

Your Career

Steven R. Van Hook, PhD

Very Best Job Hunting Tips

Top 25 Jobs Through 2014



The Bureau of Labor Statistics projects these 25 occupations will account for 40% of all job growth through 2014 for 8-million new jobs.

- **1. Retail Salesperson**
What it pays: \$22,880
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 736,000
- **2. Registered Nurse**
What it pays: \$55,680
Minimum training needed: Associate's degree
New jobs by 2014: 703,000
- **3. Postsecondary Teacher**
What it pays: \$62,032
Minimum training needed: Doctoral degree
New jobs by 2014: 524,000
- **4. Customer Service Rep**
What it pays: \$29,350
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 471,000
- **5. Janitor or Cleaner**
What it pays: \$20,800
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 440,000
- **6. Waiter/Waitress**
What it pays: \$15,980
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 376,000
- **7. Food Preparation and Serving Worker**
What it pays: \$17,850
Minimum training needed: On-the-job training
New jobs by 2014: 367,000
- **8. Home Health Aide**
What it pays: \$19,200
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 350,000

Top 25 Jobs Through 2014



- **9. Nursing Aid, Orderly, Attendant**
What it pays: \$21,890
Minimum training needed: Postsecondary vocational award
New jobs by 2014: 325,000
- **10. General and Operations Manager**
What it pays: \$93,580
Minimum training needed: Bachelor's degree plus work
New jobs by 2014: 308,000
- **11. Personal and Home Care Aide**
What it pays: \$17,560
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 287,000
- **12. Elementary School Teacher**
What it pays: \$46,350
Minimum training needed: Bachelor's degree
New jobs by 2014: 265,000
- **13. Accountant and Auditor**
What it pays: \$57,160
Minimum training needed: Bachelor's degree
New jobs by 2014: 264,000
- **14. Office Clerk**
What it pays: \$24,440
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 263,000
- **15. Hand Laborer and Freight, Stock and Material Mover**
What it pays: \$22,190
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 248,000
- **16. Receptionist and Information Clerk**
What it pays: \$22,900
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 246,000

Top 25 Jobs Through 2014



- **17. Landscaping / Groundskeeping**
What it pays: \$22,260
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 230,000
- **18. Truck Driver, Heavy Trailer**
What it pays: \$34,920
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 223,000
- **19. Computer Software Engineer**
What it pays: \$78,570
Minimum training needed: Bachelor's degree
New jobs by 2014: 222,000
- **20. Maintenance and Repair Worker**
What it pays: \$32,290
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 202,000
- **21. Medical Assistant**
What it pays: \$25,860
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 202,000
- **22. Executive Secretary and Administrative Assistant**
What it pays: \$37,350
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 192,000
- **23. Sales Representative, Wholesale and Manufacturing**
What it pays: \$54,500
Minimum training needed: Moderate-term on-the-job training
New jobs by 2014: 187,000
- **24. Carpenter**
What it pays: \$38,250
Minimum training needed: Long-term on-the-job training
New jobs by 2014: 186,000
- **25. Teacher Assistant**
What it pays: \$20,750
Minimum training needed: Short-term on-the-job training
New jobs by 2014: 183,000

20 Great Paying Jobs that Require no Degree



- **Job:** Air Traffic Controller
Annual Income: \$102,030
- **Job:** Storage and Distribution Manager
Annual Income: \$66,600
- **Job:** Transportation Manager
Annual Income: \$66,600
- **Job:** Police and Detectives Supervisor
Annual Income: \$64,430
- **Job:** Non-Retail Sales Manager
Annual Income: \$59,300
- **Job:** Forest Fire Fighting and Prevention Supervisor
Annual Income: \$58,920
- **Job:** Municipal Fire Fighting and Prevention Supervisor
Annual Income: \$58,902
- **Job:** Real Estate Broker
Annual Income: \$58,720
- **Job:** Elevator Installers and Repairer
Annual Income: \$58,710
- **Job:** Sales Representative
Annual Income: \$58,580

