



# Job Search Strategies for the Future of Work in 2024

This slide introduces the topic of job search strategies for the future of work in 2024, highlighting the key areas that will be covered in the presentation.



**Presenter:**  
**Sarai Maldonado**  
MBA, '99  
**Career Counselor**

- CSUSB BA Sociology '99
- University of Redlands- MBA
- 15 years in Higher Education
- 20 years in Industry

My work and purpose is to guide and support individuals to attain social and economic mobility through higher education.



# Introduction



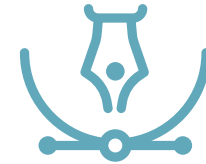
## The Future of Work in 2024

Examine how the job market and workforce are expected to evolve by 2024, including emerging trends and challenges.



## Effective Job Search Strategies

Explore proven techniques and best practices for successfully navigating the job search process in the changing work landscape.



## Leveraging Digital Tools

Understand how to effectively utilize digital platforms, online resources, and technology to support your job search.

This presentation will provide a comprehensive overview of the job search strategies and skills needed to thrive in the future of work in 2024.



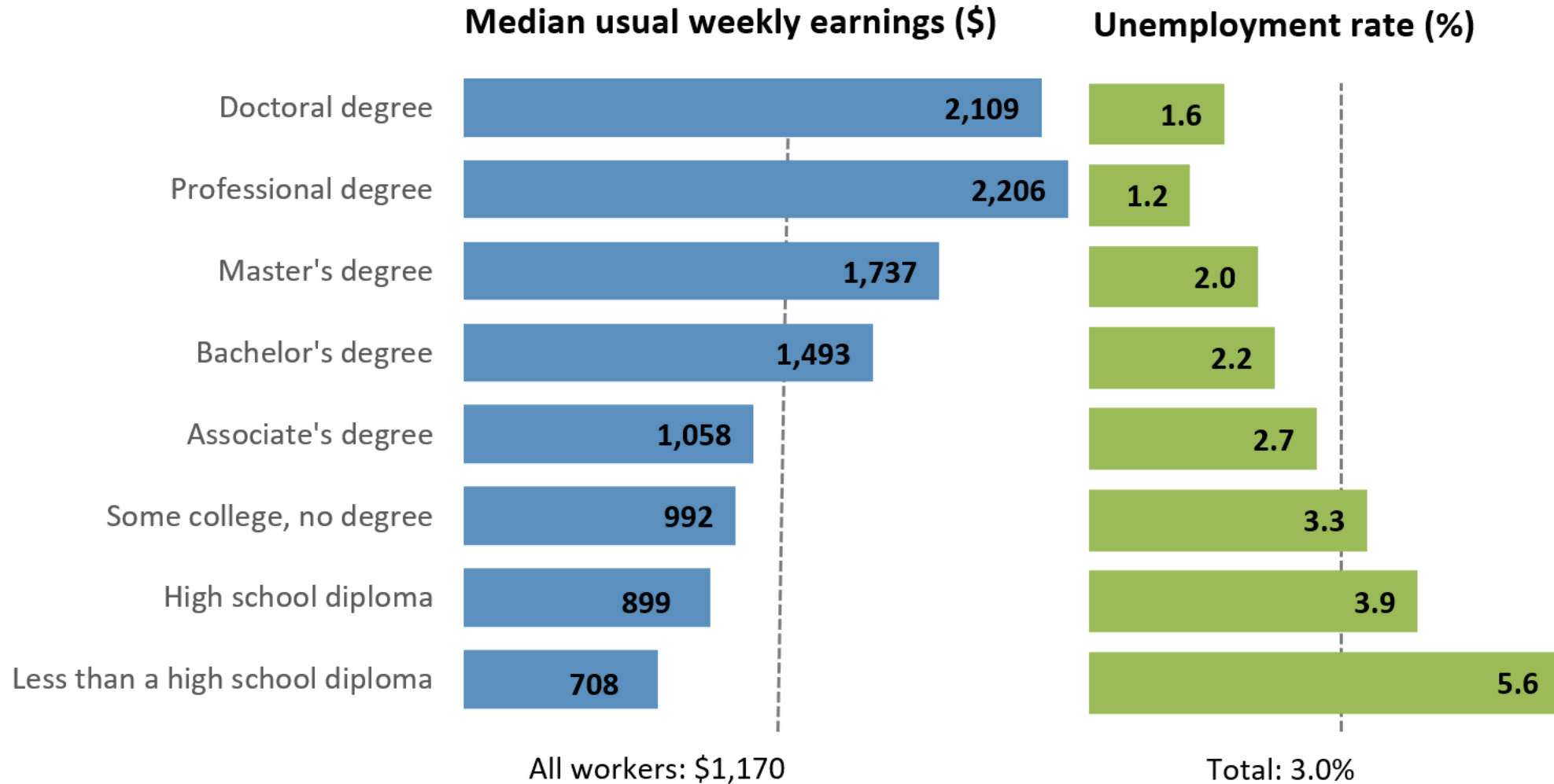
FASTEST GROWING OVERALL

# Top 10 Occupations Projected to Add the Most Jobs

	Employment change, projected 2022–32 (in thousands)	Percent change, projected 2022–32	Median annual wage, May 2023
Home health and personal care aides	804.6	21.7	\$33,530
Software developers	410.4	25.7	\$132,270
Cooks, restaurant	277.6	20.4	\$35,780
Stockers and order fillers	178.6	6.3	\$36,390
Registered nurses	177.4	5.6	\$86,070
Laborers and freight, stock, and material movers, hand	158.8	5.3	\$37,660
General and operations managers	147.3	4.2	\$101,280
Medical and health services managers	144.7	28.4	\$110,680
Light truck drivers	133.8	11.5	\$42,470
Financial managers	126.6	16.0	\$156,100

Note: Wage data are from the Occupational Employment and Wage Statistics program, U.S. Bureau of Labor Statistics

# Earnings and unemployment rates by educational attainment, 2023



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

# The Changing Landscape of Work

## ● Rise of Remote Work

The shift to remote and hybrid work models, enabled by advancements in communication and collaboration technologies.

## ● Gig Economy Expansion

The growth of the gig economy, with more people engaging in freelance, contract, and on-demand work.

