1. The New Economy is not “about” domestic enterprises--remember the old saying, “if you’re fishing for trout, don’t fish in a herring barrel!”--nor is it rich in traditional manufacturing jobs. You will be successful to the degree that you can “think global,” “think small,” and “think in terms of intellectual capital.” If you seriously want a job, it pays to consider enterprises that are driven by global markets and rapidly growing technologies. Here are some examples:

- Biotechnology
- Information Systems
- E-Commerce and “New Media”
- Software Development
- Advanced Materials
- Telecommunications
- Venture Capital for High-Tech Enterprises

2. Employers are now looking for a combination of technical knowledge and “soft” skills. You do not have to be an engineer or a media developer. Technology-driven global organizations also hire marketing and communication professionals, human resource specialists, financial analysts, public relations personnel, and instructors, to name a few. The “soft” skills required in the emerging economy are well documented:

- Building professional relationships
- Analyzing, evaluating and interpreting data
- Engaging in continuous learning
- Communicating through persuasion and justification
- Planning & managing a project
- Creating new knowledge

3. Leverage your strongest skills. If you’re good at running meetings and resolving conflict, identify potential roles that would require these skills. If you have traveled widely and are good at navigating through different cultures and languages, you might “brand” yourself accordingly.

Are you at home with highly technical information? Do you learn new things quickly? Do you manage change well? Can you communicate effectively in writing? Can you make a convincing presentation?

Different industries require different aptitudes and temperaments. Be sure to perform a thorough skills assessment and identify those things that distinguish your abilities from those of others. If you have not yet done this, call Career Services and make an appointment!

4. Use geographic leverage. Some locations are highly linked to the emerging international economy. Others are not. Many U.S. firms have operations and markets overseas, and many foreign companies are active in the U.S. Learn to use tools such as CareerSearch and Uniworld to identify who is doing business in what location.
5. Consider the “Engines of Growth” that are fueling the new global economy. They are not merely economic—demographics are important! If you can link your future to at least one of these trends, you will find that your future will become quickly brighter:

- **The aging of the world population** (healthcare, biotechnology, pharmaceuticals and medical instrumentation, financial planning)
- **Information Technology** (software, memory management, networks, and databases)
- **Communication Technology** (interactive media, telecommunication, and graphics)
- **Business Services** (accounting, business consulting, and business support services)
- **The increasing need for security** (security services and systems)
- **Increasing concern for the environment** (environmental systems, regulation and remediation)
- **Nonprofit enterprises** supporting those in need (human services agencies and NGO’s)
- **The global quest for Education** (schools, colleges, universities, and organizations supporting education and research)

6. Keep in mind that the “best” way to find a job has changed!

- **Do Not Troll** the well-known Internet Job sites!
- Realize that all employment information is by definition “LOCAL.”
- You need to identify and research the employer first before you can find out what jobs are or might become available.
- Employers identify themselves by two things:
  - What they Do (Industry) and Where they Are (Location).
- Job seekers need to know what skills they want to use—and in what environment—before the job search can be successful.

7. When in doubt—**Consult a Career Advisor!**