



Conscious Career Orientation and Career Building

Toolkit for a Successful Career

2024-3-HU01-KA210-YOU-000290582



Co-funded by
the European Union

Funded by the European Union. The information and statements contained herein represent the views of the author(s) and do not necessarily reflect the official opinion of the European Union or the Tempus Public Foundation. Neither the European Union nor the funding authority can be held responsible for them.

Why is this important to you?

A changing labour market

Today's young people will experience an average of **5-7 career changes** and **10-15 job changes** during their lifetime. Conscious planning helps them adapt to rapid changes.

Goal-oriented decisions

Career planning helps you avoid random decisions and allows you to choose a career path that matches **your values and goals**.

Increasing competitiveness

Conscious skill development and career building give you **a competitive advantage** in the labour market and increase your chances of finding a job.


Improving quality of life


Finding the right career path increases **job satisfaction**, reduces stress, and ensures a better work-life balance.

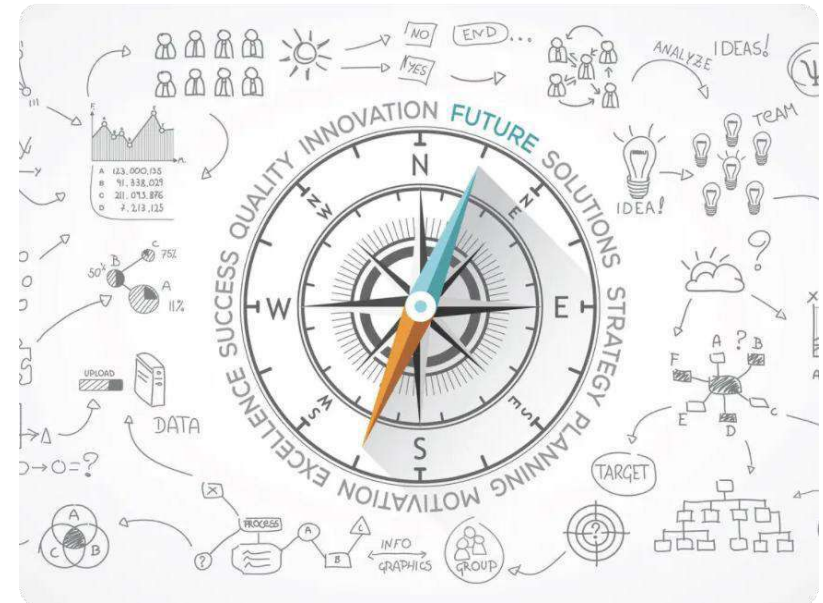


Did you know?

73% of employees do not work in a field related to their qualifications

 40% of young people feel they have chosen the wrong career path

 Those with career plans earn 65% higher salaries



The Compass of Self-Knowledge

Areas of interest

Activities and topics that you enjoy and find motivating.

The **Holland Code** test helps identify six main areas of interest: Realistic, Investigative, Artistic, Social, Enterprising and Conventional.

Abilities and skills

The things you are good at and can do easily or efficiently.

The **KSA matrix** (Knowledge, Skills, Attitudes) helps you organise your knowledge, skills and attitudes.

Values and motivations

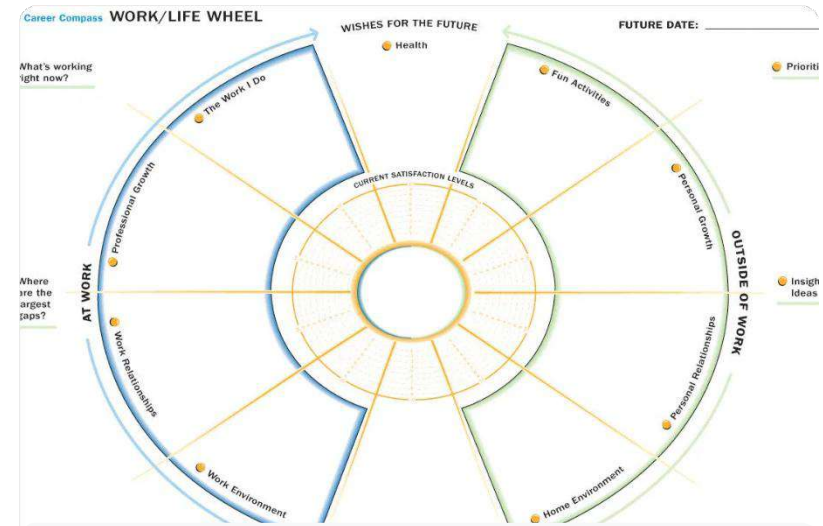
The principles and goals that are important to you in your work and life.

Creating a **value ranking** helps you clarify what really motivates you and what kind of work environment you would feel comfortable in.

Personality traits

Your typical behaviour patterns and preferences that influence your performance at work.

Personality tests (e.g. MBTI, Big Five) help you understand the work environment and roles in which you perform best.