## ● Workforce Diversity

The emphasis on building diverse and inclusive workforces to tap into a wider range of perspectives and experiences.

## ● Automation and AI Integration

Increasing use of automation, artificial intelligence, and machine learning to augment and replace certain job tasks.

## ● Upskilling and Reskilling

The need for workers to continuously upskill and reskill to adapt to evolving job requirements and technological changes.

# Building a Versatile Skill Set

- **Adaptability and Lifelong Learning**  
Develop the ability to quickly learn new skills and adapt to changing job requirements and technology advancements.
- **Digital Literacy**  
Become proficient in using a wide range of digital tools, software, and platforms to enhance your productivity and versatility.
- **Critical Thinking and Problem-Solving**  
Cultivate the capacity to analyze complex problems, think creatively, and devise innovative solutions.
- **Entrepreneurial Mindset**  
Foster an entrepreneurial spirit that embraces risk-taking, identifies opportunities, and demonstrates initiative and resourcefulness.
- **Effective Communication**  
Hone your verbal, written, and interpersonal communication skills to collaborate efficiently with diverse teams and stakeholders.

# NACE Core Competencies

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## Get started with the Grow with Google HSI Career Readiness Program

The [Grow with Google HSI Career Readiness Program](#) is intended to help students, like you, develop the digital skills they need to find and secure internships and jobs that will help them build successful careers. Here's how to get started:



“The future belongs to the adaptable.”

- LEON C. MEGGINSON

# Leveraging Online Networking



# Embracing the Gig Economy

The gig economy has transformed the traditional employment landscape, offering individuals greater flexibility and autonomy in their work. Freelance and contract roles have become increasingly prevalent, empowering people to pursue diverse career paths and supplement their income. This shift towards on-demand, project-based work presents new opportunities for those seeking to capitalize on their skills and expertise.



# Continuous Learning

## Industry Trends

Stay informed about the latest developments, technologies, and best practices within your industry through industry publications, online forums, and networking events.

## Online Courses

Enroll in online courses, such as those offered by Coursera, Udemy, or edX, to acquire new skills and knowledge relevant to your career goals.