20 Great Paying Jobs that Require no Degree

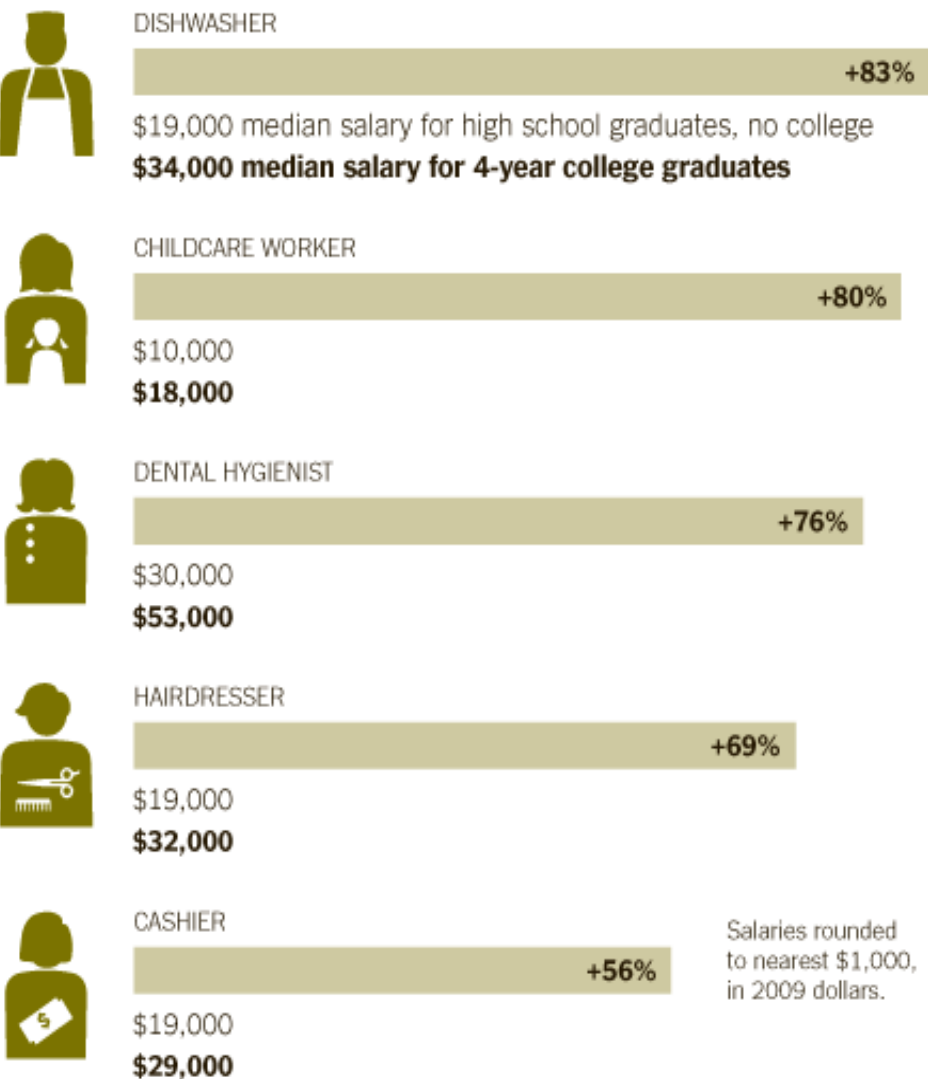


- **Job:** Dental Hygienist
Annual Income: \$58,350
- **Job:** Radiation Therapist
Annual Income: \$57,700
- **Job:** Nuclear Medicine Technologist
Annual Income: \$56,450
- **Job:** Child Support, Missing Persons and Unemployment Insurance Fraud Investigator
Annual Income: \$53,900
- **Job:** Criminal Investigators and Special Agent
Annual Income: \$53,990
- **Job:** Immigration and Customs Inspector
Annual Income: \$53,990
- **Job:** Police Detective
Annual Income: \$53,990
- **Job:** Police Identification and Records Officer
Annual Income: \$53,990
- **Job:** Commercial Pilot
Annual Income: \$53,870
- **Job:** Talent Director
Annual Income: \$52,840

