

## EFFECTIVE CAREER PLANNING NEEDED NOW MORE THAN EVER!

**Not some moldy, oldie news from decades ago ... these results are as relevant today as they were then!**

In November 1987, the Gallup Organization conducted a survey regarding career planning. The survey was commissioned by the National Career Development Association (N.C.D.A.), The National Occupational Information Coordinating Committee, and the National Center for Research in Vocational Education. 1,006 respondents, a cross-sectional representation of adults, eighteen years or older were interviewed by telephone. Of the 1,006 adults interviewed, 735 were employed outside the home. In looking at the findings of the survey, results from the total working population generalize to approximately 113 million people (that were) in the workforce.

The findings of the survey pointed out an overwhelming need for having access to and using career information. For example, 55% of those surveyed said that adults did not have access to the kind of information they needed to make optimal career choices. **Further, nearly half said that even was available, most do not know how to use it.** More disturbing is that four out of five blacks and Hispanics surveyed, said that they do not have any access to the career information that they need.

**CURRENT TRENDS SHOW THAT THE VAST MAJORITY OF AMERICANS *SPEND MORE TIME PLANNING A YEARLY VACATION THAN THEY EVER DID PLANNING OUT THEIR CAREERS***

When asked about their career planning activities, less than 40% said they had a career plan when they began working full-time. A majority of 64% said that if they could start their career paths over, they would get more information and **planning assistance** to help them make better career choices. Today's trends show that more than 120 million U.S. workers felt they needed to have had more career planning help and information before making important career choices.

Another group the survey identified as needing career planning assistance are workers who will be changing jobs in the near future. More than 27% of those surveyed expect to change jobs in the next three years. Most startling is the fact that 95% of the 18 – 25 age group said they will change jobs in the next three years. Of those who will be changing jobs, 4 – 5% expect to be forced to find other employment because of business closings. Over 20% said they will change jobs by choice. The **bottom line** is that about 30 million people in the United States expect to change jobs in the next three years, five million of whom expect to be forced to change employment.

Additionally, about 10 million working adults said that during the 12 months before the survey they had need assistance with changing and selecting a job. Of those who needed help, 15% said they did not know where to go for help, and another 11.5% said they didn't even try to look for help. The rest got assistance from other sources friends, relatives, or professional contacts.

**PRESENT DAY STATS SHOW THAT THE VAST MAJORITY OF AMERICANS *DEVOTE 80% OR MORE OF THEIR JOB SEARCH EFFORTS INTO CHANNELS THAT TRADITIONALLY ONLY PRODUCE 20% OF DESIRABLE RESULTS.***

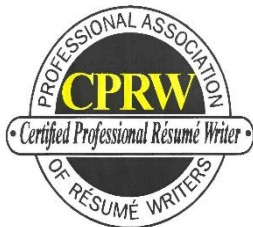
***If any of these situations seem to fit you, there is no reason to flounder; muddling through a career transition on your own or remain trapped in a dead-end job.*** You have direct access to experienced Career Development Professionals who are among the most knowledgeable to be found in the area. Take the time to schedule a convenient no-cost, no-obligation consultation to find out how we can help you maximize your career potential and map out your most effective career strategy.

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Mark Berkowitz is the owner and President of [CAREER DEVELOPMENT RESOURCES, LLC](#). Revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement. Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “*Acing The Interview*” and has been named as the “*Professional of the Year 2024*” by the [PODCAST BUSINESS NEWS NETWORK](#).



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*”



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***See how you can benefit from professional expertise  
instead of suffering from your career mistakes.***