



CAREER VISION

Trend Watching For Fun and Career

Are you a trend watcher?

What comes to mind when you hear this question? Do you believe that trend watching is only important for investment advisors, marketers, CEOs, entrepreneurs, or amateur futurists?

A trend is different from a change. A change can imply a one-time occurrence, and is not necessarily foreseeable. A trend, on the other hand, is a series of changes in a generally consistent direction, with an underlying cause or causes. Seeing trends can help make changes understandable and predictable rather than random. Actually, trend watching is important for everyone today. If we can predict where trends might take us, then we can be ready to meet the changes they bring.

Understanding the importance of workplace trends is an important component of Career Literacy. Gathering information about trends helps you manage your career by informing decisions you'll face on training or educational choices, networking opportunities, and career path options. Some of the most far-reaching trends today are the result of changes in the international economy, demographics, and scientific and technological advances.

Take a minute and reflect on what trends might be impacting your profession, your industry, or your employer. Have you taken any steps to be prepared to meet the new demands these trends may dictate? If you're having trouble with either of these questions, you are not alone. It can be challenging to manage your own career by yourself, and a competent career professional can assist you in keeping the right information on your radar.

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