



Dean Lazar's
Golden Guide

Pragmatic Career Advice for Smart Young People

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前言

你是一个想要在工作中受到智力挑战的人，但不能100%确定想要的职业生涯方向吗？

你想帮助解决世界面临的困难挑战，但是不知道你想做什么—更不用说如何通过其来谋生了。

今天，许多寻求就业机会和职业发展的年轻人，因为离开大学和加入劳动力大军时所面临的挑战而感到不知所措以及尚未准备充分。有很多看似相互矛盾的建议，媒体不断的对美国经济衰退和转型进行抨击，甚至可以使最乐观的求职者感到沮丧。

今天的大学生可以通过智能手机技术很好地浏览世界，但是在创造个人与现实世界的关系时，许多数字时代的达人都感到沮丧和恐慌。好消息是，你可以通过学习技能和行为，利用数字社交世界建立职业关系，而这些职业关系是您所面对的竞争日益激烈的工作环境所需的。

Preface

Are you a person who wants to be intellectually challenged at work, but you are not 100% sure of what direction you want your career to take?

Do you want to help solve the difficult challenges our world faces, but do not know what you want to do — much less how to make a living doing it??

Many young people seeking employment opportunities and career advancement today feel overwhelmed and underprepared for the challenges they face as they leave college and enter the workforce. There is a lot of apparently conflicting advice, and the constant media barrage about the decline and transformation of the U.S. economy can depress even the most optimistic job seeker.

Today's college students can brilliantly navigate the world through smartphone technology—yet many digital natives are frustrated and intimidated when it comes to creating in-person real world relationships. The good news is that there are skills and behaviors that you can learn to help you leverage your digital social world to create the professional relationships you need to have as you face an increasingly competitive work world.

“黄金指南”旨在为希望找到机会思考和继续发展技能的所有年轻人而设计，同时为更大的企业工作做出贡献。由于数字技术正在改变雇主招聘和筛选新员工的方方面面，即使是受过最好教育的自律的年轻人也在争相寻找实质性的全职工作机会。当每个职位空缺接收到成千上万的申请人时，越过门槛并进入面试的可能性真是令人生畏的。

当你从一份工作转换到另一份工作，并且逐渐在不同的组织中扮演越来越具挑战性和负责任的角色时，你将面对一个快速变化的工作世界。在21世纪，成功的事业将与过去有着不同的轨迹，但是成功的人永远是那些以优雅和谦逊的态度去追求自己目标的人。我想现在和未来几年来帮助你，所以本指南的重点是如何培养一套思维和行为习惯——你自己的个人、最佳实践——将在整个职业生涯中为你服务。

罗马哲学家塞内卡说过“**幸运的发生是准备遇到了机会**”。通过将这些思想习惯和行为习惯融入您的生活中，你将不仅为在职业生涯中的幸运做好了准备，还可以启航一个充实，满足的生活。

This Golden Guide is designed for all young people who want to find opportunities to be *paid to think* and to continue to develop their skills, while also making a contribution to the work of a larger enterprise.

Thanks to the digital technologies that are changing everything about how employers recruit and screen for new employees, *even the most well educated and self-disciplined young people are scrambling to find substantive full time work opportunities*. When every opening receives thousands and even tens of thousands of applicants, the odds of getting past the gatekeepers and into an interview are truly daunting.

As you move from job to job and into progressively more challenging and responsible roles in different organizations, you will face a rapidly changing world of work. Successful careers in the 21st century will follow different trajectories than in the past, but successful people will always be those who go after what they want with grace and humility. I want to help you *now and for years to come*, so this Guide is focused on how you can develop a set of *habits of mind and behavior*—your own personal, *best practices*—that will serve you throughout your career.

The expression “**Luck is what happens when preparation meets opportunity**” is attributed to the Roman philosopher Seneca. By incorporating these habits of mind and behavior into your life at an early age, you will not only prepare yourself to be lucky in your career: you will set yourself on course for a fulfilling, satisfying life.

欢迎

黄金提示 #1

“你是什么样的，取决于你所反复做的。优秀不是一个行为而是一种习惯。”

— 亚里士多德

你决定你的努力水平和对细节的注意。如果你尽全力做A+工作，即使得不到其他人的认可或奖励，你将会学到最多的东西。

祝贺您决定在专注于实现职业目标的同时，控制自己的时间，精力和注意力。无论您身在何方，您的教育或职业生涯如何，这本黄金指南可以帮助您。这些页面中的建议将指导您沿着实现梦想的道路前行，带着运气，随着时间的推移，您将会发现一个具有智力挑战性的工作，并发展出情感和经济上都受益的事业。

我们生活的这个世界，即使受过高等教育的人也不一定能够因思考而获得报酬。在学术和职业生涯的每一步都会有竞争。要成功和繁荣，你必须聪明，准备和幸运。你也必须雄心勃勃，坚持不懈，不断寻求新的技能和挑战的新机会。