## Certifications

Pursue industry-recognized certifications that demonstrate your expertise and commitment to professional development.

## Skill Gaps

Identify any skill gaps you have and actively work to fill them through targeted learning opportunities.

## Lifelong Learning

Adopt a mindset of continuous learning, always seeking opportunities to expand your knowledge and adapt to the evolving job market.

# Employer Insights

Top Skills in Demand	Hiring Trends
Cloud Computing	Hybrid work models becoming more prevalent
Cybersecurity	Increased focus on employee well-being and work-life balance

# Job Search Strategies

- **Networking and Leveraging Connections**

Build and maintain a strong professional network to uncover hidden job opportunities, get insider information, and gain referrals. Leverage connections on professional platforms like LinkedIn.
- **Optimizing Online Presence**

Ensure your online profiles, such as LinkedIn, showcase your skills, experience, and personal brand. Regularly update and engage with your network to enhance your digital visibility.
- **Targeted Job Search and Applications**

Research companies and roles that align with your career goals, and tailor your job applications to each opportunity. Effectively communicate your value proposition and fit for the position.
- **Developing Unique Skills**

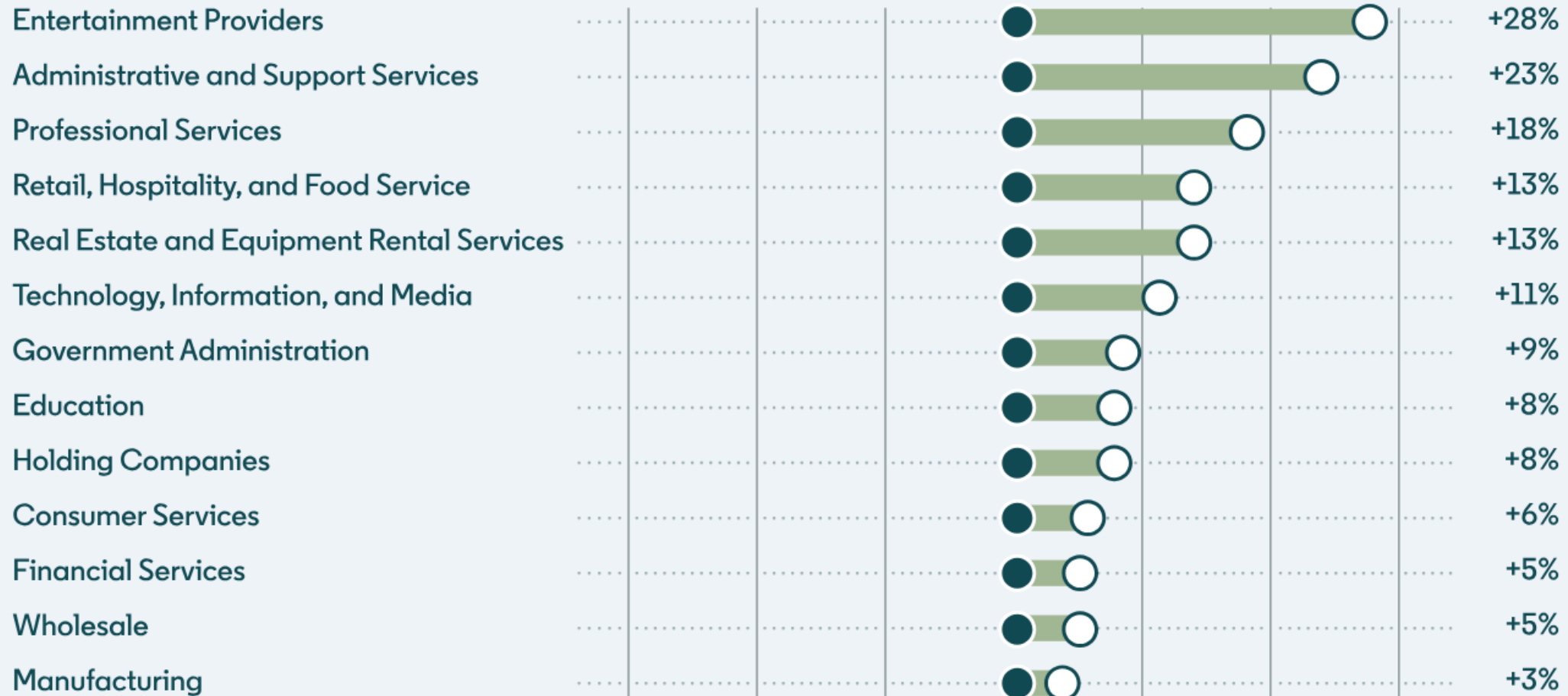
Invest in upskilling and reskilling to stay competitive in the evolving job market. Acquire in-demand skills, such as data analysis, digital marketing, or project management, to make yourself a more attractive candidate.
- **Embracing Flexible and Remote Work**

