Terminology

Brief review....
Career Development

The multiple factors - educational, sociological, economic, physical and chance - that influence the nature and significance of work during an individual’s lifetime.
A term typically used in business and industry to describe a series of positions available in some occupational or specialized work area ordinarily connoting possibilities for advancement.
An attribute required of a worker in order to complete a specific work task, to function effectively in a work situation, or to successfully find, secure, and maintain employment.
State of the American Workplace

- Gallup Poll, 2013
31.5% of Employees Feel Engaged at Work

- Energized about their role in contributing to the organization’s mission and goals
- Offer more of the capability and potential, putting discretionary effort into their work
- Feel their talents are being utilized, recognized and valued.
Correlation Verified

- Lowered absenteeism
- Lowered turnover
- Increased customer satisfaction
- Increased productivity
So how can we help clients find jobs they will engage in?

(Career Planning 😊)

http://blog.startupinstitute.com/2015-10-30-how-to-find-a-career-you-love/
Introspection

- If money weren’t an issue, what would you do?
- What type of role or mission would you be excited to tell your friends and family about?
- What makes you most curious?
- What do you do best?
- What are you passionate about?
- What projects have you most enjoyed working on and why?
- What kind of work environment do you thrive in?

http://blog.startupinstitute.com/2015-10-30-how-to-find-a-career-you-love/
Motivation

- Direct Motivators
  - Play
  - Purpose
  - Potential

- Indirect Motivators
  - Emotional Pressure
  - Economic Pressure
  - Inertia

- Source of Motivation
  - The Work Itself
  - Your Identity, Values and Beliefs
  - External Sources

https://www.farnamstreetblog.com/2015/10/reasons-we-work/
Board of Advisors

- Profession/Trade
- Work Process
- Work/Life Integration
- Technology
- Organization
- Customer
- Career Development
- Industry

Adapted from “Eight Types of Mentors: Which Ones Do You Need?” 2006
Network

- Gather intel about job opportunities
- Get face-time with the people looking to hire
- Build your personal brand
- Connect with key players in an industry
- Learn how to grow your career and skill sets

http://blog.startupinstitute.com/2015-10-30-how-to-find-a-career-you-love/
Elevator Pitch

- Strengths
- Passions
- Role you are looking for
- Connect the dots for your audience
- Positive

http://blog.startupinstitute.com/2015-10-30-how-to-find-a-career-you-love/
Career Planning Stages

- iGen - Gen Z
- Ages 16 - 21
- Education: Will Advance Career Goals
- Work Ethic
  - Entrepreneurial
  - Self-directed
- Work is ....
Career Planning Stages

- Millennials - Gen Y
- Ages 22 - 34
- Education: Incredible expense
- Work Ethic
  - Ambitious
  - Multitasking
- Work is a means to an end.

Career Planning Stages

- Gen X
- Ages 35 - 50
- Education: A way to get there
- Work Ethic
  - Balance
  - Self-reliant
  - Skeptical
- Work is a difficult challenge.

Career Planning Stages

- Baby Boomers
- Ages 51 - 65
- Education: A birthright
- Work Ethic
  - Driven
  - Workaholic
  - Quality
- Work is an exciting adventure.

Career Planning Stages

- Traditionalists - Matures
- Ages Beyond 65
- Education: A dream
- Work Ethic
  - Dedicated
  - Work hard
  - Respect Authority
- Work is an obligation.

“If you want to live a happy life, tie it to a goal, not to people or things.”

- Albert Einstein