Holland code types

- | | |
|---------------------------------|--|
| R Realist (practical) | I Investigative (researcher) |
| A Artistic | S Social |
| E Enterprising | C Conventional |

(enterprising) **self-awareness** (area)

Keep a **career journal** of your successes and challenges Ask

✓ for **feedback** from mentors and colleagues

Try **new activities** outside your comfort zone

Take **online tests**: palyaorientacio.munka.hu

Map of your strengths

Knowledge

Knowledge and professional skills acquired through formal and informal learning.

Language skills

IT skills

Professional qualifications

Course certificates

Skills

Practical skills that you can apply specifically in your work.

Project management

Presentation

Data analysis

Negotiation techniques

Attitude

Personality traits, work style and values in your workplace behaviour.

Team player

Reliable

Creative thinker

Proactive

Practical task: KSA matrix

1. Write down 8-10 items in each category
2. Mark your strengths **in green**
3. Select your 3 most important strengths in each category



Your values Compass

Material and security values

The importance of financial stability and security at work.

High salary

Job security

Benefits

Pension insurance

Creative and intellectual values

The role of creation, learning and intellectual challenges.

Creativity

Innovation

Learning opportunities

Problem solving

Social and community values

The importance of relationships, teamwork and social impact.

Teamwork

Providing assistance

Social impact

Mentoring

Lifestyle and flexibility values

The importance of work-life balance and flexibility.

Flexible working hours

Home office

Leave

Work-life balance

★ Practical task: Value ranking

Select the **5 most important values** and rank them in order of importance!



Top 5 workplace values

1 Work-life balance

2 Learning opportunities

3 Teamwork

4 Creativity

5 Job security

Example ranking – create your own!

Jobs of the future

Automation and artificial intelligence

AI and robotics are transforming the labour market, creating new professions.

AI ethics expert Machine learning engineer Robotics specialist
Human-machine collaboration consultant

Sustainability and green economy

The fight against climate change is creating new career opportunities.

Renewable energy engineer Sustainability Consultant
Circular economy expert Carbon footprint analyst

Healthcare and biotechnology

An ageing society and new technologies are revolutionising healthcare.

Telemedicine expert Genetic counsellor Healthcare data analyst
Bioprinting engineer

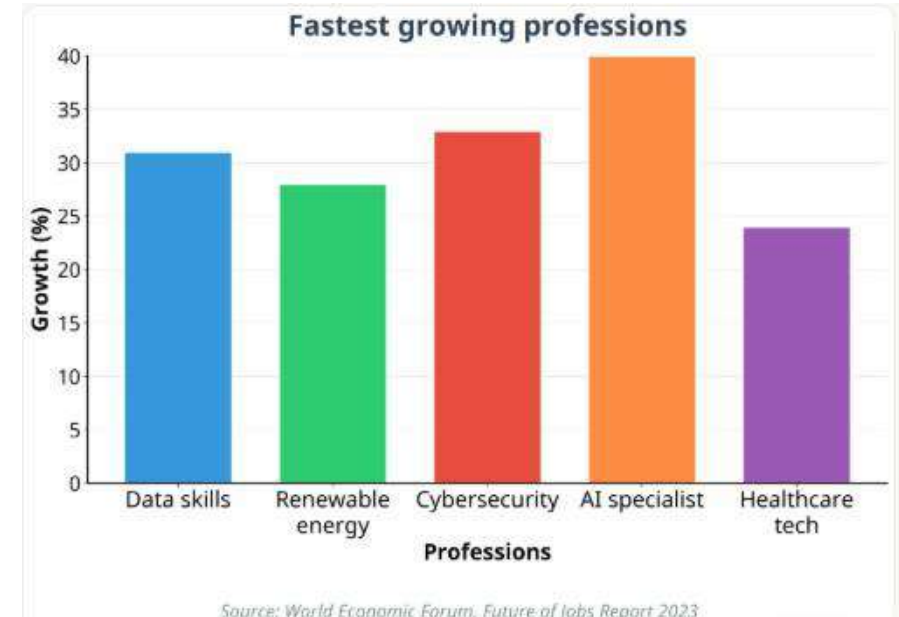
Digital transformation

Digitalisation is transforming every industry, requiring new skills.

Digital transformation manager Cybersecurity expert UX/UI designer
Data scientist

Future-proof career building

Develop **transferable skills** (critical thinking, creativity, emotional intelligence) that will remain valuable even in the age of automation!



Information gathering at a master level

Official career guidance portals

Reliable websites operated by government or professional organisations.

- ✓ palyaorientacio.munka.hu
- ✓ felvi.hu
- ✓ europass.hu
- ✓ nive.hu

Company career pages and job portals

Learn about

current job opportunities and company culture. ✓ LinkedIn ✓

Profession.hu

- ✓ Glassdoor.com
- ✓ Indeed.com

Education and training information

Learning opportunities and training programmes.

