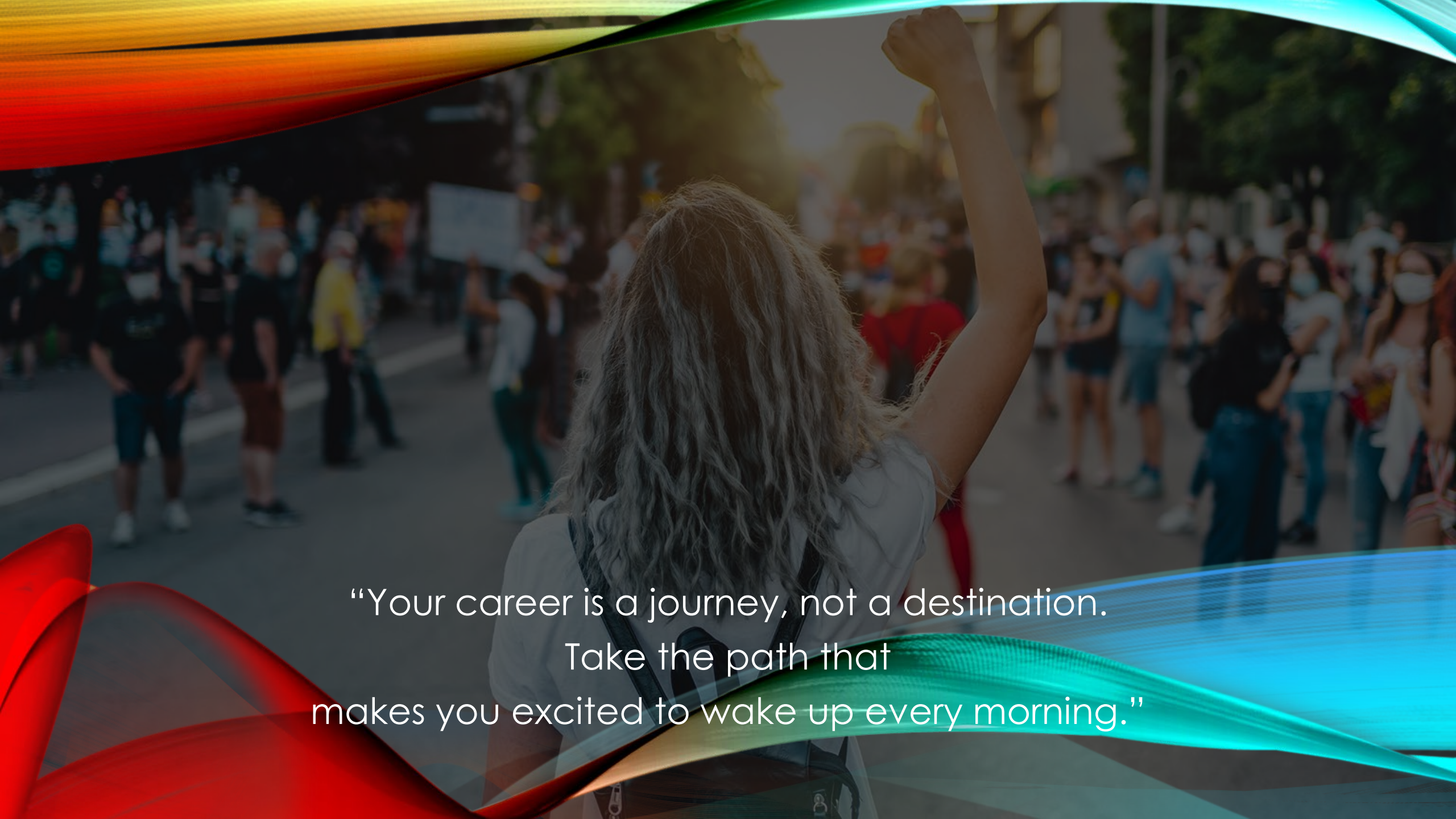
THANK YOU FOR  
EXPLORING  
CAREER  
DEVELOPMENT  
TOGETHER

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“Your career is a journey, not a destination.  
Take the path that  
makes you excited to wake up every morning.”