

RESOURCES FOR DEVELOPING YOUR CAREER JOURNEY

Overview

Equipping people with the develop your critical soft skills, job seeking skills and searching for jobs needed to gain employment in the digital economy gives them a greater chance of being successful. This lesson provides an overview of basic skills and resources related to career development on the Internet.

Objectives for Adult Learners:

After participating in this lesson, adult learners will be able to:

- List different skills needed for success in current or future job position
- Identify different online resources (videos, courses, etc.) that can assist in the development of the job-related skills
- Name practical tips and information related to interviewing for a job
- Apply the knowledge gained to demonstrate proficiency in interviewing by using AI to evaluate interview question responses

Objectives for 4-H Tech Changemakers:

Before teaching this lesson, the 4-H Tech Changemakers should be able to:

- Describe the importance of developing skills related to current or future job positions
- Explain the steps of searching and completing a digital skills course
- List practical tips and information related to interviewing for a job
- Demonstrate interviewing skills

It is recommended for 4-H Tech Changemakers to practice these skills multiple times (using different devices, if possible) before teaching any workshop sessions.

Materials & Supplies

The following materials and supplies are needed for this lesson:

- Digital devices: computers, tablets, smartphones (activity 1, activity 2)
- Projector/Screen (recommended) - for demonstrating technology skills
- Access to the Internet (activity 1, activity 2)
- Interview Basics handout (activity 2)

Preparation

In preparation for this lesson, facilitators should:

- Review lesson plan
- Ensure Internet connectivity at workshop location and check website links
- Gather all materials and supplies
- Copy any handouts, if needed

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Lesson Implementation Ideas:

Depending on the teaching setting and amount of time you have, there are a variety of ways to implement these activities. Suggestions include:

DELIVERY MODE	Face-to-Face	Face-to-Face	Face-to-Face	Exhibit	Virtually
TIME	30 minutes	1 hour	2-part series	10-15 minutes	1 hour
SUGGESTED ACTIVITIES	Activity 1 -or- Activity 2	Activities 1-2 (with emphasis on Activity 2)	Part 1: Activity 1 Part 2: Activity 2	Activity 1	Activities 1-2

Terminology:

The following terms will be discussed during the lesson:

- **Employability skills:** the transferable skills needed by an individual to make them a desirable candidate for a job and overall quality employee when hired.
- **Interview:** a meeting of people to learn information, especially in the context of one applying for a job.
- **Soft Skills:** refer to a broad set of skills, competencies, behaviors, attitudes, and personal qualities that enable people to effectively navigate their environment, work well with others, perform well, and achieve their goals.
- **Technical Skills:** refer to specific knowledge that an employee needs to be successful in a particular job or role.

Background Information:

This lesson provides an overview of basic skills and resources related to career development on the Internet. Employability skills can be defined as the transferable skills needed by an individual to make them a desirable candidate for a job and overall quality employee when hired. Employability skills can be categorized as either soft skills or knowledge-specific skills. Employers often outline a set of skills that they want from an employee. Employability skills are often developed through formal experiences (classes, seminars, etc.) and non-formal experiences (projects, group tasks, etc.).

Soft skills refer to a broad set of skills, competencies, behaviors, attitudes, and personal qualities that enable people to effectively navigate their environment, work well with others, perform well, and achieve their goals. These skills are broadly applicable and complement other skills such as technical, vocational, and academic skills, (Lippman, L. H., Ryberg, R., Corney, R., and Moore, K. A., 2015). The term 'soft skills' was created by the U.S. Army in the late 1960s to refer to any skill that did not employ the use of machinery.

Hard skills or knowledge-related skills refer to specific knowledge that an employee needs to be successful in a particular job or role. Hard skills are technical knowledge or training that people have gained through experience. Many times, this knowledge is required before the person is employed.

ACTIVITY 1: Developing Skills Through Courses

In order to gain employment or advance in their employment journey, a person will want to develop critical skills through a variety of professional development opportunities. Before choosing a personal learning path, a person should create a short list of the goals/skills they hope to accomplish as part of this process.

For example, someone wanting to become a customer support specialist would need to know how to

- Build key listening skills so your customers feel heard.
- Develop your customer service problem-solving skills.
- Learn to de-escalate challenging situations.

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Many times, the skills a person needs are going to be noted on a job listing, position description, etc.

Participants should make a list of desirable skills and characteristics that could enhance a person's existing role or help them be successful as they try to get a new job or position.