- ✓ University career centres
- ✓ Coursera, Udemy, edX
- ✓ Training databases
- ✓ Professional organisations

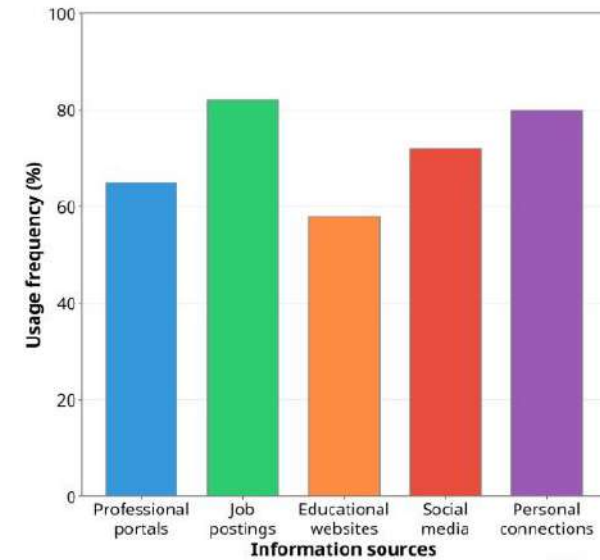
Community information sources

Sharing experiences and opinions.

- ✓ Professional Facebook groups
- ✓ Reddit career forums
- ✓ Alumni networks
- ✓ Meetup groups



▣ Sources of career information



Tips for evaluating information

- ✓ Check **the reliability** and **relevance** of the source Find **several independent sources** on the same topic Distinguish between **facts** and **opinions** Ask **experts** in the field

Discovering the Unknown - Informational Interview

? What is an informational interview?

It is a conversation that is not aimed at getting a job, but at gathering information about a profession, industry or company. It helps you get a realistic picture of everyday work and career opportunities.

☑ Preparation

A successful informational interview requires thorough preparation.

- ☑ Identify the **right people** (LinkedIn, alumni network, acquaintances) ☑ Prepare a **short introduction** and explain your goal
- ☑ Prepare **10-15 questions** in advance
- ☑ Research **the background** of **the person and the company**

🗨 Conducting the interview

Be prepared and professional during the interview.

- ☑ Arrive **on time** and dress appropriately.
- ☑ Stick to the **time frame** (usually 20-30 minutes).
- ☑ Take **notes**

📞 Follow up

After the interview, continue to build the relationship.

- ☑ Send a **thank-you letter** within 24 hours
- ☑ Connect with the person **on LinkedIn**
- ☑ Keep them updated **on developments** later
- ☑ Ask for **additional contacts** for networking

How to Create A Career Development Plan



@berkleyrecruit

📄 Useful questions for an informational interview

- How did your career in this field begin?
- What skills are most important for success?
- What does a typical working day look like?
- What challenges do you face in your work?
- What do you like most about your job?
- What training or experience would you recommend?
- What trends are currently shaping the industry?
- What would you do differently if you could start over?
-

New Dimensions of Learning

Formal learning

Learning in an organised, structured educational system, with formal qualifications.

University degree

OKJ training

Accredited course

Professional examination

Non-formal learning

Organised forms of learning that do not necessarily lead to a qualification.

Workshops

Training

Online courses

Mentoring

Informal learning

Learning from everyday experiences and practice.

Work experience

Volunteering

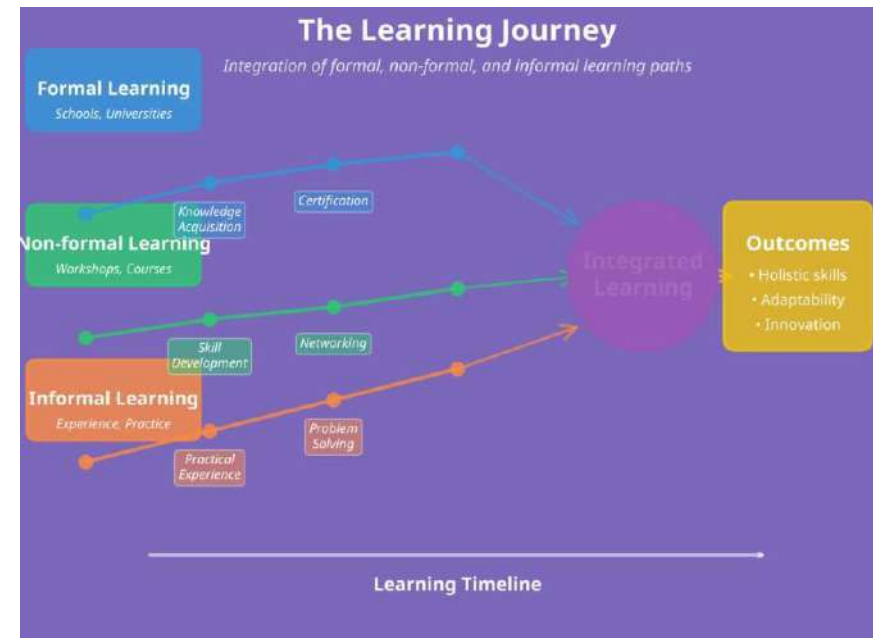
Professional communities

Independent projects





Lifelong learning

Combining different forms of learning for continuous development.

The key to a successful career is **consciously combining different forms of learning** and **continuous self-improvement**.



Learning strategy tips

-  Create a **personal learning plan** with 3-6-12 month goals
-  Combine **formal training with** practical projects
-  Join **professional communities** for informal learning
-  Keep a **learning diary** to track your progress

Your Personal Learning Plan

Setting SMART goals

An effective learning plan is based on a system of well-defined goals.

