

## Why Investigate the World of Work?

You need to investigate the world of work for a number of reasons. The most important is to determine what occupations and jobs best match your skills, interests, values, and personality. You could just comb through the “want ads” in the newspaper, but that’s letting the world randomly match you with a job. To ensure that you find a job in which you will excel and find enjoyment, you must take a proactive role in finding the job that is a good fit.

By investigating the world of work, you’ll learn about the hiring process from the perspective of the employer. You may be surprised when you find their concerns to be quite different from your own. Understanding the employer’s concerns will make you a more competitive job candidate. In the interview, for example, you will be able to verbalize specifically how you can help address the employer’s various concerns.

There are several other important reasons to investigate the world of work:

- You’ll obtain realistic and accurate information about different occupations.
- You’ll have an idea of what educational classes and training to pursue.
- You’ll gain confidence by becoming familiar with the language and concerns of the world of work — an important quality in any job search.
- You’ll hear about the “hidden” job market — jobs that are available but have not been advertised.
- You’ll learn how and where to apply for jobs.
- You’ll make numerous contacts and when you’re ready to look for work, you’ll know who to call.
- You’ll identify work industries that interest you and can use your skills.
- You’ll learn about recent job trends, the fastest-growing jobs, and other information that can affect your career planning.