你可能被告知要找工作，你必须学习STEM科目（科学，技术，工程或数学）。虽然STEM领域有很多机会，但不是唯一值得的职业追求。本指南适用于所有学生，不论专业。这里描述的策略可以帮助您提升自己的职业生涯，适用于所有行业 and 所有雇主。

- 在第一章中，您可以在开始将自己定义为年轻专业人士时，找到具体行动的基本建议。
- 第二章中，我们深入研究了应对重要，有侵略性和危险的社交媒体世界的策略。
- 在第三章中，我提供一些详细的建议，包括简历，封面和感谢信写作，进行工作面试，以及在整个职业生涯中考虑更多的证书。

Welcome

Congratulations on deciding to take control of your time, your energy and your attention as you focus on achieving your career objectives. No matter where you are in terms of your education or your career, this Golden Guide can help you. The suggestions and advice in these pages will guide you along the path to realizing your dreams... and with luck, over time, you will find an intellectually challenging job and develop an emotionally and financially rewarding career.

We live in a world where getting paid to think is not a guaranteed outcome for even the most highly educated people. There will be competition at every step of your academic and professional life. To succeed and prosper, you must be smart, prepared and lucky. You must also be ambitious and persistent, and you must continually seek out new skills and new opportunities to be challenged.

You may have been told that to find a job, you must study the STEM subjects (Science, Technology, Engineering or Math.) While it is certainly true that there are many opportunities in STEM fields, those are not the only careers worth pursuing. This Guide is for all students, regardless of major. The strategies described here to help you advance in your career will apply to all industries and all employers.

- In Chapter One, you will find foundational suggestions for specific actions to take as you begin to define yourself as a young professional.
- In Chapter Two we take an in depth look at strategies for handling the important, invasive and risky world of social media.
- In Chapter Three, I offer some detailed advice for resume, cover and thank you letter writing, for acing job interviews, and for thinking about additional credentials throughout your career.

Golden Tip #1

“You are what you repeatedly do. Excellence, then, is not an act but a habit.”

— Aristotle

You decide your level of effort and your attention to detail.

You will learn the most if you try your best to do A+ work, *even if it is not recognized or rewarded by others.*

- 第四章探讨不同类型的组织, 你们可能发现的角色, 以及击败障碍和获得招聘的明智策略。
- 第五章和第六章提供了导航工作领域的指导—如何处理日常生活的起伏, 以及如何创造性地思考你为自己建立的生活和事业。

在本书的最后, 还有一些专门的资源页面, 其中包括如何申请美国研究生院, 及专门针对在美国留学的国际学生提供具体针对性的建议。

在整本书中, 您会发现Dean Lazar的“黄金小提示”—简短而难忘的信息, 可帮助您保持专注和高效。

- Chapter Four explores different kinds of organizations, the roles you might find in them, and smart strategies to defeat obstacles and get hired.
- Chapters Five and Six provide guidance for navigating the working world—how to deal with the ups and downs of daily life, and how to think creatively about the life and career you are building for yourself.

At the end of the book there are some specialized resource pages, including a section on applying to U.S. graduate schools and another with specific, targeted advice for international students studying in the U.S.

Spread throughout the book, you will find **Dean Lazar's Golden Tips**—short, memorable messages that can help you stay focused and productive.

第一章

让我们开始吧！

您可以找到有挑战性的工作机会，获得合理的工资，并继续发展自己的技能。如何做到呢？每天采取几步，准备让自己获得成功。这意味着如何有意花费你的时间，并专注于培养不同科目的专业知识。

第一步：识别您的兴趣和技能

现在开始，你必须诚实地审视你的兴趣，你的优势，你的挑战和你的梦想。只有你才能知道哪些主题和活动真正吸引着你的思想和心灵。要成功，你必须面对你的恐惧，拥抱你的激情，并每天，每个月和每个学期向前走几步。如果您以这种方式培养您的智力和专业能力，您一定会找到一个既适合您又能刺激您的事业！

如果您已经是大四学生，或是新进毕业生，甚至在研究生学位课程中学习，那么适用于年轻的本科生建议也同样适用于您。只有当您继续提高自我意识并诚实对待自己不断变化的兴趣和激情时，才能专业地发展。许多工作并不如我们所期望的那样；一个重要的早期职业课程是，当我们通过变化职位和组织，更为了解自己，当我们成长为二十多岁时，学生时期的兴趣可能不再那么有吸引力。

1 | Stepping Into Your Career

Let's Get Started!

You *can* find opportunities to do challenging work, get paid a reasonable wage, and keep developing your skill set. How? By taking a few steps every day to prepare yourself to succeed. This means being *intentional* about how you spend your time, and *focused* as you cultivate expertise in different subjects.

Step One: Identifying Your Interests and Skills

Starting now, you must honestly examine your interests, your strengths, your challenges and your dreams. *Only you can know which subjects and activities really engage your mind and your heart.* To succeed, you must face your fears, embrace your passions and take a few steps forward every day, every month, and every semester. If you nurture your intellectual and professional capabilities in this way you will definitely find a job and a career that will both suit you and thrill you!