S Specific

What exactly do you want to achieve?

A Achievable

Is the goal realistic?

T Time-bound

When do you want to achieve it?

M Measurable

How will you measure your progress?

R Relevant

Does it fit in with your career goals?

Short- and long-term goals

Build a multi-level learning plan for different time frames:

- **Short-term goals** (1-3 months): Specific skills, courses
- **Medium-term goals** (6-12 months): Developing areas of competence
- **Long-term goals** (1-5 years): Career-level qualifications, diplomas

Steps for creating a learning plan

1. **Assess** your current skills
2. Identify **areas for improvement**
3. Set **SMART goals** for each area
4. Find appropriate **learning resources**
5. Create **a schedule** and track your progress
6. Regularly **evaluate and modify** your plan

Practical tip

Use digital tools to track your learning plan! **Trello**, **Notion**, or **Google Keep** make it easy to track your progress.



Personal learning plan template

Short-term goals (3 months)

Complete the LinkedIn Learning Excel course Develop presentation skills

Medium-term goals (6-12 months)

Learn the basics of project management Obtain an intermediate English language exam certificate

Long-term goals (1-5 years)

Complete a master's degree Obtain professional certification

First Steps - The Career Starter

Dilemmas

Internship

Structured professional experience gained at an organisation, usually lasting 3-12 months.

+ Advantages

- Relevant professional experience
- Mentoring, training
- Potential job offer

- Disadvantages

- Low or no pay
- Competitive positions
- Time-consuming application process

Volunteering

Unpaid work, usually with non-profit organisations or community projects.

+ Advantages

- Flexible working hours
- Social impact
- Wide network of contacts

- Disadvantages

- No salary
- Less structured
- Variable professional relevance

Student work

Paid, usually part-time job that can be done alongside studies.

+ Advantages

- Secure income
- Flexible schedule
- Basic work experience

- Disadvantages

- Often not professional
- Limited development
- Lower prestige

Junior position

Full-time, entry-level position that often requires minimal experience.

+ Advantages

- Competitive salary
- Start of career path
- Full team member

- Disadvantages

- High expectations
- Previous experience often required
- Less patience for learning



5 tips for maximising your early career years

1. **Combine** different forms of gaining experience!
2. Build a **portfolio** of your projects.
3. Ask for **letters of recommendation** after every opportunity.
4. Take **responsibility** and initiate new projects.
5. Build a **network of contacts** at every workplace.

The art of networking

Online networking

Building relationships in the digital space is essential for modern career building.

- ✓ Build a **professional online presence** (LinkedIn)
- ✓ Join **professional groups** and participate actively

Offline networking

Face-to-face meetings remain the most effective form of networking.

- ✓ Attend **professional events and** conferences
- ✓ Prepare an **elevator** pitch (30-second introduction)

Optimise your LinkedIn profile

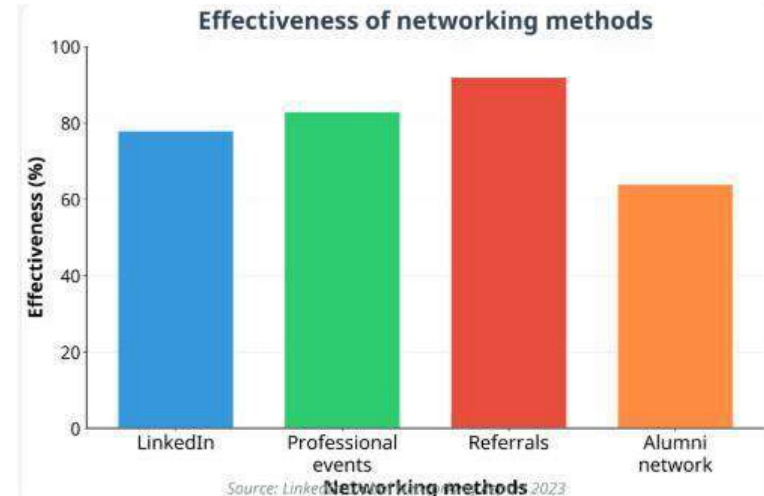
LinkedIn is the most important professional social platform where you can showcase yourself.

- ✓ Use a **professional profile picture** and background image ✓
- Write a headline and summary **rich in keywords**

Types of networking events

Different types of events offer different opportunities for networking.

- ✓ **Conferences:** Expand your professional knowledge and connections
- ✓ **Meetups:** Informal meetings with people who share similar interests



Networking strategy in 3 steps

- 1 Define **your target group** and networking goals
- 2 Create a **personal branding** strategy (online and offline)
- 3 Select **3-5 platforms/events** where you will be actively present

Building your personal brand

What is a personal brand?

Your personal brand is the image and impression that others have of you. It is **your professional identity**, which sets you apart from others and determines how you are perceived in the job market.

Online presence and digital footprint

In the digital world, a significant part of your personal brand is formed in the online space.