Same Job, Higher Salary

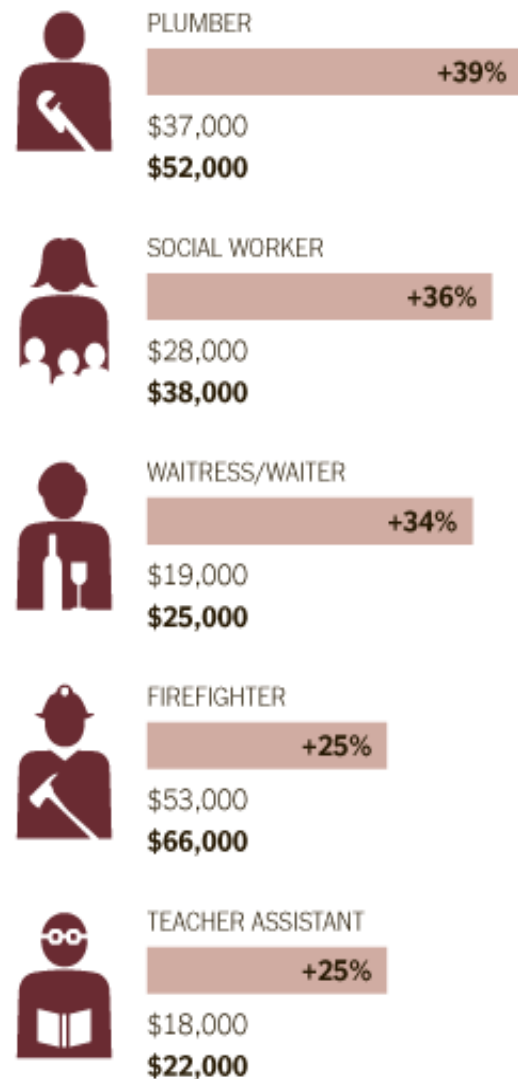
The value of college is not only that it gives graduates entry to high-paying occupations. A four-year college degree also brings higher pay in many fields that do not require a degree, a new study has found.

GREATEST SALARY BUMP FOR THOSE WITH DEGREE

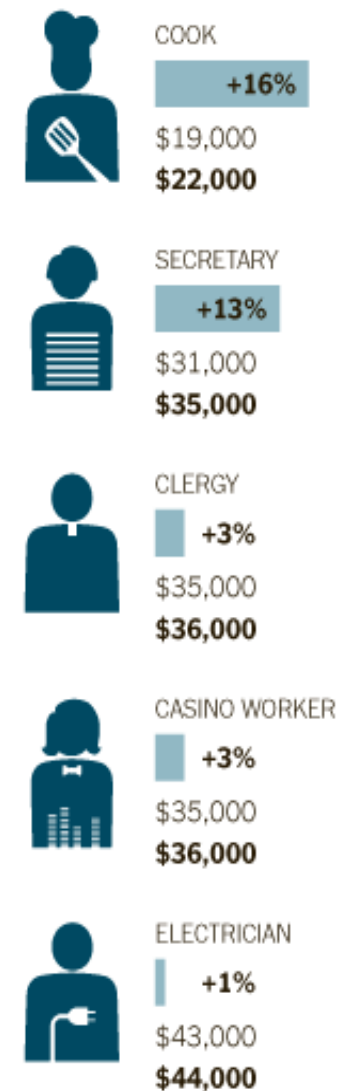


Salaries rounded to nearest \$1,000, in 2009 dollars.

MEDIUM SALARY BUMP



LOWER SALARY BUMP



Most & Least Prestigious Jobs

Most Prestigious

- 63%: Firefighters
- 58%: Doctors
- 55%: Nurses
- 54%: Scientists
- 52%: Teachers
- 51%: Military Officers

Least Prestigious

- 21%: Lawyers
- 12%: Journalists
- 12%: Union Leaders
- 12%: Actors
- 11%: Business Execs
- 6%: Real Estate Brokers