If you are already a senior in college, or a recent graduate, or even studying in a graduate degree program, the same advice applies to you as to younger undergraduates. You will grow professionally only if you continue to increase your self-awareness and stay honest with yourself about your evolving interests and passions. Many jobs do not turn out as we expect; one important early career lesson is that we learn a lot about ourselves as we move through positions and organizations, and what interested us as students may be less compelling as we grow into our twenties.

黄金提示#2

使用可获得的资源。

如果你已经离开学校，请去图书馆或当地的书店。在你的工作场所和社区中寻找导师和顾问。你的周围环绕着智慧和经验。

使用可用的资源

探索您学校提供的所有职业支援服务。不要犹豫多次返回办公室，考虑与多位顾问或员工会面，因为不同的人可能会向你建议多种资源。

培养校园关系：您被学术专业人士包围，致力于帮助年轻人发现自己的全部潜力！感谢他们所付出的时间。

在办公时间内与你的教授会面，以礼貌和专业的方式，询问他们的职业生涯，他们的研究，他们目前研究领域内的争议以及变化。

告诉教授和其他你在校园里遇到的人你的兴趣，并询问他们可能给你的职业建议，考虑到你的兴趣。

在职业领域你对什么感兴趣？

你可能已经确定了一个学术专业，但你是否花时间考虑你真正喜欢的想法，以及什么职业可以让你继续你的智力探索？确定您的专业兴趣可能是一个挑战，您应该花费相当多的时间思考这一点，因为您希望确保您为自己喜爱的职业生涯做好准备。

一个起点是劳动统计局关于不同行业和职业的数据。在这个免费的美国政府数据库中，您可以了解许多不同行业。对于每个行业，您可以找到关于工作条件，行业内具体职业，培训和进步，收入和福利以及目前就业前景的信息。请参阅资源文件：互联网站点。

Use the Resources Available to You

Explore all the career support services your school offers. Don't hesitate to go back multiple times to the office, and consider meeting with more than one counselor or staffer, as different people may suggest diverse resources to you.

Cultivate relationships on campus: you are surrounded by scholarly professionals who are committed to helping young people discover their full potential! Be gracious and appreciative of their time.

Meet your professors during office hours and, in a polite and professional way, ask them about their careers, their research, current controversies in their field, and how they see their field changing.

Tell professors and others you meet on campus about your interests and ask them what career advice they might have for you, given your interests.

What Interests You Professionally?

You have probably identified an academic major, but have you taken the time to consider what you truly enjoy thinking about and what professions will enable you to continue your intellectual explorations? It can be a challenge to identify your professional interests, and you should spend a fair amount of time thinking about this, since you want to make sure that you are preparing yourself for a career that you will enjoy.

One place to start is in the Bureau of Labor Statistics data on different industries and professions. In this free U.S. government data set, you can learn about many different industries. For each industry, you can find information about working conditions, specific occupations within the industry, training and advancement, earnings and benefits, and the current employment outlook. See the **Resource File: Internet Sites**.

Golden Tip #2

Use the Resources Available to You.

If you are already out of school, go to the library or a local bookstore. Look around for mentors and advisors in your workplace and community. There is wisdom and experience all around you.

我强烈建议你与职业顾问谈谈。虽然很多学生不喜欢去职业服务机构，但如果您以开放的心态接近职业机构的团队，我相信您可以从会面中找到有用的东西。职业发展对话应该是有趣的——毕竟关键是梦想和幻想你的未来生活，共同的目标是识别资源，以帮助您实现您的愿望。

除了与顾问一一对话，你应该确保你知道职业办公室提供的其他服务。例如，您的职业服务办公室可能会提供会谈，通常称为“在探索职业生涯”，并经常有来自负责你学校招聘的嘉宾发言。借此机会，通过参加这些会谈并向演讲者介绍他们的职业生涯，亲身了解不同领域。

要记住一个非常重要的事情，一般来说，并没有一个特定的专业和一个特定的职业相配。虽然有一些专业（如护理或建筑）确实需要特定的本科课程教授的特定技能，**但大多数专业都可以导致从事各种专业和职业机会。**

这是因为世界上的工作，事实上，并不是根据学科组织的。

具有良好的写作能力，分析思维能力和研究能力，所有毕业生都可以找到工作。有各种各样的行业，这些行业的一系列雇主，以及即使在技术最多的公司也有许多不同的工作职能。年轻专业人士开始职业生涯的主要挑战是确定对他们感兴趣的课程，以便在入职级员工的职位上追求并取得成功。

I strongly recommend that you go to talk with a career counselor.

Although many students dislike going to their career services offices, if you approach the team there with an open mind, I am sure you can find something useful from the encounter. Career exploration conversations should be fun—after all, the point is to dream and fantasize about your future life, with the shared goal of identifying resources to help you realize your aspirations.