LinkedIn Learning offers a variety of different learning paths, courses, and videos about skills related to employment: <https://www.linkedin.com/learning/>. LinkedIn Learning accounts are free for the first month, and then users can pay monthly/annual subscription fees. Many times, employers pay for large group accounts so that their employees can access the courses for free.

A **video** is simply a one-time learning experience that shares about a particular topic. A **course** gives you focused instruction on a specific topic (ex. how to use data analytics). **Learning paths** will provide several courses focused around a larger topic. Some examples of learning paths are Become a Web Developer, Master Microsoft Excel, or Improve Your Presentation Skills. Depending on a person's interest, current and desired skillset, and/or time commitment, they may choose to only watch a video, participate in a course, or complete a learning path. All learning opportunities are self-paced, meaning a person can complete at their leisure.

There are a few ways to search for different resources on LinkedIn Learning.

- The **browse** feature organizes the resource (video, course, learning path) based on three large categories: business, creative, and technology. After selecting one of these large categories (ex. business), the resources are then further sub-categorized (ex. business analytics and strategy, business software and tools, career development, customer service, finance and accounting, human resources, etc.). The browse feature is a great tool to use if people are not quite sure to first topic in their learning journey.
- The **search** bar at the top of the website provides users the ability to type in specific skills, programs, etc., in which someone wants to develop (ex. task lists).
 - » After completing the initial search, filters are provided on the left-side of the screen. You can search by the type of resource (video, course, learning path), the level (beginner, intermediate, advanced), time commitment needed, software, subjects, etc.
 - » For example, if someone wants to learn the basics about using task lists in a short amount of time, they can use to filters to find the best resources to meet their needs.

It is recommended to demonstrate how to create an account, search for the courses, sign-up and start a course, access materials, etc.

Participants can also set progress goals in LinkedIn Learning and be able to track their completion and successes. The "My Learning" page (accessed through the top left corner) allows participants to see courses in progress, saved courses that are not started, learning history/transcript, skills developed, and recommendations from your organization (if applicable).

Other platforms for learning content and skills include:

- Coursera
- Skillshare
- Udemy
- Edx
- Pluralsight
- Future Learn

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Participants should make a list of 3 desired skills for their current job or a future position they are interested in obtaining. Using LinkedIn Learning or another e-learning platform, participants should search for courses that would be helpful for them in obtaining those skills. If time permits, participants could begin the course, read materials, watch videos, etc. At the end of the session, participants could share about their desired skills and what courses they plan to take to aid in the process. This sharing activity could be valuable, especially if multiple participants are interested in obtaining the same skills. They could hear about each other's learning path, potentially finding new resources to aid them in their journey.

ACTIVITY 2: Interviewing Competencies via Artificial Intelligence

Many times, employers will interview potential job candidates to learn more about them. Interviews are your chance for people to share their about their skills, knowledge, abilities, and prior experiences. Interviews may be face-to-face or conducted via a video conferencing platform (like Zoom or Teams).

Before an interview, people should ...

Review common interview questions. Come prepared with stories that relate to the skills that the employer wants, while emphasizing your: strengths, willingness to work and flexibility, leadership skills, ability and willingness to learn new things, contributions to the organizations in which you have worked or volunteered, and creativity in solving problems and working with people.

Figure out in advance how well you qualify for the job. For each requirement listed in the job posting, write down your qualifications. This can show you if you lack a particular skill. Plan how you will address this in the interview so you can convince the interviewer that you can learn the skill.

Make a short list of questions that you would like to ask during the interview. Pick questions that will demonstrate your interest in the job and the company. This might include commenting on the news you learned from the company website, and then asking a question related to it. Also ask questions about the job you will be expected to perform, like: what are the day-to-day responsibilities of this job, how will my responsibilities and performance be measured, could you explain your organizational structure, what is the organization's plan for the next five years?

Be prepared. On the day of your interview, plan your schedule so you arrive 10 to 15 minutes early. Go by yourself and look professional. Dress in a manner appropriate to the job. Leave your MP3 player, coffee, soda, or backpack at home or in your car. Turn off your cell phone. Remember to be warm, friendly, and exciting!

If you are interviewing via video conference platform, you will still want to dress appropriately and ensure your background is neat, professional, and organized. Ensure you have a strong Internet connection and nothing distracting (other people, pets, TV, etc.)