- LinkedIn
- GitHub
- Personal website
- Twitter

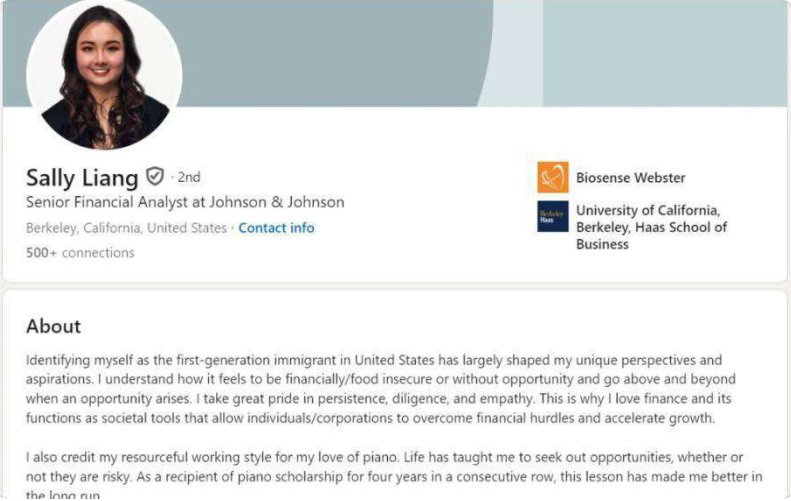
Communicating values and uniqueness

A successful personal brand is authentic and unique. Identify and communicate:

- Your professional values** - What do you believe in at work?
- Your unique strengths** – What makes you stand out?
- Your story** - What is the journey that led you here?

Check your digital footprint

- Search for yourself** regularly on Google
- Set up **Google Alerts** for your name
- Check **the privacy settings** of your **social media profiles**



Sally Liang · 2nd
Senior Financial Analyst at Johnson & Johnson
Berkeley, California, United States · [Contact info](#)
500+ connections

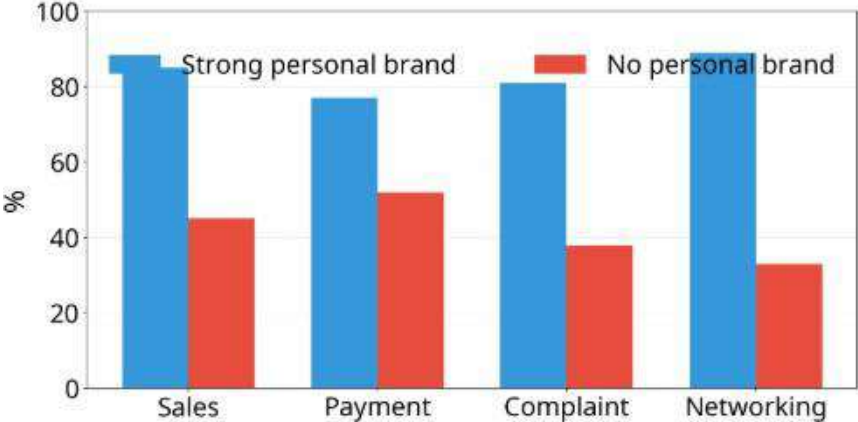
Biosense Webster
University of California, Berkeley, Haas School of Business

About

Identifying myself as the first-generation immigrant in United States has largely shaped my unique perspectives and aspirations. I understand how it feels to be financially/food insecure or without opportunity and go above and beyond when an opportunity arises. I take great pride in persistence, diligence, and empathy. This is why I love finance and its functions as societal tools that allow individuals/corporations to overcome financial hurdles and accelerate growth.

I also credit my resourceful working style for my love of piano. Life has taught me to seek out opportunities, whether or not they are risky. As a recipient of piano scholarship for four years in a consecutive row, this lesson has made me better in the long run.

The impact of personal brand



Steps to building your personal brand

1. Self-awareness: Identify your strengths, skills, and values.
2. Self-awareness: Identify
3. Valuable professional content
4. Target audience
5. Consistent appearance
6. Consistent appearance

The Role of a Mentor

Who can be a mentor?

A mentor is an experienced professional who shares their knowledge, experience and network with the mentee, supporting their professional development and career path.

The relationship can be **formal** (company mentoring programme) or **informal** (spontaneously developed).

How to find a mentor?

Finding the right mentor requires a conscious search:

- Identify **areas for improvement**
- Find a professional who **is successful in that area**
- Build relationships **at professional events** and on LinkedIn
- Inquire about **formal mentoring programmes**
- Initiate **informational interviews** with potential mentors

The successful mentor-mentee relationship

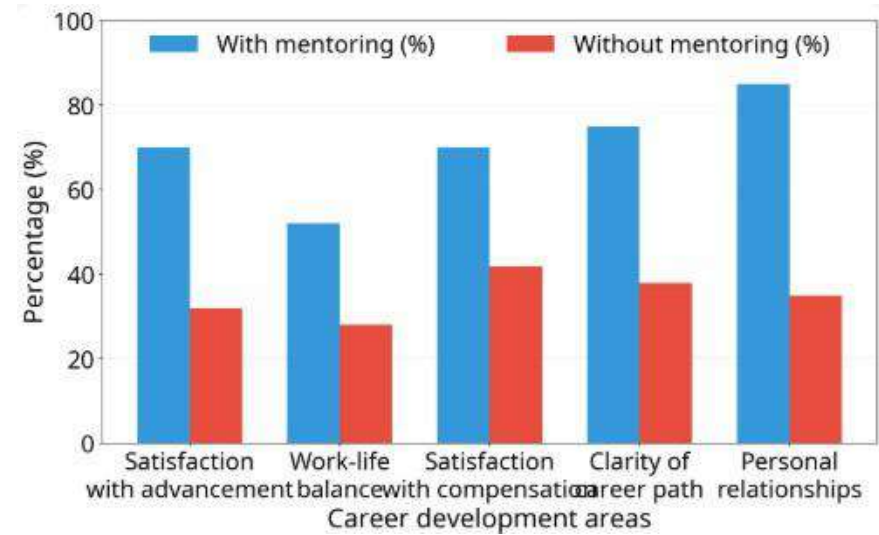
Effective mentoring is based on mutual commitment:

