Changing Careers

As technology grows, job profiles change. Consequently, the skills you need are changing and new careers are opening up. In the past, people used to prepare for a career that would lead to a job for life, but now we need to be able to **adapt** to change.

So, how can we plan our careers? What new career choices can we make? First of all, it is important to be adaptable. Job duties are changing, so we need to be able to learn new skills. We also need to be innovative and creative. This means we need to have new, interesting ideas and think of different ways to do things because that's what employers are looking for. They want employees who can **think outside the box** and help their companies face the new challenges of the digital age.

However, it is not only employers who are looking for different skills; future employees are also looking for different things. Many young people are worried about social and environmental issues, and they want a career that will help them make the world a better place. So, they are looking for companies that also care about change and social responsibility. They are also looking for flexibility and opportunities to be creative. They don't want a boring job where they will be sitting at a desk in an office all day, every day. They want challenging careers where they'll be doing different things in different places.

So what kind of innovative, exciting careers are there for these new generations? App developer, social media manager, travel vlogger, user experience designer, data scientist, and video and media specialist are some of them.

Let's take a look at a couple of these careers. What does it take to be an app developer? Obviously, you need to be innovative and creative, and understand programming and mobile platforms, but what might make you **stand out**? For example, you could connect your interest in technology to your interest in environmental issues and design an app to help people create a **car pool** system at their workplace.

For a travel vlogger, traveling the world is part of the job, but you need to be creative too, because the other part of the job is to take photos, make videos, and write interesting texts about your travels. Companies in the travel and tourism industry will pay to use your vlog as part of their **marketing**. However, this career is also an opportunity to work for the issues you're interested in. Photographers who travel the world taking photos of nature can use vlogging to help people understand conservation issues.

We've just looked at two new areas here, but from them we can see that job profiles are changing, and new careers are developing. So, if you're planning your career, or thinking about changing careers, remember the importance of being adaptable, innovative, and creative, and the possibilities for taking advantage of your digital skills.

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Reading

A Which industries do you think are going to grow most in the next ten years? Discuss in pairs.

education	engineering	manufacturing
medicine	technology	

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B Scan the article and choose the best option for the main idea.

a. Job duties are changing.

b. Adaptability, innovation, and creativity are important for getting a job.

c. New careers are developing.

d. Innovation and creativity are important in technology.

C Read the article. Complete the ideas.

1. We need to learn new skills because _____.
2. Innovative means that _____.
3. Social and environmental issues are _____.
4. Travel vloggers _____.
5. Digital skills _____.

GOAL CHECK

1. Choose a career from the box and answer the questions. Write notes.

data scientist	media specialist
social media manager	user experience designer

- What do you think this career involves?
- What specific skills would you need?
- Why do you need to be adaptable, innovative, and creative for this career?

2. Talk about the different careers in groups.

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