In addition to speaking one-on-one with a counselor, you should make sure you are aware of the other services the career office provides. For example, your career services office probably offers talks, usually entitled something like “Exploring Careers in [profession]” and often featuring a guest speaker from a particular employer who is recruiting at your school. Take the opportunity to learn firsthand about different fields by attending these talks and asking the speakers about their careers.

One very important thing to keep in mind is that, in general, there is not really a specific major that matches a specific professional career. While it is true that there are some professions (like nursing or architecture) that require the very specific skills taught in particular undergraduate programs, *most majors can lead to a variety of professions and career opportunities.*

This is because the world’s jobs, in fact, are not organized by academic discipline.

With good writing, analytical thinking and research skills, all graduates can find work. There is a wide variety of industries, a range of employers within those industries, and many different job functions even within the most technically oriented companies. The primary challenge for young professionals at the start their careers is to identify subject(s) that interest them enough to pursue and succeed at a position as an entry level employee.

如“指南”后面更详细地讨论的，二十一世纪的事业在许多方面将与上个世纪的事业有所不同。成功的人将是那些谁：

- 强大的沟通者可以组合不同格式的信息，并对其解释，从而形成有说服力的叙事和论据，
- 可以快速适应不断变化的环境，
- 可以在挑战和机会出现之前预见到
- 具有较强的人际交往能力，能够适应社会和情感的提示。

STEM专业（科学，技术，工程或数学）通常似乎有更明确的就业途径，技术型公司寻求其具有特殊技术技能的入门级职位。然而，即使STEM专业也不能仅仅依靠这些技术“硬”技能，并且在职场中取得成功，他们将需要与非STEM同事一样具有沟通能力。

人文专业（如英语，历史，比较文学或哲学学生）看起来似乎没有明显的职业发展道路，但这确实是这些学生的长处一而不是弱点。随后的章节更详细地解释，今天的年轻专业人士的职业生涯将通过学习新技能和与同事和客户有效交流的能力来定义，人文学科专业应该在哪些领域表现优异。

与你的顾问谈谈尽可能多的行业和角色，不要犹豫，积极规划几个可能的职业道路。你是一个聪明，有创造力的人，当你开始你的事业探索时，有很多不同的领域和工作职能要考虑。

As discussed in more detail later in the Guide, the careers of the 21st century will be different from those of the past century in many ways. Successful people will be those who:

- Are **strong communicators** who can combine information from different formats and interpret it to make persuasive narratives and arguments,
- Can **adapt quickly** to changing circumstances,
- Can **anticipate challenges** and opportunities before they arise, and
- Have **strong interpersonal skills** and can appropriately interpret social and emotional cues.

STEM majors (Science, Technology, Engineering or Math) often seem to have clearer paths to employment, with technically oriented companies seeking their particular technical skills for entry-level positions. However even STEM majors don't work solely with those technical "hard" skills, and to succeed in the work world they will need to be able to communicate just as well as their non-STEM colleagues.

Humanities majors (such as English, History, Comparative Literature or Philosophy students) may seem to have less obvious career paths, but this is really a strength—not a weakness—of these students. As later chapters explain in more detail, *the careers of today's young professionals are going to be defined by the capacity to learn new skills and communicate effectively with colleagues and clients, and Humanities majors should excel in these domains.*

Talk with your counselor about as many industries and roles as you can, and do not hesitate to **actively plan out several possible career paths**. You are a smart, creative person and there are there are many different fields and job functions to consider as you begin your career exploration.

黄金提示#3

你在你的职业生涯中驾驶主导。

文化和家庭是不同的，有些人觉得有义务追求家庭为他们选择的职业。无论你是否自己支付你的大学学费，你会过你自己的人生，你必须驾驶事业的车。

无论您的专业如何，考虑追求营销，产品开发，新闻，教育，项目管理，咨询，销售，筹款，招聘，商业，艺术管理，非营利计划管理，运营分析甚至市场研究的职位为一家跨国公司。如果以个人机构和乐观精神的面貌面对未来，那么你人生中能做的就没有限制。

当您有45-60分钟的时间在书籍和其他资源中阅读时，尽量访问职业服务资源库。您可以找到各种材料，您可以查看不同的专业，行业，公司和组织。你很可能学到你从来不知道的领域，而且你将要安排回访（或两次）。**给自己足够的时间真正探索聘请大学毕业生的许多不同职业和领域。**

确定您的兴趣是发展您的专业能力的第一步。下一步是了解这些工作需要哪些技能，并坦率地评估您将要准备的入门级职位。您做个人评估的策略是：

- 尽可能广泛地考虑您现有的能力和经验，
- 理清你已经开发的技能，
- 确定您需要培养的技能，以确保您成为您寻求职位的强力候选人。

请记住：没有人出生就具备任何这些技能！每个人都必须发展他们，你也可以开始，而你在学校，以扩大你的技能，所以你将拥有竞争力的工作，你想要的。

Whatever your major, consider pursuing positions as varied as marketing, product development, journalism, education, project management, counseling, consulting, sales, fundraising, recruitment, commercial business, arts administration, nonprofit program management, operations analysis or even market research for a multinational corporation. There really is no limit to what you can do with your life, if you face the future with a sense of personal agency and an optimistic spirit.

