

THE CAREER PLANNING ESSAY

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Organizations have become flatter and leaner as they adapt to the increasingly competitive global marketplace. This has created increasing competition among college graduates for jobs with high career growth potential. Indeed, according to a recent story on the NBC evening news, 20% of recent college graduates are unemployed or working in unskilled jobs—this in a time of strong economic growth and low overall unemployment (“Travails of Recent College Graduates,” 1997). In addition, a survey of recent college graduates reveals that more than half believe that establishing a career will be difficult. They cited competition for jobs, lack of experience, and not knowing what they wanted to do as the primary obstacles to a successful job search (Collins, 1998). Clearly, even in the best economic times, establishing a career can be quite challenging for recent college graduates.

Given the difficulties associated with a successful job search, having a clear understanding of one's career objectives and the skills required to attain them is critical. However, research on careers has shown that many new entrants into the workforce are poorly informed about careers in general, how to advance a career, and even their own skills and preferences (Brousseau & Driver, 1994).

Authors' Note: The authors thank the editor and two anonymous reviewers for their many helpful comments on earlier versions of this article. Errors of omission or commission remain with the authors. Correspondence should be addressed to Douglas W. Lyon, College of Business, Utah State University, Logan, UT 84322-3555; (phone) 435-797-2369; (fax) 435-797-1091; (e-mail) dlyon@b202.usu.edu.

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My Career Plans Essay

KJ Lindholm-Leary



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