- ✓ Mutual trust
- ✓ Regular meetings
- ✓ Specific goals
- ✓ Honest feedback
- ✓ Active listening
- ✓ Mutual respect

What can you gain from a mentor?

Mentoring offers numerous benefits for career development:

- **Professional knowledge** and industry expertise
- Expanding **your network**
- Exploring **career opportunities**
- **Constructive feedback** for development
- **Support** in difficult situations



Practical tips

- ✓ Prepare for **mentor meetings** with specific questions
- ✓ Formulate **clear expectations** for the relationship
- ✓ Be **open to feedback**, even if it is difficult to accept
- ✓ Demonstrate **progress** based on the advice you receive
- ✓ Give **feedback** to your mentor as well



Career planning in practice

The career planning process

Career planning is a continuous, cyclical activity that helps you consciously shape your professional path.

1. Self-awareness and situation assessment
2. Setting career goals
3. Preparing an action plan
4. Implementation and follow-up
5. Regular review

Career goal timeframes

Short-term goals (6-12 months)

Development of specific skills, minor progress

Medium-term goals (1-3 years)

Change of position, promotion, professional qualifications

Long-term goals (3-10 years)

Career-level changes, leadership positions

Drafting a career plan

A good career plan includes goals, necessary steps and a time frame.

- Define your **career vision**
- Break it down **into specific milestones**
- Identify the necessary **skills**
- Plan your **development steps**

Practical tip

Use the **70-20-10 rule**: 70% practical experience, 20% mentoring and feedback, 10% formal training.

CAREER DEVELOPMENT PLAN 6-STEP PROCESS



Illustration © Insurance Training Center

www.insurance-training-center.com

Career plan template

Career vision





###

The Secret to the Perfect CV

Formal requirements for a modern CV

Today's CVs must meet the expectations of both human readers and ATS systems.

- ✓ Use a **clean, transparent format** (1-2 pages)
- ✓ Choose an **easily readable font** (Arial, Calibri, Helvetica) ✓ Use **consistent spacing** and alignment
- ✓ Use **PDF format** to preserve formatting

Creating an ATS-friendly CV

Applicant Tracking System (ATS) software filters CVs from applicants.

- ✓ Use **keywords** from the job advertisement
- ✓ Avoid **complex formatting** and tables
- ✓ Do not use **headers/footers** for important information ✓ Use simple **text lists**

Content elements and effective wording

Content should be concise, relevant and results-oriented.

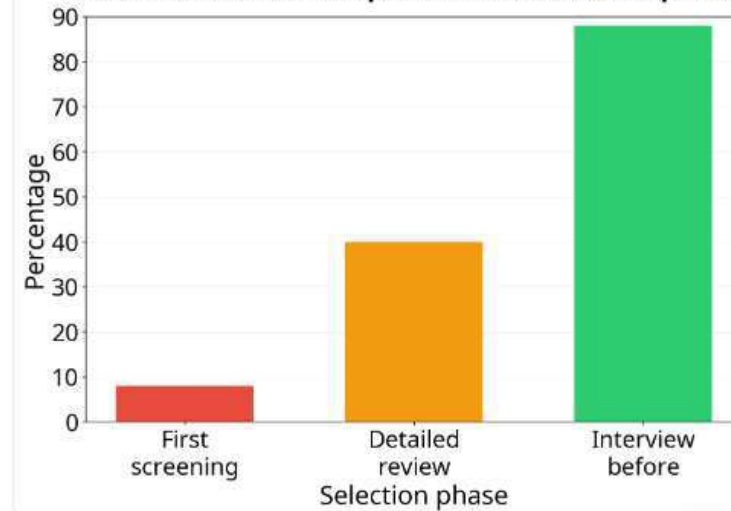
- ✓ Start with a **strong professional summary** (3-5 sentences)
- ✓ Use **action verbs** (I developed, I increased, I led) ✓ Present **measurable results** (percentages, numbers, data)
- ✓ Align your **skills** with the position you are applying for

Avoid common mistakes

- ✓ Avoid **spelling and grammatical errors** ✓ Do not use **generic boilerplate text**
- ✓ Omit **personal information** (age, marital status) ✓ Do not include the title "**Curriculum Vitae**"



Resume review time spent in the selection process



CV checklist

- | | |
|-----------------------------|----------------------|
| ✓ Do | ✗ Do |
| ✓ Personalisation | ✗ Text too long |
| ✓ Highlighting achievements | ✗ Irrelevant hobbies |
| ✓ Relevant keywords | ✗ Payment request |
| ✓ Proofreading | ✗ Exaggerated claims |
| ✓ Professional profile link | ✗ Old format |

The STAR Method in Interviews

The STAR method is a structured technique that helps you demonstrate your skills and experience with specific examples during a job interview.

