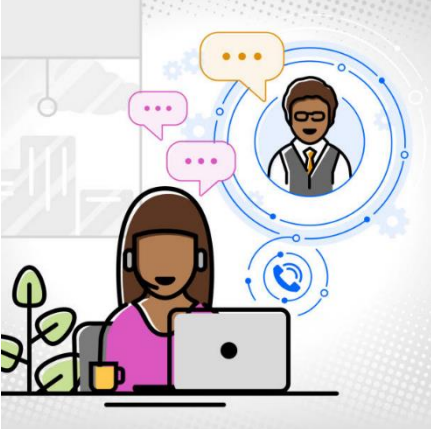

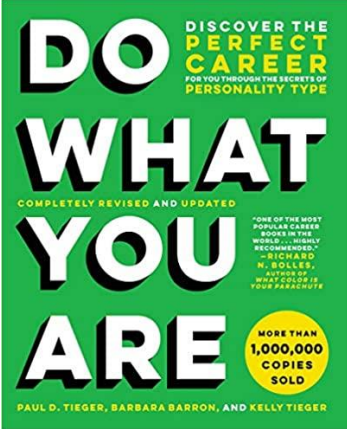
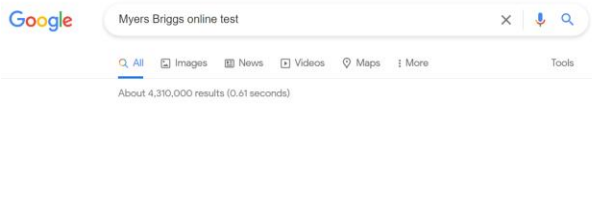



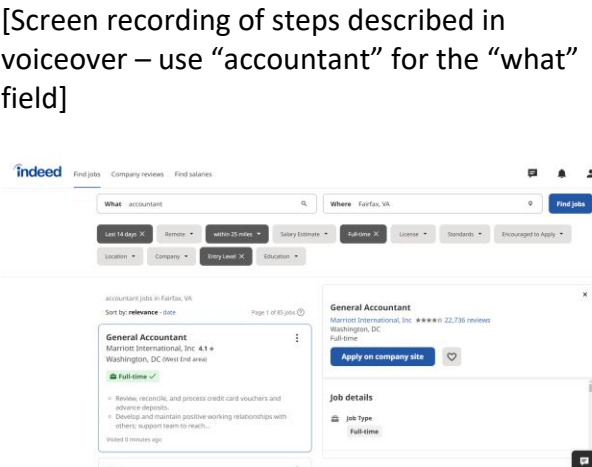



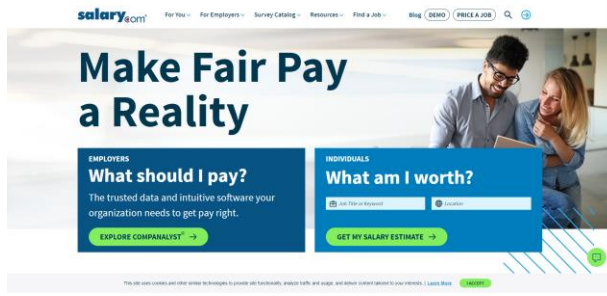
## How to Choose a Career Path that Fits




	Text Overlay	Visual	Voice Over
1	How to Choose a Career Path that Fits		<p>Unsure about which career path fits best?</p> <p>Today we will talk about a proven process for choosing a satisfying, successful career path.</p>
2			<p>Because we spend so much time working, it is important that we pursue a career that is a good fit.</p>
3	<p>[Emphasize with VO]</p> <ul style="list-style-type: none"> <li>- Personality</li> <li>- Interest</li> <li>- Aptitude</li> <li>- Requirements</li> <li>- Income potential</li> <li>- Job market</li> </ul>		<p>Today we will talk about several aspects of career satisfaction:</p> <ul style="list-style-type: none"> <li>- Personality</li> <li>- Interest</li> <li>- Aptitude</li> <li>- Requirements</li> <li>- Income potential</li> <li>- and the job market</li> </ul>