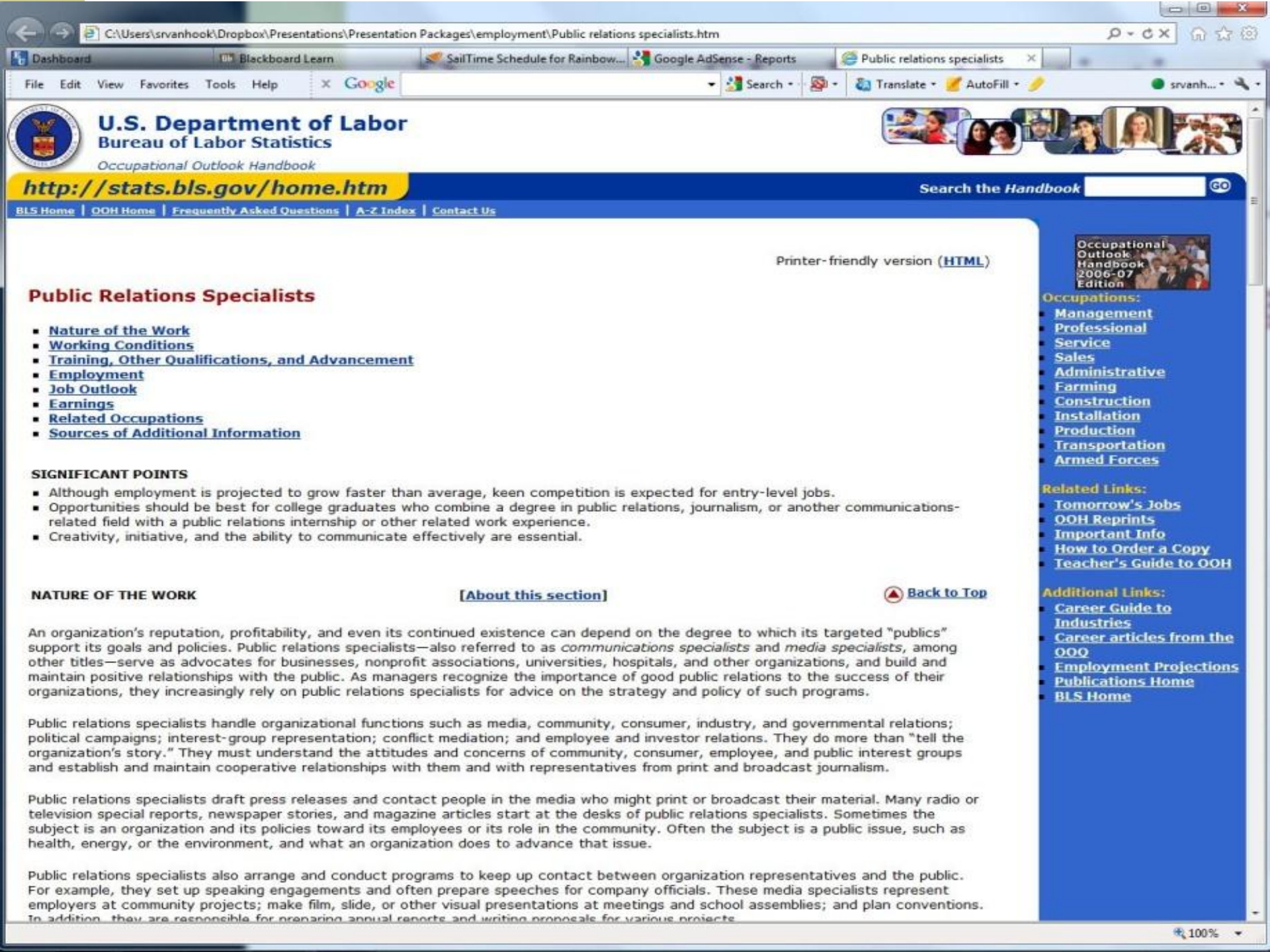
Wall Street Journal: Harris Poll / July 2006

Bureau of Labor Statistics Handbook

<http://stats.bls.gov>

- BLS Occupational Outlook Handbook
- Professional Careers
 - Marketers
 - Actors
 - Higher Educators
 - Counselors
 - PR Specialists
 - Fashion Designers
 - Software Engineers





U.S. Department of Labor Bureau of Labor Statistics

Occupational Outlook Handbook

<http://stats.bls.gov/home.htm>

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Public Relations Specialists

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SIGNIFICANT POINTS

- Although employment is projected to grow faster than average, keen competition is expected for entry-level jobs.
- Opportunities should be best for college graduates who combine a degree in public relations, journalism, or another communications-related field with a public relations internship or other related work experience.
- Creativity, initiative, and the ability to communicate effectively are essential.