S

Situation

Describe the context! Describe the specific situation or challenge you faced. Be specific, do not generalise.

T

Task

Explain what your task or goal was in this situation. What did you need to achieve? What were your responsibilities?

A

Action

Describe in detail what you did to resolve the situation. Use the first person singular ("I") and highlight your own contribution.

R

Result

Describe the results achieved and the positive impact. If possible, quantify the results (percentage, amount, ratio).



Practical tip:

Prepare 5-6 STAR stories in advance about your most important competencies (e.g. teamwork, problem solving, leadership skills). You can easily adapt these to different interview questions.



Specific STAR example

Question: "Tell me about a situation where you successfully solved a problem!"

S: Situation

"At my previous workplace, the conversion rate of our webshop decreased by 15% in 6 months."

T: Task

"As a marketing assistant, my task was to analyse the problem and propose a solution."

A: Action

"I conducted a detailed analysis of user behaviour, identified the problem areas, then redesigned the product page layout and simplified the payment process."

R: Result

"Within three months of the changes, the conversion rate increased by 22%, which translated into approximately £400,000 in additional revenue on an annual basis."

Digital Tools for Career Building



CV and portfolio creation tools



Canva

Visually appealing CV and portfolio templates



Novoresume

ATS-friendly CV builder



GitHub Pages

Free portfolio website for developers



Behance

Creative portfolio platform



Job search platforms and applications



LinkedIn

Professional networking and job search



Indeed

Global job search portal



Glassdoor

Company reviews and salary data



Google Alerts

Notifications about companies and industries



Skills development platforms



Coursera

University-level online courses



LinkedIn Learning

Business and technical skills



Udemy

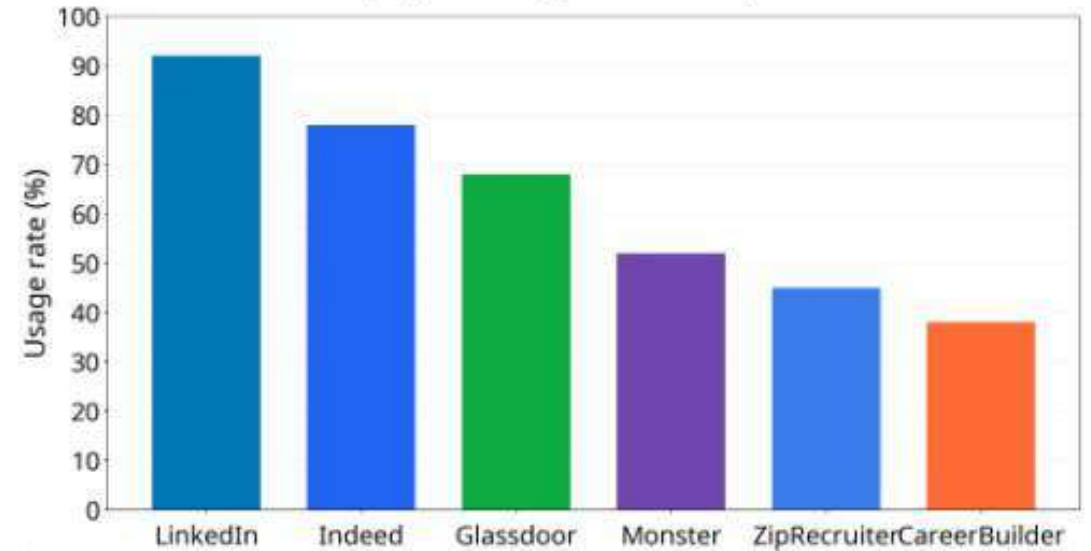
Practical skills development



Codecademy

Programming skills

Most popular digital career platforms









Tip for effective tool use:

Create a personal system for integrating digital tools! For example:

- ◆ Use a **Trello** or **Notion** board to track your job search
- ◆ Set up **Google Alerts** for your target companies Create a **Calendly** appointment scheduler for networking meetings
- ◆ Use Grammarly for all professional communication