Be open to exploring flexible and remote work arrangements, as the future of work is expected to offer more diverse employment options. Highlight your ability to work effectively in a remote or hybrid setting.

# While hiring has slowed in many countries, internal mobility is trending upward in several industries.

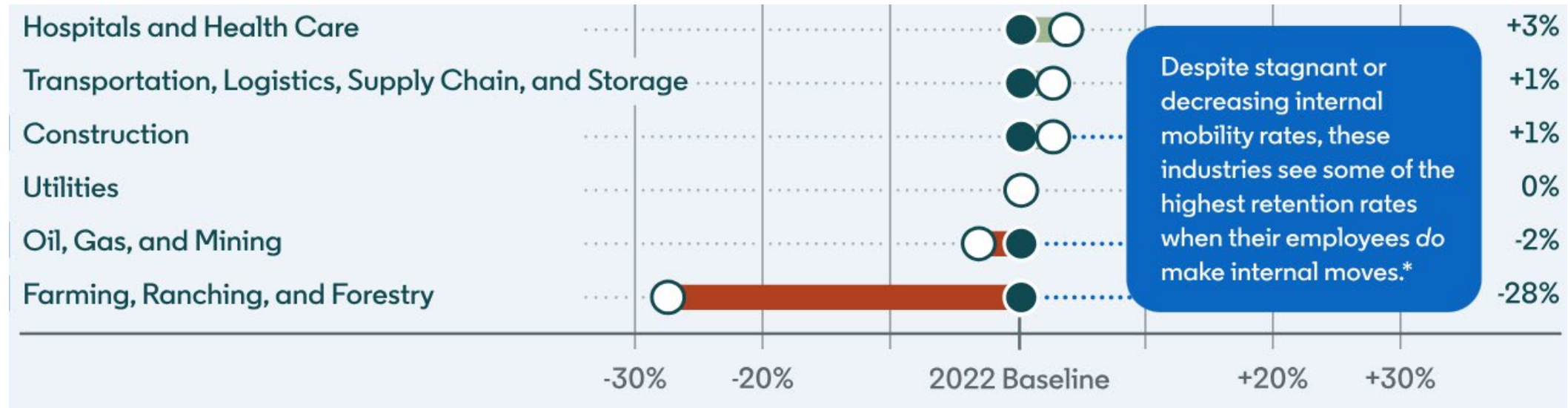
In the past year, 16 of the 19 global industries we analyzed saw an increase in internal mobility (via promotions and internal role transfers).

● February 2022 ○ February 2023



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# The Future is Bright

Increased Remote Work Opportunities



Growth in Freelance and Gig Economy



Advancement in AI and  
Automation



Demand for Upskilling and Reskilling



# Resources



# Conclusion

1

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Embrace lifelong learning and upskilling

