

# CAREER MANAGEMENT, CREATIVE PROBLEM SOLVING AND GENERATION OF BUSINESS IDEAS

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УНИВЕРЗИТЕТ  
ГОЦЕ ДЕЛЧЕВ

Die Landesregierung  
Nordrhein-Westfalen





# Break the Ice!

## “Career Corners”

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Choose what best represents a career you *might* want in the future:

1. **Health & Science**
2. **Business & Entrepreneurship**
3. **Technology & Engineering**
4. **Arts & Creativity**

*“Share one reason you chose this career field.”*  
and *“Name one skill someone in this field needs.”*

# Trending careers in the 21<sup>st</sup> century

## WHY IS INTERNSHIP IMPORTANT?



### Healthcare

Medical administration, nurses, doctors, personal care workers, childcare workers, other healthcare professionals.



### Technology

Biotechnology, engineering, informational technology, AI specialists



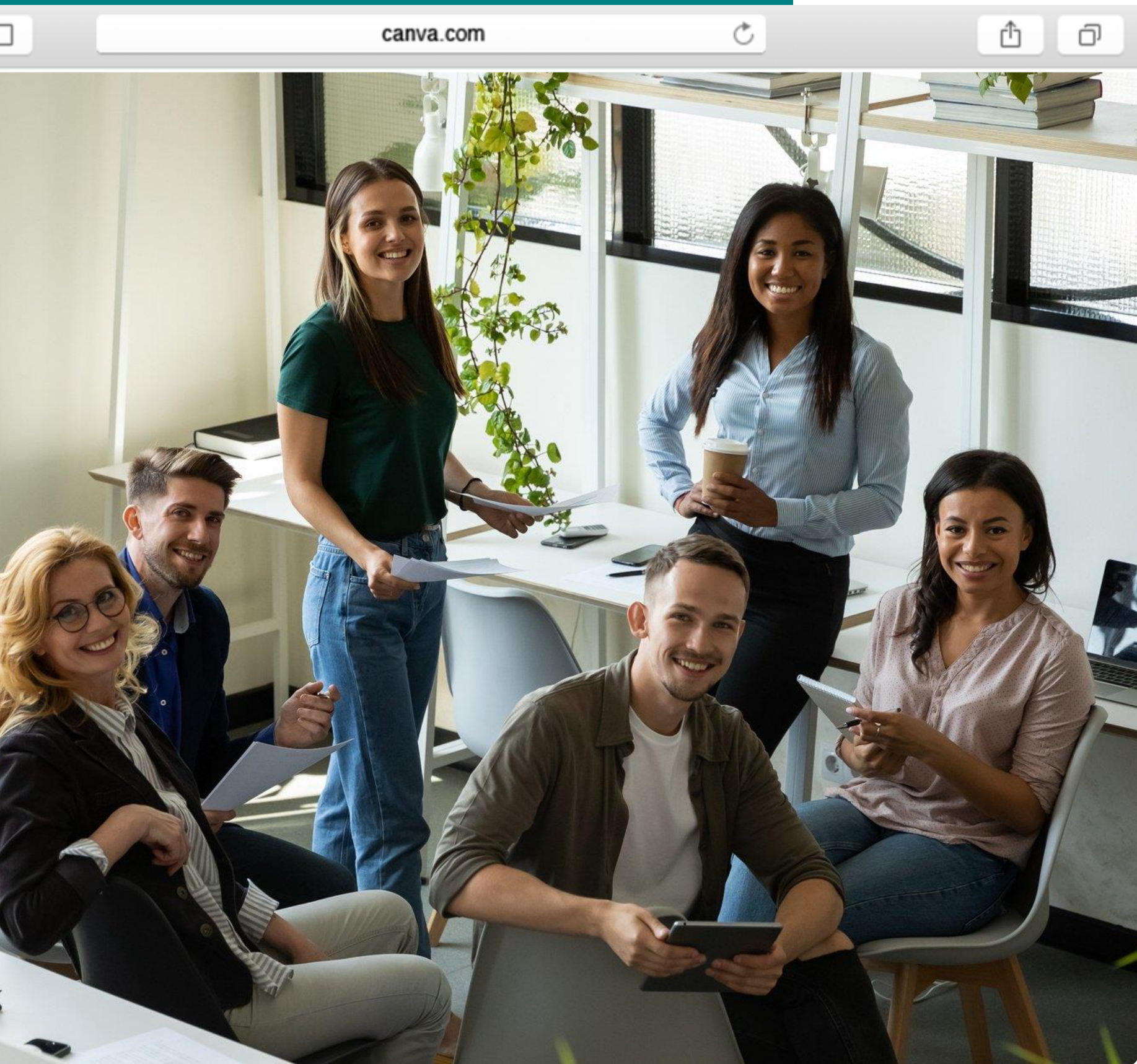
### Business and professional services

Financial services, human resources, law, communications, public relations, sales and marketing, accounting, hospitality services



### Public administration

Social services, education, environmental, civil and chemical engineers, construction roles.