Try to visit the career services resource library when you have at least 45–60 minutes to read around in the books and other resources. You will find a variety of materials that you can review to learn about different professions, industries, companies and organizations. It's likely that you will learn about fields you never knew about, and that you will want to schedule a return visit—or two. **Give yourself enough time to really explore the many diverse professions and fields that hire college graduates.**

Identifying your interests is the first step toward developing your professional capacity. The next step is to understand which skills those jobs require, and frankly assess how prepared you are for the entry level positions you will be seeking. Your strategy as you do this personal assessment is to:

- think as broadly as you can about your existing abilities and experiences,
- clarify those skills that you have already developed, and
- identify the skills you need to cultivate to ensure that you will be a strong candidate for the positions you seek.

Remember: no one was born with any of these skills! Everyone has to develop them, and you may as well start while you are in school to grow your skill set(s) so you will be competitive for the jobs you want.

Golden Tip #3

You Drive the CAR in Your Career.

Cultures and families are different, and some people feel obligated to pursue the profession chosen for them by their families. Whether or not you are paying your own college tuition, you are the person who will be living your life, and you must drive the career car.

你个人的目标是在寻找研究生就业时，被聘用到你可以学习工作的职位，并在成熟时发展新的技能。请记住，成功的专业人士确定并努力开发与他们希望获得的职位相对应的技能，即他们掌握了现在的工作后。如果您有意向和思虑全面，您可以加强对这些技能的掌握，真正有兴趣和激励你的技能，使您能够向上升迁到另一个工作，公司甚至行业。

在本指南中，我将提供继续加强技能的建议，以便随着工作环境变化，您可以保持竞争力。

关键技能组

雇主期望申请人表现自己的技能有四个关键领域，这些技能集适用于从入门级到高级管理层的广泛行业和各级岗位。四个关键技能是：

- 分析和解决问题的能力
- 书面和口头沟通能力
- 项目管理技能
- 人际关系技巧

这些不是工作世界中唯一的技能，但它们是思考的工作的基础——而这正是你想要做的工作。人们雇用的人最终是“能力加适合”，所以您需要确保您继续掌握您所在领域的雇主的具体技能——即使您建立了所有其他社会和专业技能。

在第三章中，我们将回顾如何成为有兴趣的职位的有竞争力的申请人。例如，您将看到，您需要确保您的简历和社交媒体资料（例如LinkedIn或Twitter）突出显示您在这些技能集中的具体技能。

Your personal objective, as you look for post-graduate employment, is to be hired into positions where you can *learn on the job* and *develop new skills* as you mature. Keep in mind that successful professionals identify and work to develop the skills corresponding to the positions they hope to obtain *next*—that is, after they master the job they have now. If you are intentional and thoughtful, you can strengthen your mastery of those skills that really interest and motivate you so that you will be qualified and able to move up as you move on to another job, company or even industry.

Throughout this Guide I will offer suggestions for continuing to strengthen your skill sets so you can stay competitive as the world of work changes around you.

Key Skill Sets

There are four key areas where employers expect applicants to demonstrate their skills—and these skill sets are applied in a wide range of industries and at all levels of employment from entry level to senior management. The four key skill sets are:

- analytical and problem solving skills
- written and verbal communication skills
- project management skills
- interpersonal skills

These are not the only skills in the work world, but they are foundational for work that requires *thinking*—and that’s the work that you want to do. At the end of the day, people hire for “competence plus fit” so you need to be sure that you are continuing to *master the specific skills that employers in your field are looking for*—even as you build out all your other social and professional skills.

In **Chapter Three** we will review how to be a competitive applicant for the positions that interest you. For example, you will see that you need to make sure that your resume and social media profiles—such as on LinkedIn or Twitter—highlight *your specific skills within these skill sets*.

在本指南背面的资源文件: 关键技能组中, 您将找到您应修改的详细短语, 以描述您的具体技能和经验。花时间回顾一下技能组合, 并创造性地思考你的经验和能力。

一旦你可以使用与雇主用来描述他们的公开职位的语言相符的词汇和短语来描述你自己的兴趣和技巧, 你将更有效地搜索工作, 并成为更有竞争力的申请人。

第二步: 将您的兴趣与可用的机会相匹配

正如你将在本指南中所学习到的那样, 随着你在职业生涯中的发展, 发现新的机会与你的联络量级很相关, 花费太多时间在互联网上寻找工作机会可能会适得其反和士气低落。然而——特别是当您探索职业选择时, 互联网是一个令人难以置信的研究资源, 您应该使用它来了解您的兴趣和技能如何与工作世界中的内容相匹配。

探索您的选项

利用互联网扩大对职业和行业的了解。有意研究这一研究, 并跟踪您发现的公司和职位。尽可能开放思想: 想象你的梦想事业, 雄心勃勃! 毕竟, 如果你不了解这个职业, 你就不知道你是否喜欢这个职业。允许自己幻想和梦想- 但一定要坚持真正的工作现实。

In the **Resource File: Key Skill Sets** at the back of this Guide you will find detailed phrases that you should modify to describe your specific skills and experiences. Take the time to review the skill sets and think creatively about your experiences and capabilities.