NATURE OF THE WORK

[\[About this section\]](#)

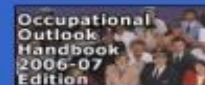
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An organization's reputation, profitability, and even its continued existence can depend on the degree to which its targeted "publics" support its goals and policies. Public relations specialists—also referred to as *communications specialists* and *media specialists*, among other titles—serve as advocates for businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. As managers recognize the importance of good public relations to the success of their organizations, they increasingly rely on public relations specialists for advice on the strategy and policy of such programs.

Public relations specialists handle organizational functions such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; and employee and investor relations. They do more than "tell the organization's story." They must understand the attitudes and concerns of community, consumer, employee, and public interest groups and establish and maintain cooperative relationships with them and with representatives from print and broadcast journalism.

Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. Sometimes the subject is an organization and its policies toward its employees or its role in the community. Often the subject is a public issue, such as health, energy, or the environment, and what an organization does to advance that issue.

Public relations specialists also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials. These media specialists represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. In addition, they are responsible for preparing annual reports and writing proposals for various projects.



Occupations:

- [Management](#)
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Time to Make Your Own Career

- Job Market Bleak for Graduates
- USA Today
- Boring, Passive Work May Hasten Death
– Reuters Report

Creating Your Perfect Job

- Where do I want to live?
- How do I want to live?
- What kind of work do I want to do?
- What *don't* I want to do?
- Who do I want to work for?





Hippy Steve
Circa 1975



Anchor Steve
Circa 1987



Russia Reporter Steve
Circa 1990



Business Steve
Circa 1995



Professor Steve
Circa 2006

Robert H. Krieble

- Inventor and Co-Founder of Loctite Corporation – “Super Glue”
- Founded Krieble Institute in 1988
- Van Hook hired in 1993
- [Paul Harvey report in 1994](#)
- Communists returned to Russian Parliament in 1995
- Krieble dies in 1997



Conspiracy of the Stupid

- Presentation



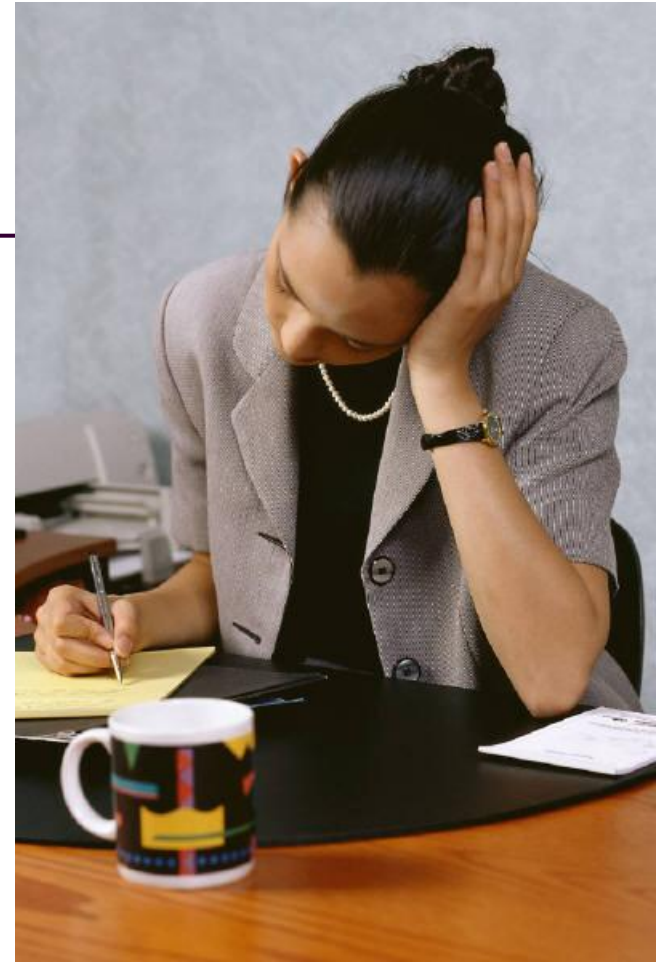
21st Century Job Skills

- Presentation



How to Keep A Job

- Work hard, be honest, avoid the stupid
- Don't pick sides
- Volunteer to research
- Volunteer to take minutes
- Volunteer to make budgets; learn Excel
- Volunteer to give presentations
- Volunteer to chair committees



