



# Career Navigation Technology 2020

## A Technology Market Poised for Innovation and Impact

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What we do for a living shapes our lives—our very identities—in profound ways. Work is the foundation of our financial security, directly impacting the opportunities we have access to and the lives we lead. Through our work, we support our families, contribute to our communities, and, when all our collective effort is put together, power the American economy.

Yet for at least the past four decades, a worker’s ability to pursue one continuous, stable, and predictable career has eroded. The economic crisis of 2020 revealed that workers need to follow career paths more defined by variety and near-constant change than consistency. Building a stable, sustainable working life across the many jobs and industries that make up a contemporary career requires a new set of skills: adaptability, resilience, self-reflection, and self-directed lifelong learning.

To navigate a complex network of job and career options, we use internet searches, word of mouth, and—if we’re lucky—personal relationships we’ve built over many jobs and many years. There are technical resources that can help as well. A scan of the career navigation technology landscape reveals that platforms for employers seeking workers are seemingly everywhere, as are tools for corporate workers looking for new professional opportunities. But for the well over half of American workers in entry-level or mid-skill jobs, especially the 73 percent who don’t have a college degree, the process of finding a career is chaotic, seemingly random, and ultimately broken.

Our market scan forthcoming at ASU GSV 2020, “Career Navigation Technology 2020,” focuses on the millions of workers too often overlooked or underserved by traditional approaches to career navigation. Framing career navigation as a lifelong process that involves workers, employers, and other entities, such as schools and workforce boards, we delve into the dynamics shaping the career navigation technology market, identifying innovations, trends, and areas of opportunity. **For the first time, advances in technology have the potential to offer all workers meaningful, robust, and personalized support—and we celebrate the companies that are leading the way.**

*Career Navigation Technology 2020 will be published at ASU GSV Summit on September 29, 2020.*