

# Career Exploration Guide

## Labor Market Research



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# Career Exploration Guide – Labor Market Research

Name: \_\_\_\_\_ Date: \_\_\_\_\_

This guide is a tool to help you explore and collect relevant information so that you can determine the feasibility of your career choice, your training needs, and your future income. Take the time to thoughtfully and thoroughly answer these questions. **Remember, this is your future.**

## Focus

1. What is the title of the occupation you are investigating? \_\_\_\_\_
  - a. What are the related titles for this position? \_\_\_\_\_
  - b. Is this a skill upgrade or a career change? \_\_\_\_\_

## Information about the position

2. What does a typical workday look like? *(if needed go to Onetonline.org, perplexity.ai, etc.)*
  - a. Do you have any experience that could transfer into this position?
  
  
  
  
  
  
  
  
  
  
  - b. If you are making a career change, why do you want to enter this new field? What excites you about the field and what are some challenges you may face?

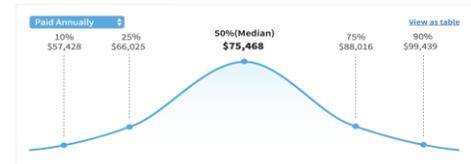


## Salary Information

3. What is the minimum hourly wage you need to meet your normal living expenses? \_\_\_\_\_

a. How many years of work experience do you have in the field you are researching? \_\_\_\_\_

b. What is the pay for this job at your level?



- Range: \$ \_\_\_\_\_ to \_\_\_\_\_ per hour
- Annual salary: \$ \_\_\_\_\_ (hourly wage x 2,080 hours)

## Local Labor Market

*What skills, education, and experience do I need to be marketable?*

- **Collect 10 detailed job postings** for the same job title/function (use more job postings for a more detailed matrix); **list them** on the *Skills Matrix: Job Descriptions* page (p.3).
- **Complete the Skills Matrix** (p.4):
  - Determine whether you possess the experience and education required for each position.
  - List all skills mentioned in the postings and identify which postings require which skills;



**Job Postings Addendum:** You may want to copy and paste 10 *full* job ads into a separate Google Docs or Microsoft Word document. Use job postings that are at the same job title/level of education and experience.

**Job #1** Job Title/Company:

**Job #2** Job Title/Company:

**Job #3** Job Title/Company:

**Job #4** Job Title/Company:

**Job #5** Job Title/Company:

**Job #6** Job Title/Company:

**Job #7** Job Title/Company:

**Job #8** Job Title/Company:

**Job #9** Job Title/Company:

**Job #10** Job Title/Company:





## Informational Meetings [Future Contacts]

We encourage you to speak to **three (3) people** who are knowledgeable about the current labor market and the position for which you are seeking training (hiring managers, recruiters, someone doing the job). **Use the attached worksheets** to record the following information for each interview.

- **Name of person interviewed**
- **Current position & company**

Ask your contacts the following questions:

- What are your current job responsibilities/tasks?
- What skills, certifications, and education are required for this job today?
- Inform your contact of your current background and ask, "With my background, what challenges will I face in finding a job in this field?"
- What do you recommend I do to help me get a job in this field?

*You may ask and include information from the additional questions at the end of the workbook.*



## Informational Meeting 1

Contact information:

Full Name \_\_\_\_\_ Company \_\_\_\_\_

Job Title \_\_\_\_\_

1. What are your current job responsibilities/tasks?
2. What skills, certificates, and education are required for this job today?
3. Inform your contact of your current background and ask, "With my background, what challenges will I face in finding a job in this field?"
4. What do you recommend I do to help me get a job in this field?
5. Anything else that you think that I should know about this field or needed training?  
**(Optional)**



## Informational Meeting 2

Contact information:

Full Name \_\_\_\_\_ Company \_\_\_\_\_

Job Title \_\_\_\_\_

1. What are your current job responsibilities/tasks?
2. What skills, certificates, and education are required for this job today?
3. Inform your contact of your current background and ask, "With my background, what challenges will I face in finding a job in this field?"
4. What do you recommend I do to help me get a job in this field?
5. Anything else that you think that I should know about this field or needed training?  
**(Optional)**



## Informational Meeting 3

Contact information:

Full Name \_\_\_\_\_ Company \_\_\_\_\_

Job Title \_\_\_\_\_

1. What are your current job responsibilities/tasks?
2. What skills, certificates, and education are required for this job today?
3. Inform your contact of your current background and ask, "With my background, what challenges will I face in finding a job in this field?"
4. What do you recommend I do to help me get a job in this field?
5. Anything else that you think that I should know about this field or needed training?  
**(Optional)**



## Evaluate the Labor Market Information

1. What strengths and experience do you bring to the job posting you reviewed?
2. What skills do you have that the market wants?
3. What skills do you need to gain?
4. What plan can you put into place to gain the skills you need?
5. Who can you network with to gain greater access to the roles and companies you want?



**Please consider meeting with a Career Advisor to review your research and plan for your marketability.**