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2

Develop a versatile and transferable skill set

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3

Leverage emerging technologies and digital tools

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4

Build a strong personal brand and online presence

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5

Cultivate a flexible and adaptable mindset

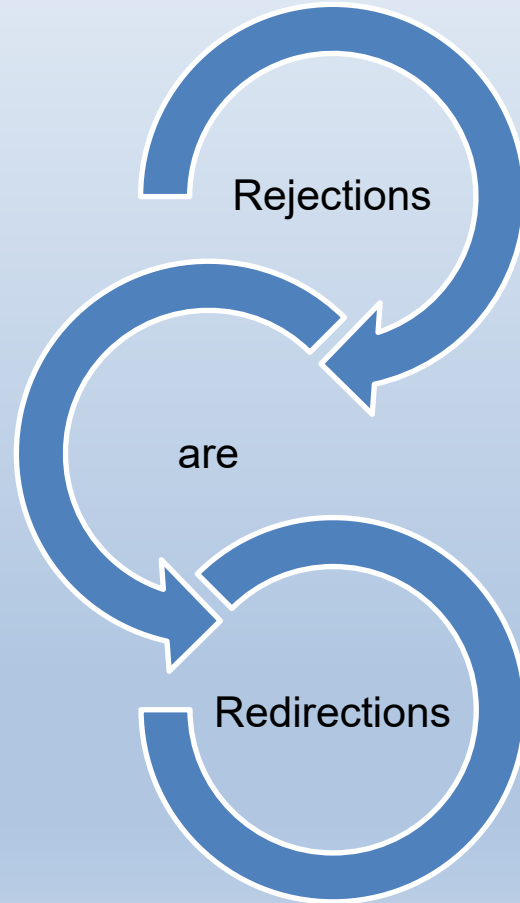
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Expand your professional network and connections

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# Get Comfortable with Rejections