Once you can describe your own interests and skills *using the words and phrases that match the language that employers use to describe their open positions*, you will search much more effectively for jobs and be a more competitive applicant.

Step Two: Matching Your Interests to the Available Opportunities

As you will learn later in this Guide, the discovery of new opportunities as you move ahead in your career is most strongly correlated with the amount of networking you do, and spending too much time searching for job opportunities on the Internet can be counterproductive and demoralizing. However—and especially when you are exploring career options—the *Internet is an incredible research resource* that you should use to learn about how your interests and skills match up with what is out there in the world of work.

Explore Your Options

Use the Internet to broaden your knowledge of professions and industries. Be intentional about this research and keep track of the companies and job titles that you discover. Be as open minded as you can be: imagine your dream career and think big! After all, if you don't know anything about a profession, you can't know if you might enjoy it. Give yourself permission to fantasize and to dream—but be sure to stay grounded in the reality of real jobs.

查看**Indeed.com**上的所有不同职位或另一个职位版块或网站, 并查看您感兴趣的工作的职责。注意完成任务和责任所需的各种技能以及雇主用来描述这些技能的语言。您可以从资源文件: Internet Sites中的一些职位版块开始。

跟踪您在研究中遇到的网站和其他信息很重要。启动Career Exploration笔记本或在您的电脑上创建一个文件夹, 您可以在Excel电子表格或其他文档中保存信息。

与职业服务部门合作

另外一定要和你的职业顾问一起工作:

- 整理要探索的行业/职位的简短清单
- 识别可以帮助您的重要书籍和其他资源,
- 学习如何访问学校的工作职位和
- 计划模拟面试和简历评估。

大多数学生对广泛的行业, 雇主和就业机会感到惊讶——许多学生都很失望地发现, 他们花费时间学习的科目并没有使他们为所决心追求的职业做好准备。记住: 挑选专业并不意味着你不能学习其他的东西, 并不意味着你只有一个专业的道路要遵循。

本指南中的建议旨在帮助您跨越大学毕业院校和工作世界之间的桥梁。所以如果你决定你没有学习或没有学习正确的事情, 不要惊慌! 通过思考这些事情, 并且与本指南一起工作, 您可以发展技能, 联系和知识基础, 以发展成为您所爱的事业。**无论您一直在做什么 (或不做) 到现在为止都不重要: 重要的是您如何前进思考和行动。**

Look at all the different job titles on **Indeed.com** or another job board or website and review the job responsibilities for the jobs that interest you. Note the kinds of skills that are needed to accomplish the tasks and responsibilities, and the language the employers are using to describe those skills. You can start with some of the job board sites in **Resource File: Internet Sites**.

It is important to keep track of websites and other information you come across in your research. Start a **Career Exploration notebook** or **create a Folder** on your computer where you can save information in Excel spreadsheets or other documents.

Work with Career Services

Also be sure to work with your career counselor to:

- clarify a short list of industries/job titles to explore,
- identify important books and other resources that can help you,
- learn how to access your school's job postings and
- schedule mock interviews and resume reviews.

Most students are surprised by the wide range of industries, employers and jobs that exist—and many are disappointed to discover that they have spent time studying subjects that do not prepare them for the careers they decide they want to pursue. *Remember: picking a major does not mean you cannot study other things, and does not mean you will have only one professional path to follow.*

The advice in this Guide is designed to help you cross the bridge between the end of college or graduate school and the world of work. So if you have decided that you did not learn or are not studying the right thing, don't panic! By thinking about these things now, and working with this Guide, you can develop the skills, contacts and knowledge base to grow into a career that you will love. ***Whatever you have been doing (or not doing) up until now doesn't matter: the important thing is how you think and act going forward.***

黄金提示#4

有意识和战略性。

世界不会关心你是否成功，所以负担总是在于你自己

- 要集中注意力
- 不断激励自己
- 采取步骤，使自己在职业生涯中发展壮大

请记住，每个人都将拥有多个工作，甚至在他们的生活中有多个职业：目前的想法表明，今天的年轻专业人士在退休时可能有多达15个不同的工作。只要您不断寻求智力挑战并积极开发新技能，您将会做出所有正确的事情，以确保在新的令人兴奋的机会向您呈现时，您将会幸运和准备。