Very Best Top-Five Career Tips

- 1. Stay current. Understand new industry terms.**

Top Online Resources

- New York Times [www.nytimes.com]
- ClickZ [www.clickz.com]
- MediaPost [www.mediapost.com]
- MarketingPower [www.marketingpower.com]

The New York Times
ON THE WEB

Very Best Top-Five Career Tips

1. Stay current. Understand new industry trends & terms.
2. **Intern & Volunteer**

Famous Former Interns



- Before Harvard University, before Microsoft, 17-year-old Gates spent a summer as a congressional page. A budding entrepreneur, he sold outdated campaign buttons as collectors' items.

Famous Former Interns



- During her sophomore year at the University of Tennessee, Winfrey worked at WTVF-TV -- the CBS affiliate in Nashville. She was hired on to co-anchor the news from 1973-1976.

Famous Former Interns



- Former New York Knick Ewing, while a basketball star at Georgetown University, spent the summer of 1983 interning for the Senate Finance Committee. During his internship he met his now ex-wife, Rita, who was interning for then Senator Bill Bradley.

Famous Former Interns



- Shields volunteered at the zoo through an internship program at her N.J. high school before heading off to Princeton University, where she studied French.

Famous Former Interns



- Foster was already a celebrity before her summer of '82 internship at Esquire, but that didn't give her special treatment. Primarily doing office work, Foster realized the world of 9-to-5 wasn't for her.

Famous Former Interns



- Before starting his broadcast journalism career, Williams, a college dropout, worked as an intern during the Jimmy Carter Administration.

Famous Former Interns



- Johnson worked in Mademoiselle's fabric library after graduating from Syracuse in 1964. She started making clothes out of the fabric no one wanted and sold them out of the building's ladies room.

Tips for Interns & Volunteers

- Negotiate a good title for your resume
- Investigate if the field is a good career fit
- Develop industry and company connections
- Be low maintenance, observe, contribute
- Treat it as a 'real' job
- Best Tip: Volunteer for a non-profit



Very Best Top-Five Career Tips

1. Stay current. Understand new industry trends & terms.
2. Be an intern & volunteer.
3. **Develop cross-cultural abilities.**

Why be cross-cultural?



- “The marketing industry is now facing the biggest crisis it has ever faced.” – Simon Anholt
- Global marketplace / High demand for international skills.

Transnational Organization Job Links

Hofstede's Culture Dimensions

- **Power Distance: (PD)**
Distance between upper & lower levels of society.
- **Individualism: (IDV)**
Status of individual over value of collective.
- **Masculinity: (MAS)**
Masculine vrs. feminine traits in a culture.
- **Uncertainty Avoidance: (UA)**
Fear vrs. acceptance of the unknown.
- **Long-Term Orientation: (LTO)**
Emphasis on long-term good vrs. short-term gain.

Very Best Top-Five Career Tips

1. Stay current. Understand new industry trends & terms.
2. Be an intern & volunteer.
3. Develop cross-cultural abilities.
4. **Develop 21st Century job skills**

21st Century Skills

- Understand and communicate across multiple cultures
- Communication technologies and how they apply to teamwork in cross-cultural, decentralized settings
- Unique leadership skills in managing business teams in a global setting
- And the skillful art of "facilitating," or easing the complex processes by which organizations and teams accomplish work

Very Best Top-Five Career Tips

1. Stay current. Understand new industry trends & terms.
2. Be an intern & volunteer.
3. Develop cross-cultural abilities.
4. Develop 21st Century job skills.
5. **Love what you do, do what you love. Show your passion. ([article](#))**