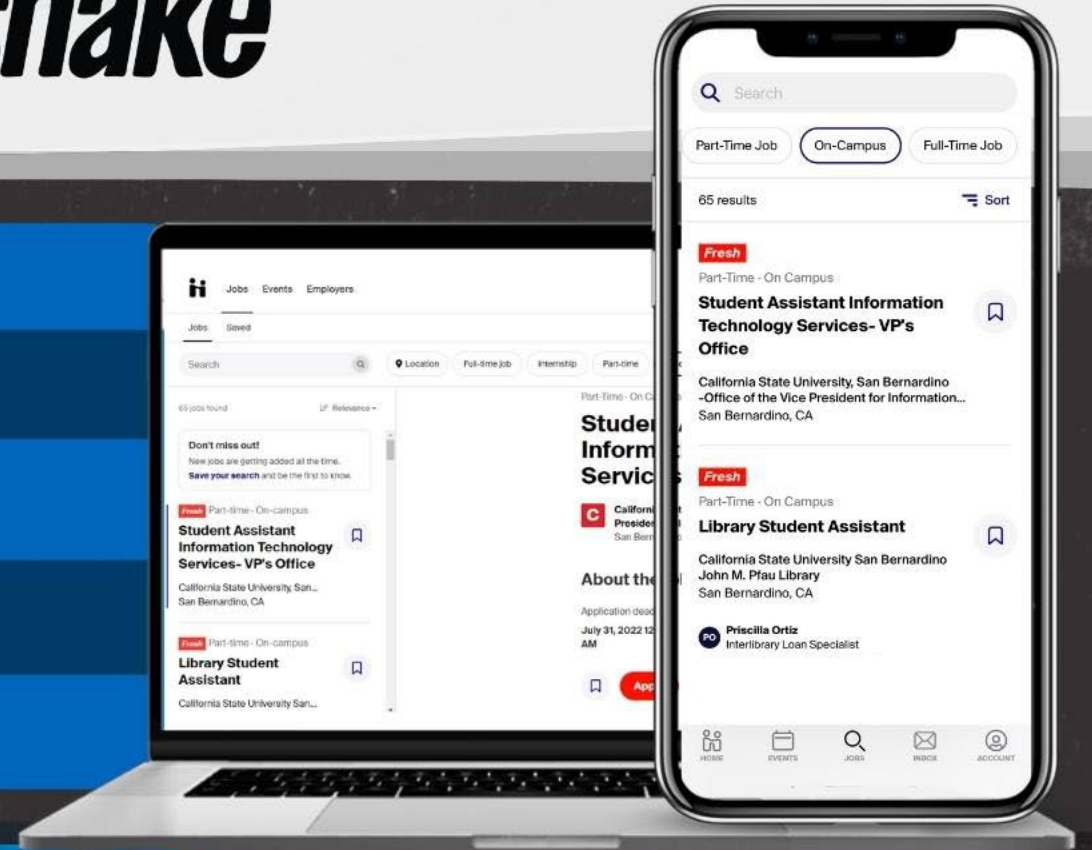
Apply for on-campus and off-campus jobs

Register for Career Center fairs and workshops

Find internships

Attend employer events virtually and in person

Customize your professional profile



Register or log in to Handshake

Go to your MyCoyote portal

Select Employment Opportunities

Click on Handshake



Scan the QR code to learn more about Handshake for students, alumni & staff



# Career Readiness Series



## CAREER READINESS FALL 2024 WORKSHOPS

12:00 PM - 12:45 PM



### SEPTEMBER



#### A.I. AND YOUR RESUME

Hybrid Sept 10

Location: SMSU South 207/208



#### LET'S PREPARE FOR THE CAREER FAIR!

Hybrid Sept 24

Location: SMSU South 207/208

### OCTOBER



#### FIND YOUR JOB, INTERNSHIP OR RESEARCH EXPERIENCE

Hybrid Oct 8

Location: SMSU South 207/208



#### "TELL ME ABOUT YOURSELF" INTERVIEW SUCCESSFULLY

Hybrid Oct 29

Location: SMSU South 207/208

### NOVEMBER



#### GRAD SCHOOL PREP

Hybrid Nov 5

Location: SMSU South 207/208



#### YOUR PROFESSIONAL BRAND: NETWORKING & LINKEDIN

Hybrid Nov 20

Location: SMSU South 207/208

### NACE COMPETENCIES

- |                           |                    |
|---------------------------|--------------------|
| Career & Self-Development | Critical Thinking  |
| Communication             | Equity & Inclusion |
| Leadership                | Teamwork           |
| Professionalism           | Technology         |

### DECEMBER



#### SALARY NEGOTIATION STRATEGIES

Hybrid Dec 3

Location: SMSU South 207/208



Career Center

If you have any questions, or are in need of accommodations to participate, reach out to us!  
careercenter@csusb.edu, (909) 537-5250, SMSU South 112

# Save the Date Fall 2024



**19**  
SEP

## **TECH AND CYBERSECURITY FAIR**

**THURSDAY, SEPTEMBER 19, 2024**

12 PM - 3PM  
Location: SMSU South Event Center

**3**  
OCT

## **PDC CAREER SHOWCASE**

**THURSDAY, OCTOBER 3, 2024**

10 AM - 1PM  
Location: PDC Health Science Lobby and Rogers Gateway Lobby

**14-17**  
OCT

## **CAREER FAIR PREP WEEK**

**MONDAY - THURSDAY, OCTOBER 2024**

12 PM - 1PM  
Location: CGI 111

**23**  
OCT

## **CAREER AND INTERNSHIP FAIR**

**WEDNESDAY, OCTOBER 23, 2024**

10 AM - 1PM  
Location: SMSU North Conference Rooms

**7**  
NOV

## **PDC NURSING MEET AND GREET**

**THURSDAY, NOVEMBER 7, 2024**

11 AM - 2 PM  
Location: PDC Health Science Lobby

**14**  
NOV

## **NURSING MEET AND GREET**

**THURSDAY, NOVEMBER 14, 2024**

11 AM - 2 PM  
Location: Health and Physical Education Complex (HPE)

**23**  
NOV

## **GRADUATE SCHOOL FAIR**

**SATURDAY, NOVEMBER 23, 2024**

10 AM - 2 PM  
Location: SMSU South Event Center



Questions? Contact us:

SMSU South 112, [careercenter@csusb.edu](mailto:careercenter@csusb.edu), (909) 537-5250.

Stay updated on Instagram: [@csusbcareer](https://www.instagram.com/csusbcareer)

# Thank you!

Questions?  
Get in touch with the Career Center!

## San Bernardino Campus



 (909) 537-5250

 [careercenter@csusb.edu](mailto:careercenter@csusb.edu)