LinkedIn Profile Optimisation

15-point profile checklist

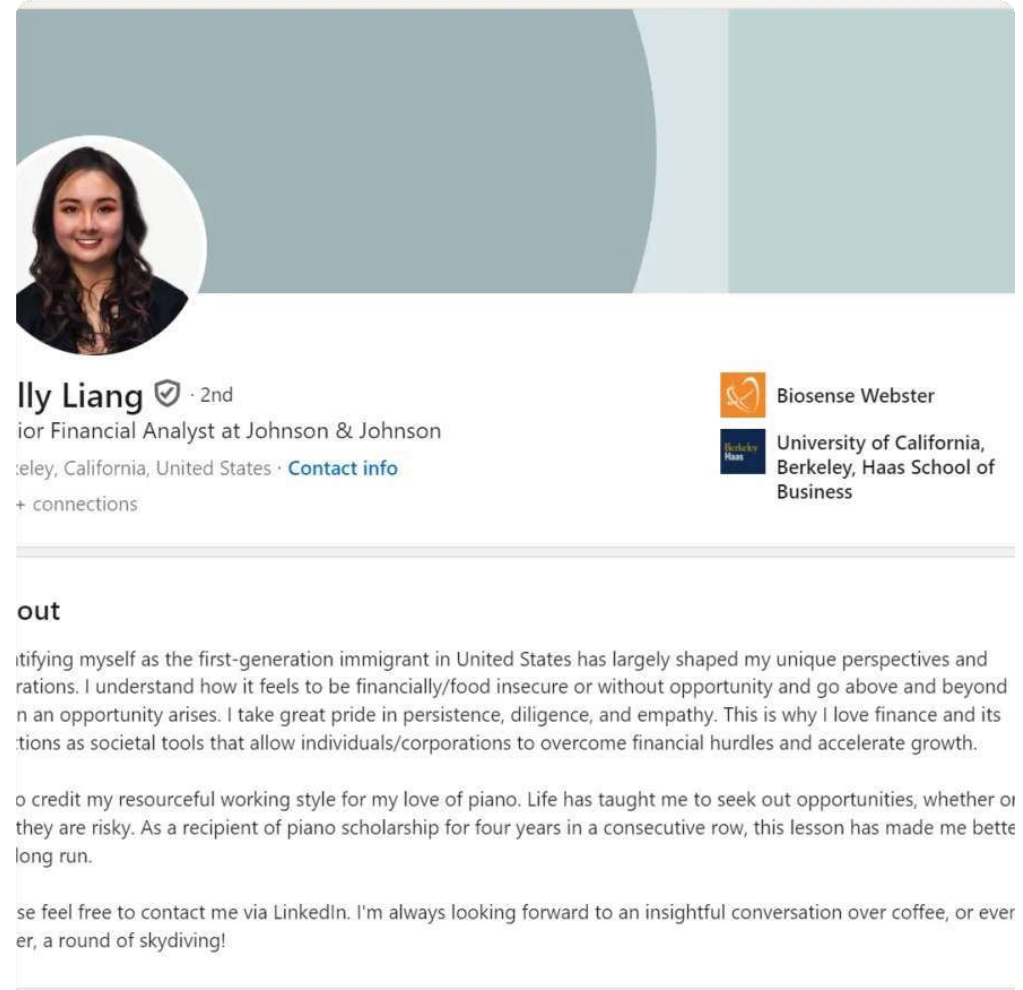
-  **Professional profile picture** - High quality, suitable for a business environment, with your face filling 60% of the image
-  **Unique background image** - An image related to your profession or one that reinforces your personal brand
-  **Eye-catching headline** - Highlight not only your position, but also your value (e.g. "Marketing specialist | I increase conversion rates with digital campaigns")
-  **Storytelling About section** - A 3-5 paragraph introduction written in the first person, which includes your passion, achievements and goals
-  **Detailed work experience** - 3-5 specific quantifiable results for each position (e.g. "I increased sales by 25%")
-  **Skills and endorsements** - Minimum of 15 relevant skills, with endorsements for the most important ones

Headline template:

[Position/Profession] | [Key Value/Achievement] | [Specialisation/Passion]

Example:

"Marketing Manager | I increase conversion rates with digital campaigns | Specialist in data-driven strategies"




The screenshot shows a LinkedIn profile for Ily Liang. The profile picture is a circular portrait of a woman with dark hair. The background image is a light blue abstract design. The name 'Ily Liang' is displayed with a verified badge and '2nd' next to it. Below the name, it says 'Senior Financial Analyst at Johnson & Johnson' and 'Berkeley, California, United States'. There is a 'Contact info' link and '+ connections' text. To the right, there are two logos: 'Biosense Webster' and 'University of California, Berkeley, Haas School of Business'. The 'About' section is partially visible, starting with 'Identifying myself as the first-generation immigrant in United States has largely shaped my unique perspectives and...'.


Further Resources and Help

Useful websites

 LinkedIn.com - **Professional network**

 Profession.hu - **Job portal**


 Europass.hu - **CV creation**


 Glassdoor.com - **Company reviews**


 Indeed.com - **International jobs**

 Palyaorientacio.munka.hu - **Tests**

Recommended books


 Cal Newport: "So Good They Can't Ignore You"

 Herminia Ibarra: "Working Identity"

 Richard N. Bolles: "What Colour Is Your Parachute?"


 Reid Hoffman: "The Start-up of You"

Useful applications


 LinkedIn - **Professional Networking**


 Trello - **Job search organisation**

 Canva - **CV and portfolio creation**

 Grammarly - **Grammar Checking**

Support organisations

 National Career Guidance Portal

 Career Centres (universities)

 Youth Advisory Offices

 Job SearchAdvisors



**Co-funded by
the European Union**

Funded by the European Union. The information and statements contained herein represent the views of the author(s) and do not necessarily reflect the official opinion of the European Union or the Tempus Public Foundation. Neither the European Union nor the funding authority can be held responsible for them.