

**Career Development
Seminar Series 2013**

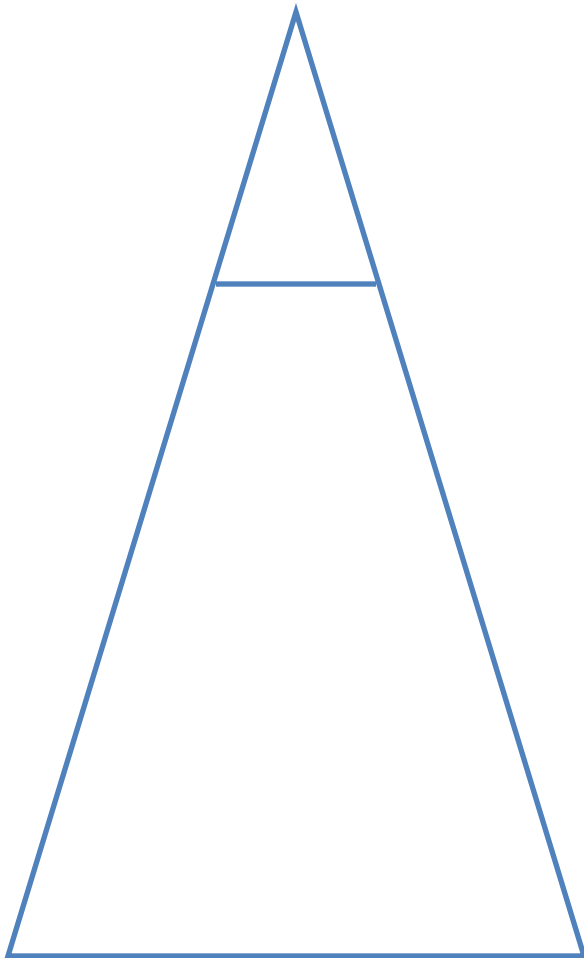
**Career Development
In Uncertain Times**

Career
Management

Common Themes in Career Development

- **Forward motion:** Career development is a lifelong, dynamic process describing the growth and direction of one's career.
- **Meaning and identity:** It is a common way for people to ascribe, create, and/or increase meaningfulness in their lives.
- **Contemplation and reflection:** It relies upon a certain level of self-awareness, achieved through reflective practices.
- **Intentionality and action:** Career development ultimately consists of actions taken in the real world, ideally with the intention of facilitating career growth in some way.

Traditional Careers



- Lots of opportunities to enter at the bottom with little progression
- More people at the bottom, less at top
- Opportunities mostly hierarchical
- Knowledge and decision making mostly in the top triangle
- Skill requirements clear – specialists
- Considerable differentiation between ‘blue collar’ labourers and ‘white collar’ professionals
- Focus on Occupations/Job titles

Did You Know?

- http://youtu.be/YmwwrGV_aiE

**For students starting a
4 year technical degree
this means that...**

half of what they learn in their first
year of study **will be outdated
by their third year of study.**



5 Jobs that did not exist 10 years ago

- **Zumba Instructor**
- Zumba is a Latin-inspired dance-[fitness](#) program founded in 2001, but it didn't salsa its way to the UK until years later.



5 Jobs that did not exist 10 years ago

- **App Designer**
- App developers tend to be split between user experience architects (UEAs) and visual designers, though some may do both.



5 Jobs that did not exist 10 years ago

- **Green Deal Assessor**
- The Green Deal allows consumers to make energy-saving improvements to their home or business without having to pay all the costs upfront. An assessor visits people's properties to assess and make recommendations for energy-saving improvements.



Assessor*

Reg. No. CBA
*Domestic



Provider

Reg. No. CBA



Installer*

Reg. No. CBA
*Cavity wall insulation,
external wall insulation systems

5 Jobs that did not exist 10 years ago

- **Social Media Manager**
- A social media manager is generally responsible for all social media activity carried out by a company, including Facebook, Twitter, Flickr, YouTube, Pinterest, Instagram and others



5 Jobs that did not exist 10 years ago

- **Market Research data-miner**
- As customer information becomes more and more vital to the retail experience, businesses are compiling data in droves—and hiring experts to make sense of it. data analysts and scientists look for behavioural patterns to help retailers and businesses predict future trends or to build recommendation engines or personalized advertising.



Skills for the Modern Workplace

No. 1 Critical Thinking (found in 9 out of the 10 most in-demand jobs)

Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

No. 2 Complex Problem Solving (found in 9 /10)

Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

No. 3 Judgment and Decision-Making (found in 9 /10)

Considering the relative costs and benefits of potential actions to choose the most appropriate ones.

Skills for the Modern Workplace

No. 4 Active Listening (found in 9 /10)

Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate and not interrupting.