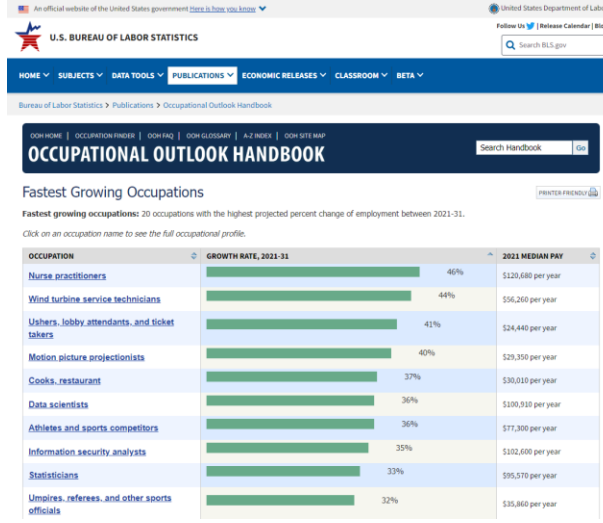

	Text Overlay	Visual	Voice Over								
4	[Movement of visual elements during VO]		Then we will explore ways to find out what your top career choices are like day-to-day.								
5			After completing this process, you will better understand which career paths will most likely bring you satisfaction and success.								
6	<p>Personality</p> <p>[Emphasize or fly in each quadrant as it is introduced in the VO]</p>	<p>MTBI PERSONALITY TYPES KEY</p> <table border="0" data-bbox="800 1065 1329 1414"> <tr> <td data-bbox="800 1065 968 1133"><b>E</b> EXTROVERTS</td> <td data-bbox="1104 1065 1272 1133"><b>S</b> SENSORS</td> </tr> <tr> <td data-bbox="800 1149 968 1218"><b>I</b> INTROVERTS</td> <td data-bbox="1104 1149 1272 1218"><b>N</b> INTUITIVES</td> </tr> <tr> <td data-bbox="800 1263 968 1331"><b>T</b> THINKERS</td> <td data-bbox="1104 1263 1272 1331"><b>J</b> JUDGERS</td> </tr> <tr> <td data-bbox="800 1347 968 1414"><b>F</b> FEELERS</td> <td data-bbox="1104 1347 1272 1414"><b>P</b> PERCEIVERS</td> </tr> </table>	<b>E</b> EXTROVERTS	<b>S</b> SENSORS	<b>I</b> INTROVERTS	<b>N</b> INTUITIVES	<b>T</b> THINKERS	<b>J</b> JUDGERS	<b>F</b> FEELERS	<b>P</b> PERCEIVERS	<p>First, we will consider personality. The Myers-Briggs Personality Type Indicator breaks down the personality into four categories:</p> <ul style="list-style-type: none"> <li>• Extroverts or introverts</li> <li>• Sensors or Intuitives</li> <li>• Thinkers or Feelers</li> <li>• And Judgers or Perceivers</li> </ul> <p>Based on a test, one letter from each category is chosen to produce a four-letter acronym.</p>
<b>E</b> EXTROVERTS	<b>S</b> SENSORS										
<b>I</b> INTROVERTS	<b>N</b> INTUITIVES										
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<b>F</b> FEELERS	<b>P</b> PERCEIVERS										

	Text Overlay	Visual	Voice Over
7	Personality		<p>From your local library or bookseller, get a copy of</p> <p><b>Do What You Are</b> By Paul Tieger, Barbara Barron, and Kelley Tieger</p> <p>At the beginning of the book, you will be guided through a self-assessment to determine your personality type.</p>
8	Personality  [Show animation of typing “Myers Briggs online test into Google search bar]		<p>If, after taking the self-assessment, you are not sure that you have the correct personality type, you can search online for Myers Briggs online test to find a more formal assessment.</p>
9	Personality		<p>When you know your type, read the corresponding chapter in <b>Do What You Are</b> and read it carefully.</p> <p>This will provide details about a range of fields and careers you are likely to find satisfying.</p>

	Text Overlay	Visual	Voice Over
10	Interest		<p>From the careers listed, make a list of the careers that match your interests.</p>
11	Aptitude		<p>Now, from the list of careers that interest you, think about the experiences you have had to date with the subject – even if it was in school.</p> <p>Having some positive experience in a career field indicates that you likely have the aptitude – or a natural ability – to excel in this field.</p>
12	Requirements	<p>[Screen recording of steps described in voiceover – use “accountant” for the “what” field]</p> 	<p>Now it is time to see what is required for your short list of possible careers.</p> <p>Go to <a href="https://www.indeed.com">Indeed.com</a></p> <p>In the <b>What</b> field type, one of the job titles on your list.</p> <p>Under <b>Date Posted</b>, Select Last 14 days</p> <p>Under <b>Job Type</b>, select Full-Time</p> <p>Under <b>Experience Level</b>, select Entry Level</p> <p>Click <b>Find Jobs</b></p>