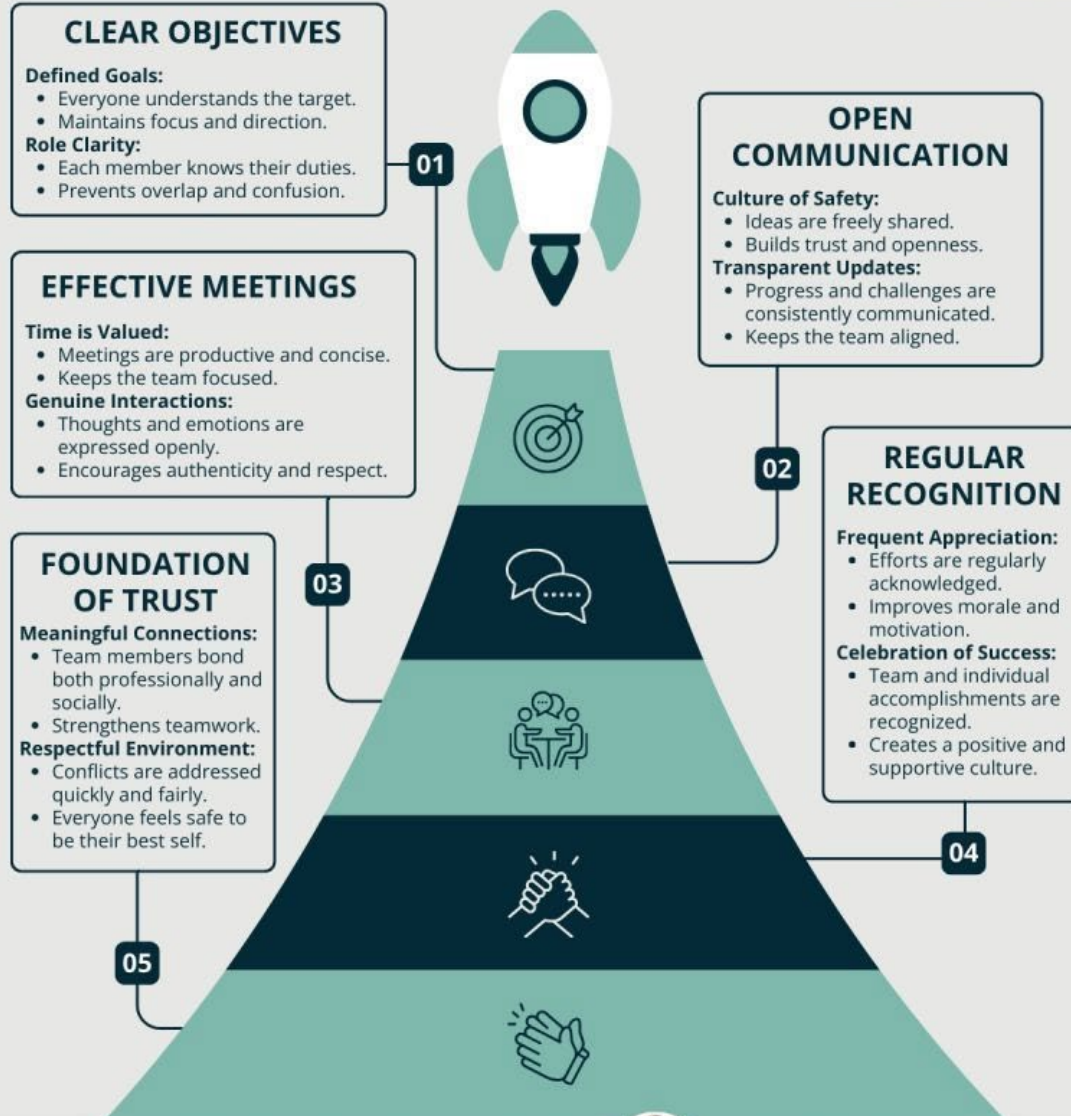
      @csusbcareer

 <https://www.csusb.edu/career-center>

*5500 University Parkway. San Bernardino, CA 92407 - SMSU South 112*

# 5 SIGNS OF A HIGH-PERFORMING TEAM

By Dr. Christian Poensgen



If you found this helpful, follow me for more



Dr. Christian Poensgen

# THE LEADERSHIP STYLES

WHAT TYPE OF LEADERSHIP STYLE ARE YOU?



STEVE  
JOBS

## **AUTOCRATIC LEADER**

This style is characterized by centralized decision-making, where the leader maintains strict control over all decisions and directives. The leader makes decisions independently with little to no input from team members, ensuring a clear and consistent direction.