有意图的

有意识地用你的时间和精力。很多人随波入流而并没有意识到这点，他们等待事情发生在他们身上。他们想知道为什么他们的朋友似乎在做什么令人兴奋的事情或获得生活中的机会。事实上，当你上大学，或开始你的第一份工作的时候，这太容易让人自满了。生活的分心和乐趣可以填满你的日子，让你没有任何能量或时间再去寻找新的挑战。

事实是，世界不关心你是否成功。只有那些有最大利益的人—期待你的家人或导师—关心你的幸福和专业成就。无论你的情况如何，要成为一个成熟而成功的人，你必须承担照顾自己的责任—无论你周围发生什么事情。

所以要有意识地关注你的时间，你的精力和金钱。例如，您必须管理您的金融资产，以便您可以自由探索新的想法和潜在的机会。这意味着你必须节省尽可能多的钱。如果您计算一下在一个星期中所有花费在“小东西”（如昂贵的咖啡饮料或垃圾食品零食）上的钱，并将其中50%的资金转移到储蓄账户中，那么您将开始建立一个可实现的财务缓冲，这可以使你去一个新的城市探索职业选择，或支付一个课程，帮助你开发所需的技能。

And remember that everyone will have multiple jobs—and even multiple careers—over their lifetimes: current thinking suggests that young professionals today are likely to have as many as 15 different jobs by the time they retire. As long as you continually seek out intellectual challenges and pro-actively develop new skills, you will be doing all the right things to ensure that you will be lucky and prepared when a new and exciting opportunity presents itself to you.

Be Intentional

Be intentional with your time and your energy. Without realizing it, many people drift along and wait for things to happen to them. They wonder why their friends seem to be doing exciting things or getting great chances in life. In fact, it's far too easy to be complacent when you have gotten into college, or started your first job. The distractions and pleasures of life can fill your days and leave you with no energy or time to search out new challenges.

The truth is, the world doesn't care if you succeed or not. Only those who have your best interests at heart—hopefully your family or a special mentor—care about your happiness and professional achievements. No matter what your circumstances, to be a mature and successful person, you must accept the responsibility to take care of yourself—no matter what happens around you.

So be intentional about your time, your energy and your money. For example, you must manage your financial assets so that you are free to explore new ideas and potential opportunities. This means you must save as much money as you can. If you add up all the money spent in a week on “small things” (like expensive coffee drinks or junk food snacks) and divert just 50% of that money to a savings account, you will start to build a financial cushion that will enable you to make a trip to a new city to explore options, or pay for a course that will help you develop a needed skill.

Golden Tip #4

Be Intentional and Strategic.

The world doesn't care if you succeed or not, so the burden is always on you

- To focus your attention,
- To continually motivate yourself, and
- To take steps that enable you to grow and prosper in your career.

黄金提示#5

全球化思考，本地化行事。

世界需要你关心社会和经济正义，关于自然资源和气候变化，以及为社区的每个人创造机会过上体面的生活。

步骤三：踏入你的职业生涯

建立你想要的事业的最佳方式是开始思考和工作，就像你已经拥有了一样。想象你现在所做的一切都是你事业的一部分。你的课程，社会活动，创造性思维，甚至你的梦想都是基础和生成的，你将成为一个人。

当你准备离开大学并就业时，想想你的价值观和愿望。

- 除了在这个世界上赚钱，你希望在你的生活中完成什么？
- 你对社会，经济和个人成功的期望如何？
- 是否有特定的社会或政治因素捕获您的想象？
- 当你想象自己回想起你的生活和事业多年以来，你希望你会看到你的成就是什么—你希望人们如何描述你和你的工作？

现在你可能无法回答这些问题，但思考容纳这些问题是一个好主意，毕竟，你工作远远不止为了挣钱。这是您所有行为，互动和社会贡献的总和，并且在第五章和第六章中更全面地探讨，您需要注意和有意识地实践，实际上将您的职业成就融入到充实的生活中。

总是记住，尽管世界可能不关心你的职业成功，但你也需要关心世界，这一点也很重要。我们都想要和需要一个政治，经济和社会稳定的世界。我们都需要和想要一个安全和清洁的环境，和良好的学校的社区。我们也需要和想要更公平，更公正，更关心的社会，如果人们只关注自己和事业，我们就不会得到这个世界。

Step Three: Stepping Into Your Career

The best way to build toward the career you want is to start thinking and working as if you already have it. Imagine that every single thing you are doing now is part of your career. Your courses, social activities, creative thinking and even your dreams are all foundational and generative for the person you will become.

As you prepare to leave college and enter the workforce, think about your values and aspirations.

- Aside from earning your way in the world, what do you hope to accomplish with your life?
- What are your expectations for social, economic and personal success?
- Are there particular social or political causes that capture your imagination?
- When you imagine yourself looking back on your life and career many years from now, what do you hope you will see as your achievements—and how do you hope people will describe you and your work?