End the interview with a good impression. A positive end to the interview is another way to ensure your success. Be courteous and allow the interview to end on time. Restate any strengths and experiences that you might not have emphasized earlier. Don't forget to send a thank-you note or e-mail after the interview.

It is important for someone to practice their responses to common interview questions. Responses should be clear and concise while also sharing about knowledge, skills, and abilities. LinkedIn Learning offers instant, artificial intelligence (AI) feedback on the delivery of your answer to 26 common interview questions. The questions can be answered by uploading a video or typing a response. [AI Interview Feedback](#)

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The AI tool will tell you the following with a video upload:

- Word/minute – your pace of speaking
- Pitch variation
- Filler words – your use of words like “um”
- Sensitive phrases
- Speech refinement
- Answer tips

You can only view the feedback data from the browser and device that you recorded your video answer from. You won't be able to view feedback data for a video answer after you log out of LinkedIn, if you clear your browser's local storage, or if you log in using another browser or device.

In addition to the AI feedback, you can request personal feedback from your LinkedIn connections (people that you know/are “linked” to through the social media platform).

It is recommended to demonstrate how the AI feature works for recording video answers or submitting a written answer. The majority of this activity should be spent allowing participants to practice answering interview questions on their devices or a device that you provide.

Reflection:

While the intent is to build skills related to employability, the facilitator needs to lead a debrief discussion at the end of the lesson. Potential debrief questions could include:

- What are some of the important skills to have related to your current position or a future position you are interested in obtaining?
- How can different Internet-based resources to improve your career?
- What are some considerations to remember for an interview?
- How can you use AI to improve to your oral or written communication skills?

Connection to LinkedIn Learning:

• **Gaining Skills with LinkedIn Learning Course:**

- » With LinkedIn Learning, anyone can gain new skills. We offer expert-led, anytime training that you can take at your own pace, with tools and features to fit almost any learning style. Use this course to discover how you learn best and how LinkedIn Learning can help you set and achieve your personal and professional goals. Staff author Oliver Schinken shows how to use LinkedIn Learning alongside cutting-edge, brain-based research to pinpoint the skills you want to learn, find the training to reach your goals, and make the knowledge stick. Discover which skills are in demand and how to showcase what you've learned on LinkedIn.
- » Duration: 33 minutes
- » Level: Beginner



LinkedIn Learning

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- **Video Interview Tips:**

- » Video interviews are an important part of today's recruiting process. Love them or hate them, they're not going away. This course teaches job seekers like you how to ace your next video interview. Learn why companies use video interviews and the difference between one-way and interactive video interviews. Instructor Jenny Foss—of the popular career site JobJenny.com—also shows how to set up your environment and leverage the technology to put your best foot forward. Plus, find out how to practice for a video interview before the big day, so you're comfortable and confident in front of the camera.
- » Duration: 24 minutes
- » Level: Beginner



LinkedIn Learning

- **Digital Body Language:**

- » People rely on body language and tone to grasp the real meaning of messages. Without these cues, we misunderstand each other more quickly, argue more, and walk away faster from relationships. In the virtual world—where most business is conducted—it's even harder to communicate. If you want to build closer relationships with colleagues and clients, digital body language is your solution. Join collaboration expert Erica Dhawan as she explains how to use digital body language to close the empathy gap between you and your team. Learn why it's important to always assume the best intent in others, and find out how to carefully craft your responses, communicate your feelings, and negotiate delicate power dynamics. With these tips, you can take charge of your communications online and off.
- » Duration: 25 minutes
- » Level: Beginner



LinkedIn Learning

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Job Interviewing Basics

An interview is a meeting of people to learn information, especially in the context of one applying for a job. Interviews may also happen when people are awarding grants, scholarships, and other recognitions. Interviews are the chance for people to share their about their skills, knowledge, abilities, and prior experiences. Interviews may be face-to-face or conducted via a video conferencing platform. Here are some tips to remember before, during, and after an interview.

Before a job interview, you should ...



Review common interview questions. Come prepared with stories that relate to the skills that the employer wants, while emphasizing your: strengths, willingness to work and flexibility, leadership skills, ability and willingness to learn new things, contributions to the organizations in which you have worked or volunteered, and creativity in solving problems and working with people.



Figure out in advance how well you qualify for the job. For each requirement listed in the job posting, write down your qualifications. This can show you if you lack a particular skill. Plan how you will address this in the interview so you can convince the interviewer that you can learn the skill.



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Complete the **Gaining Skills with LinkedIn Learning Course** to learn more about the learning opportunities provided by this resource.