SATYA  
NADELLA

## **DEMOCRATIC LEADER**

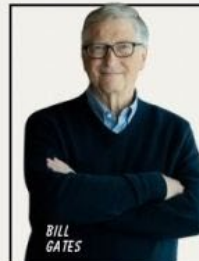
Democratic leadership involves participative decision-making, where the leader seeks input and feedback from team members. This style encourages collaboration and values the opinions of others, fostering a sense of ownership and involvement among team members.



ELON  
MUSK

## **TRANSFORMATIONAL**

Transformational leaders are inspirational and visionary. They focus on creating significant changes and motivating their team through a shared vision. These leaders uplift and empower their team, driving them to exceed their own expectations and achieve higher levels of performance.



BILL  
GATES

## **TRANSACTIONAL LEADER**

Transactional leadership is based on a system of rewards and punishments. Leaders set clear goals and performance is closely monitored. Successes are rewarded, while failures are met with consequences. This structured approach ensures clarity and accountability.



MARY  
BARRA

## **LAISSEZ-FAIRE LEADER**

Laissez-faire leadership is a hands-off approach where the leader provides minimal supervision and intervention. Team members are given a high degree of autonomy and are trusted to manage their own tasks and decisions.



SUSAN  
WOJCICKI

## **SERVANT LEADER**

Servant leaders prioritize the needs of their team above their own. They are empathetic, ethical, and focus on fostering a supportive and community-oriented environment. This style emphasizes the growth of team members, promoting a culture of trust and collaboration.



OPRAH  
WINFREY

## **CHARISMATIC LEADER**

Charismatic leaders rely on their charm and persuasive communication skills to inspire and engage their team. They build strong emotional connections with their followers, creating a compelling vision and generating enthusiasm and commitment.



JEFF  
BEZOS

## **SITUATIONAL LEADER**

Situational leadership is adaptable and flexible. Leaders using this style change their approach based on the needs of the team and the specific situation at hand. They assess the maturity and competence of their team and adjust their level of direction and support accordingly.

Want a hi-res PDF of this all my cheat sheets? Follow me and sign-up for my CX's & O's newsletter at [louischo.com](https://louischo.com)



Louis Cho 

# Reasons People Quit

## And What To Do About It

### Bad Managers

#### What to do:

- Offer management training
- Enable upward feedback
- Ensure thorough, merit-based promotion process

### Toxic Culture

#### What to do:

- Remove toxic employees
- Emphasize strong and open communication
- Conduct employee surveys

### Poor Compensation

#### What to do:

- Pay at a level meant to retain (turnover is costlier)
- Give performance bonuses
- Provide generous benefits

### Unequal Treatment

#### What to do:

- Standardize performance evaluations
- Use 360 feedback to limit managers' blind spots
- Allow anonymous reporting

### Bad Communication

#### What to do:

- Treat employees like adults - be transparent with them
- Provide communication training to leadership
- Hold public Q&As

### Lack of Recognition

#### What to do:

- Praise often and publicly
- Celebrate big wins with bonuses or lunch
- Enable peer recognition



© George Stern

### Absence of Autonomy

#### What to do:

- Make trust cultural
- Value results, not processes
- Encourage risk-taking and don't punish mistakes

### Bureaucratic Policies

#### What to do:

- Remove roadblocks
- Ask employees what's getting in their way
- Reevaluate policies often

### No Work-Life Balance

#### What to do:

- Encourage time off
- Make weekend emails rare
- Offer flexibility as often as possible

### Lack Of Resources

#### What to do:

- Ask employees what they need - and deliver on it
- Don't skimp on core tools
- Offer training broadly

### Limited Job Security

#### What to do:

- Be transparent about macro challenges
- Avoid layoffs at all costs
- Be generous with exits

### Few Growth Options

#### What to do:

- Invest in professional development
- Provide feedback often
- Prefer internal promotions

### No Obvious Mission

#### What to do:

- Outline a vision and mission
- Make clear how each role contributes to them
- Celebrate actions that further the mission

### Unclear Role

#### What to do:

- Provide clear (no jargon) job descriptions
- Set specific goals with employee input
- Give feedback frequently

### Unfair Workload

#### What to do:

- Regularly examine staffing levels and hiring needs
- Help teams and employees prioritize tasks
- Encourage speaking up