You may not be able to answer these questions now, but it's a good idea to entertain them—after all, your life's work is far more than just what you do for money. It's the sum of all your actions, interactions, and social contributions—and, as explored more fully in **Chapters Five and Six**, you need to be mindful and intentional so that you do, in fact, integrate your career achievements within a fulfilling life.

It's also important to always keep in mind that, while the world may not care about your career success, *you do need to care about the world*. We all want and need a world that is politically, economically and socially stable. We all need and want a safe and clean environment, and decent communities with good schools. We also need and want societies that are more fair, more just and more caring...and we won't get that world if people focus only on themselves and their careers.

Golden Tip #5

Think Globally, Act Locally.

The world needs you to care about social and economic justice, about natural resources and climate change, and about creating opportunities for everyone in our communities to live decent lives.

本指南为您提供个人职业成就的长期游戏计划，但建立成功的职业并不意味着您也不能通过在社区中参与和支持社会和政治行动来追求社会正义。事实上，我敦促你们支持正在进行的改善周围世界的工作。你不会后悔以这种方式投入你的精力，时间和才能——而你会扩大你的社交圈，同时为更大的利益作出贡献。更为重要的是，您将一如既往地追求价值观，并坚持这些原则，您将长期提升您的职业声誉。

当您在世界获得经验和帮助时，您会发现，您的职业生涯与您的个人价值观和期望越一致，您就会越快乐，越有成就感。

本章的其余部分重点转移，其他人在遇到你时可能会看到什么，以及为了发挥自己的职业而需要采取的步骤。但是，即使你加强了职业游戏，也不应该忽视内向，反思。

Chapter one continues, and concludes with the following take-aways:

第一章涵盖

- **探索你的兴趣，优势和选择。**使用你的大学职业生涯中的评估工具和其他资源。
- **有意图，不要随波逐流！**挑战自己，总是寻求新的机会学习技能，认识新朋友。
- **勇敢并坚持。**每天和每周采取小步骤，提升你的信心和获得经验。
- **准备并警醒。**跟随消息，做一个涵盖你所感兴趣话题的博客，网站和专业出版物的热心读者。

This Guide offers you a long term game plan for personal career achievement, however building a successful career doesn't mean you can't also pursue social justice through engaging in, and supporting, social and political activism in your community. Indeed, I urge you to support efforts underway to improve the world around you. You won't regret investing your energy, time and talent this way—and you will enlarge your social circle while contributing to the greater good. Even more importantly, you will be *living your values*—and by staying true to those principles, you will enhance your professional reputation over the long term.

As you gain experience and agency in the world, you will find that the more you align your professional life with your personal values and expectations, the happier and more fulfilled you will be.

The remainder of this Chapter shifts in focus, towards what others may see when they meet you, and the steps you need to take to launch your career. But even as you step up your professional game, you should not neglect inward, reflective thinking.

Chapter one continues, and concludes with the following take-aways:

Chapter One Take Aways

1. **Explore your interests, strengths and options.** Use the assessment tools and other resources in your college career office.
2. **Be Intentional. Don't drift along!** Challenge yourself and always seek out new opportunities to learn skills and meet new people.
3. **Be Brave and Be Persistent.** Take small steps every day and every week to boost your confidence and gain experience.
4. **Be Prepared and Be Alert.** Keep up with the news generally, and also be an avid reader of blogs, websites and professional publications that cover your topics of interest.
5. **Network, Network, Network.** Meet new people, ask questions, be open and friendly.

Pragmatic Career Advice for Smart Young People

The Golden Guide is designed for all young people who want to find opportunities *to be paid to think* and to continue to develop their skills. The tone and approach is supportive, warm and engaging. Students and young professionals will benefit from reading through the Guide multiple times over the early years of their careers, and they will come back time and again to its specific actionable advice and suggestions.

Some may define pragmatism as the opposite of idealism, but pragmatic thinking is practical and pro-active, in support of your ideals and dreams. Pragmatic behavior is self regarding but not selfish, and this Golden Guide will help those who want to be efficient with their time, effective with their efforts, and successful in their careers and in their lives.

“I love this book! Wise words to live by, great habits to cultivate, and specific actions to take — both online and in the real world — to get an edge in today’s hypercompetitive marketplace.”

— Tracy Samantha Schmidt, *Socially Authentic*



ABOUT LYDIA LAZAR

As an admissions and career services dean at the University of Chicago’s Harris School for Public Policy, and, earlier, as the dean for international law and policy development at IIT Chicago-Kent College of Law, Lydia Lazar helped hundreds of students prepare to win in the career marketplace. A graduate of Dartmouth College and Columbia University, Lydia was initially trained as an urban geographer and worked on water, waste and energy issues in both the public and private sectors. She later earned a J.D. degree and worked briefly as a corporate lawyer before pivoting to academia in 2001. Learn more about her consulting activities, previous publications and outreach activities at www.lydialazar.com.

US \$14.95

ISBN-13: 978-0-9996220-0-1

Published by NIRA 1920 LLC

www.lydialazar.com

