

JOB WON! Worksheet

An excerpt from Phil Blair's Book

Emerging Employers

Embedded engineering. These are the people who design the software and processors that make things like iPods and cell phones do the things we have come to expect.

Mobile media. Sort of related to the first item. Someone has to imagine all of those programs and apps for phones, MP3 players, digital tablets and other devices that we didn't know we couldn't live without.

Occupational health and safety. Everybody wants to work in a safe, healthy environment. Somebody's got to figure out what that means—and enforce the rules.

English translation and foreign languages. The verbal currency of business worldwide is English. If you can combine excellence in English with translational skills in other languages (Spanish and Chinese come to mind), you're talking about possessing some truly marketable skills.

English as a foreign language. Speaking of English, why not teach it overseas? The demand for English-speaking teachers willing to venture abroad is huge. Walshok and colleagues say that "by 2015 half the world's population will be speaking Shakespeare's favorite lingua franca."

Renewable energy and green jobs. Maybe you're sick of hearing about it, but green jobs really are an evergreen opportunity, from developing electric cars, solar panels and wind farms to figuring out how to protect and preserve the only planet we have.

Action sports innovators. Snowboarding is an Olympic sport. Skating and surfing are billion-dollar industries. Somebody has to design, make and sell all of the related merchandise. Not to mention invent the next big thing. Welding, pipe fitting and mechanics. Okay, these jobs don't sound as exciting as designing the next electric car or creating a single board that surfs, skates and sails, but both of those creations are bound to surface. Along with all our more mundane inventions. When that happens, who are you going to call?

Independent consulting. People go to work for big companies because they offer paid vacations and health and retirement benefits. Well, they used to. Many of those perks have been pared back, maybe eliminated altogether. If that's the case, what's the point of working for someone else when you can work for yourself? Independent consulting is a pretty vague term, but also enticing. It just means that if you have a marketable expertise, you can probably use it to your benefit. People and companies are usually willing to pay for specific knowledge, especially if they don't also have to pay for vacations and benefits.

Geriatric healthcare. Let's face it, we're all getting older. And this year marks the first big wave of Baby Boomers hitting retirement age. In time, we're all going to need a little—or a lot of—help.