	Text Overlay	Visual	Voice Over
13	Requirements	<p>[Present 3-5 screenshots in rotation of the required qualifications sections of the jobs in the indeed.com search results]</p>  <p><b>Staff Accountant (5266)</b>  American University ★★★★★ 242 reviews  Washington, DC 20016  Full-time</p> <p><a href="#">Apply on company site</a> </p> <p><b>Required Education and Experience</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in related field</li> <li>• 1-3 years of experience</li> <li>• Must have work experience which demonstrates the necessary skills and abilities needed to perform the job.</li> </ul>	<p>Go through the first 5 or 10 search results and look at the required qualifications. Make a list of the requirements that are common among them.</p> <p>Do this for every job on the list of careers for which you have a personality fit, interest, and aptitude.</p> <p>Review the results to consider how long it would take you to acquire the required qualifications and how much time and money it would require.</p>
14	Income Potential	<p>[screen recording of the steps described in the VO]</p>  <p>salary.com For You For Employers Survey Catalog Resources Find a Job Blog DEMO PRICE A JOB</p> <p><b>Make Fair Pay a Reality</b></p> <p><b>EMPLOYERS</b>  <b>What should I pay?</b>  The trusted data and intuitive software your organization needs to get pay right.  EXPLORE COMPANALYSTS</p> <p><b>INDIVIDUALS</b>  <b>What am I worth?</b>  <input type="text"/> <input type="text"/>  GET MY SALARY ESTIMATE</p>	<p>Now, we can compare the income potential for each of your prospective career paths.</p> <p>Go to <b>salary.com</b></p> <p>Under <b>What am I worth?</b></p> <p>Type in one of your prospective job titles</p> <p>Type in the nearest major city</p> <p>Click on <b>Get My Salary Estimate</b></p>

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15	Income Potential	<p>[screen recording of scrolling down the job descriptions and then clicking on one to show the salary and benefits]</p>  <p>The screenshot shows a job listing for 'Accountant II' in Washington, DC. It features a salary distribution chart with a median salary of \$76,158. Below the chart is an interactive tool titled 'How much are you worth?' with dropdown menus for Education, Years of Exp., Direct Reports, and Performance.</p>	<p>Your search results will include the title you specified and many others that are related to it.</p> <p>Each job title describes the position, including the level of responsibility and qualifications required.</p> <p>This is a way to visualize the possible positions you could move into as your career advances.</p> <p>Also, if you click on any job titles, it will show you the pay range for that job in the location you specified.</p>												
16	Job Market	 <p>The graphic consists of numerous interlocking gears in various colors (blue, red, yellow, green, purple). Each gear contains a different icon representing business or industry concepts, such as a thumbs up, a target, a lightbulb, a dollar sign, a globe, and a bar chart.</p>	<p>Now that you know which jobs you would be best suited for, their requirements, and your income potential, the next critical factor is the job market.</p> <p>Because the job market is closely tied to the economy, you will want to look for experts' projections for future job prospects in all the fields you are considering.</p>												
17	Job Market	 <p>The screenshot shows a Google search for 'growing careers'. The top result is from the Bureau of Labor Statistics, titled 'Fastest Growing Occupations - Bureau of Labor Statistics'. It includes a table with the following data:</p> <table border="1" data-bbox="913 1360 1325 1425"> <thead> <tr> <th>OCCUPATION</th> <th>GROWTH RATE, 2021-31</th> <th>2021 MEDIAN PAY</th> </tr> </thead> <tbody> <tr> <td>Nurse practitioners</td> <td>46%</td> <td>\$120,680 per year</td> </tr> <tr> <td>Wind turbine service technicians</td> <td>44%</td> <td>\$56,260 per year</td> </tr> <tr> <td>Ushers, lobby attendants, and ticket takers</td> <td>41%</td> <td>\$24,440 per year</td> </tr> </tbody> </table>	OCCUPATION	GROWTH RATE, 2021-31	2021 MEDIAN PAY	Nurse practitioners	46%	\$120,680 per year	Wind turbine service technicians	44%	\$56,260 per year	Ushers, lobby attendants, and ticket takers	41%	\$24,440 per year	<p>Begin with an online search for “growing careers.”</p> <p>You will find several sources that list jobs for which there is strong demand today.</p>
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19	Summary		<p>Wow, that was a lot of information. Let's go over it one more time.</p>																																	
20	#1 Personality	[fly in the font on a designed background to match with voice-over]	Number 1 – Find your personality type to identify career paths that best fit YOU.																																	
21	#2 Interest	[fly in the font on a designed background to match with voice-over]	Number 2 – Select the career paths that interest you.																																	
22	#3 Aptitude	[fly in the font on a designed background to match with voice-over]	Number 3 – Consider your experience with the career paths that interest you.																																	

	<b>Text Overlay</b>	<b>Visual</b>	<b>Voice Over</b>
23	#4 Requirements	[fly in the font on a designed background to match with voice-over]	Number 4 – Determine what requirements will be needed to qualify for each career path.
24	#5 Income Potential	[fly in the font on a designed background to match with voice-over]	Number 5 – Explore the income potential for your prospective career paths.
25	#6 Job Market	[fly in the font on a designed background to match with voice-over]	Number 6 – Ensure that there is a demand in the market for the career path you desire.
26		Questions? Feedback? Please get in touch with us at <a href="mailto:wordsmith@nkomitsky.com">wordsmith@nkomitsky.com</a> .	We sincerely hope that you have found <b>How to Choose a Career Path that Fits</b> informative and useful.
27		Thank You	