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**Five Career Predictions for 2013:
Apollo Research Institute identifies workplace trends and job opportunities**

PHOENIX – December 18 – Although more than 27 million (one out of every six) Americans are now out of work or underemployed, [Apollo Research Institute](#) identifies six areas of the economy that offer job growth and provide a snapshot of the new economy.

“We see job growth ahead in 2013 – and in some surprising places,” said Dr. Tracey Wilen-Daugenti, Vice President and Managing Director, Apollo Research Institute. “In addition, we find women are advancing organizations and the economy as they forge innovative career paths and start new businesses.”

Based on extensive environmental scanning and two years of research for its forthcoming book, [Women Lead: Career Perspectives from Workplace Leaders](#), Apollo Research Institute identifies which fields will offer job opportunities, and four other career trends for 2013:

1. Six sectors will offer on-ramps to career growth

Six career areas provide a snapshot of the new economy: business services, education, healthcare, IT, nonprofits, and manufacturing. Healthcare, the fastest-growing sector in the nation, offers obvious opportunities, but less intuitive choices such as nonprofits—which will need a projected 80,000 senior managers a year by 2016—also offer attractive prospects.

2. Women’s career paths will zig and zag

Fifty-eight percent of women describe their career path as “nonlinear,” and nearly 90% of women executives and managers shift careers in midlife. As women and younger workers look for new ways to blend work, family and other life pursuits, the career ladder will give way to a labyrinth of stops, starts, and lateral moves.

3. Career credentials will be under real-time scrutiny

Instant fact-checking and counter-claims on social media are not just limited to political scandals and natural disasters. Lying on your resume can hamper your job prospects, but some studies indicate more than 40% of employment applications contain false credentials. Today’s workers must present themselves factually and appropriately online, and provide proper attribution for their work.

4. Women will use their tech-savvy at work and home

A look at technology adoption among women, including in the over-50 age group, smashes the stereotype of men as the primary techies. Women spend 30% more time on social networking sites than men, and mobile social usage is 55% female. Women will increasingly

lean on high-tech help to start businesses, enter STEM fields, and manage home-related tasks.

5. Work and education will intertwine

The competition for skilled workers provides an incentive to keep learning, on and off the job. Workers will pursue certifications, degrees, technical training, and leadership development to keep their skills current, and will look for internships, apprenticeships, and job rotations to gain hands-on experience.

About Apollo Research Institute

Apollo Research Institute is a nonpartisan research division of Apollo Group, Inc. Apollo Research Institute conducts research on issues of critical importance to higher education and the workforce, and provides research-based recommendations to help leaders ensure today's workers remain employable tomorrow. Visit www.apolloresearchinstitute.org.

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