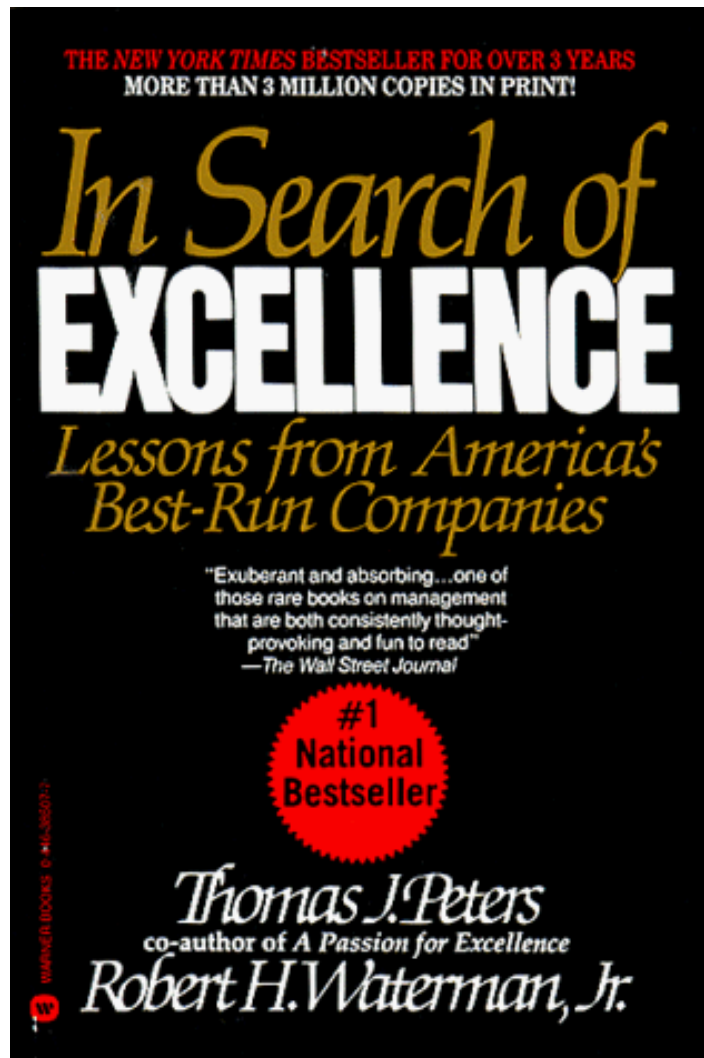
Pastor Mike & Skipper Steve: Top Three Tips for Right Living



- 1) Be good
- 2) Take care of problems when they're small
- 3) Ask lots of questions



Create Something New



*The world
doesn't need
more leaders
– it needs
more
creators.*

Career Links

- **International Development Jobs**
- **International Internships**
- **International Job Resources**
- **International Salary Information**
- **Craigslist**
- **Transnational Organization Job Links**
- **More on Course Web Site**



Use Me as Reference

Jobs, academic programs,
professional proposals, etc.

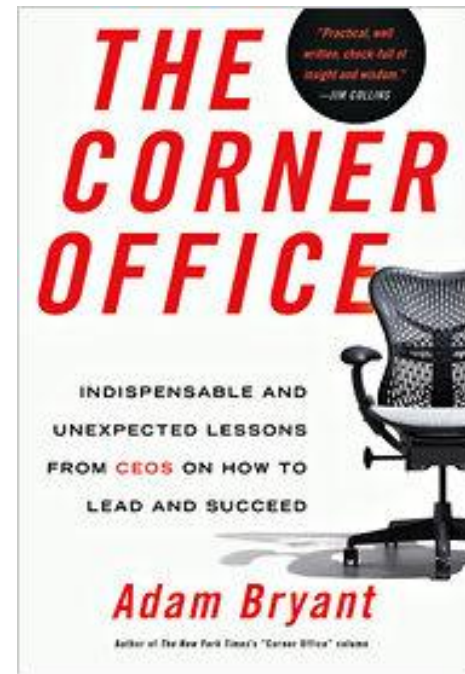
- Steven R. Van Hook, PhD
<http://wwmr.us>
steven@wwmr.us



Wisdom of CEOs

- Best tips from 70 world CEOs and top managers.

Presentation



Best Google Management Practices



Presentation