**10 minutes exercise**

**Communication  
skill:**

**How well do you  
network in a  
team?**

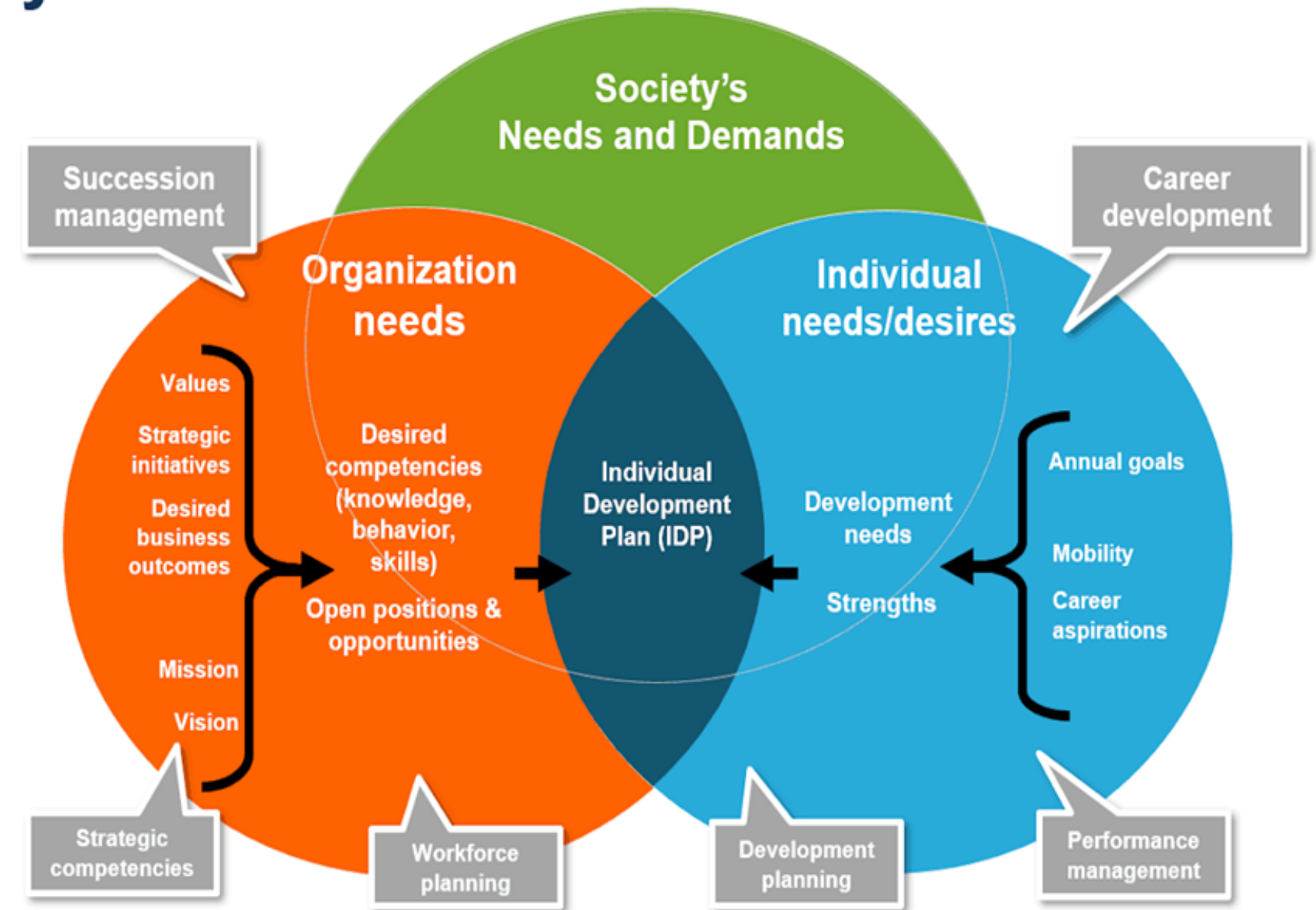
**USE PRINTED INSTRUCTIONS!**

# CAREER MANAGEMENT MODELS

## Traditional Career Growth



## The Key To Successful Career Models





## Tip: Digital tools to help you in your career

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- 1.Canva:** Graphic design tool.
- 2.Asana:** Project management tool.
- 3.Hootsuite:** Social media management tool.
- 4.Hub spot:** All-in-one marketing platform.
- 5.Zoom / Microsoft Teams.**
- 6.ChatGPT.**

# YOU choose the next exercise

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Create a personal CV in ChatGPT and Canva  
<https://www.canva.com/resumes/templates/>  
15 min.



Create and hold a meeting on Zoom  
with some of the participants in the  
workshop  
15 min.



LUNCH  
BREAK!  
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## **EXERCISE:**

### **A DAY IN THE LIFE OF AN ENTREPRENEUR**

**Learning about the business environment (15min)**



# Where to look for problems to solve?

17 UN Sustainable Development Goals for 2030



# DISCUSSION

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**Your opinion**



**Is it useful for future?**



**Where can you use it?**



**Which part was your favorite and why?**



THANK YOU



EVALUATION