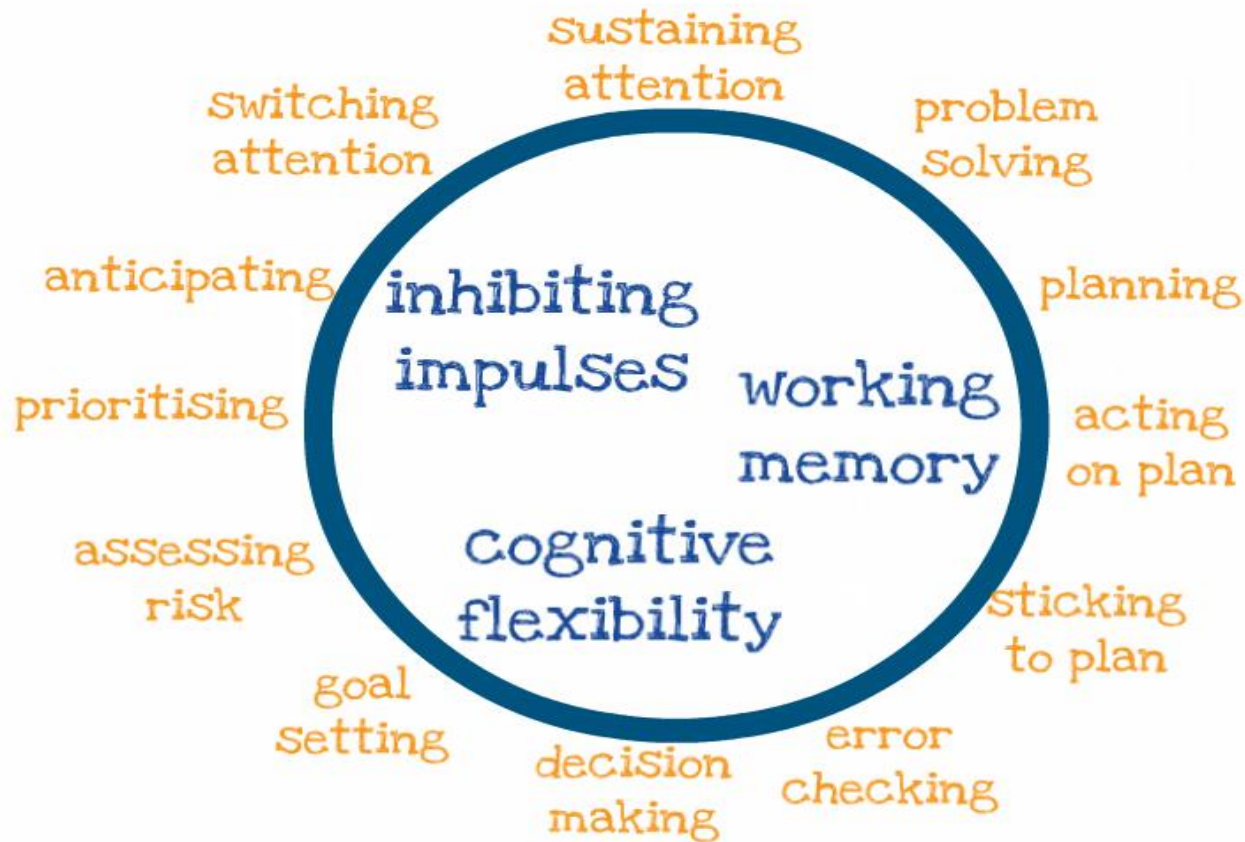
No. 5 Computers and Electronics (found in 8 /10)

Knowledge of circuit boards, processors, electronic equipment and computer hardware including applications and programs.

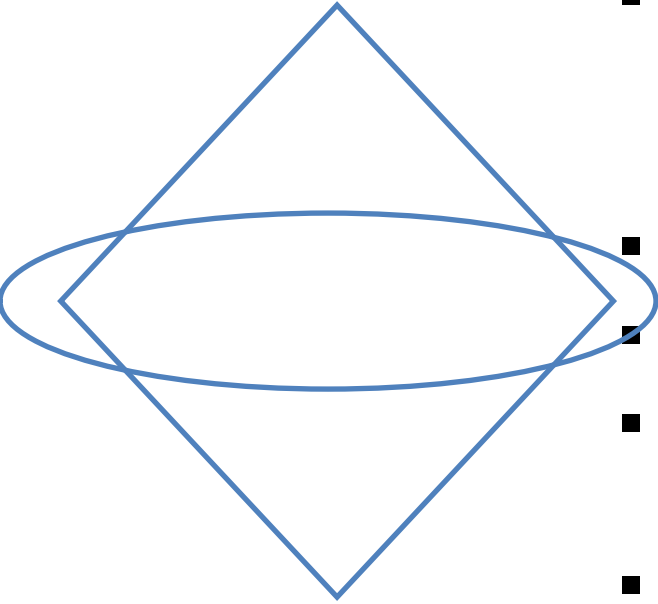
No. 6 Mathematics (found in 6 /10)

Knowledge of arithmetic, algebra, geometry, calculus, statistics and their application.

What leads to good decisions?



Emerging 'Diamond' Careers



- Constricted base = limited opportunity for low skill/inexperience - assumption of basic skills
- More people in middle, less at bottom & top
- Opportunities are mostly lateral
- Knowledge and decision making mostly in the middle
- Transferable skills essential - generalists who are transferable/mobile & with ongoing learning skills & attitudes succeed
- Focus is on Skills and Sectors

The Modern Workplace



Implications for Career Development

The changing world of work

Accelerating complexity

Non-linearity

Ongoing learning of new tasks

Multiple employers, industries, careers

Horizontal progression

Paid

Unpaid

Learning

Retraining

Casual work

Contract

Project-based

- Change is constant
- The demise of 'job for life'
- Ageing demographic
- Job complexity
- Internal drivers of success Vs External

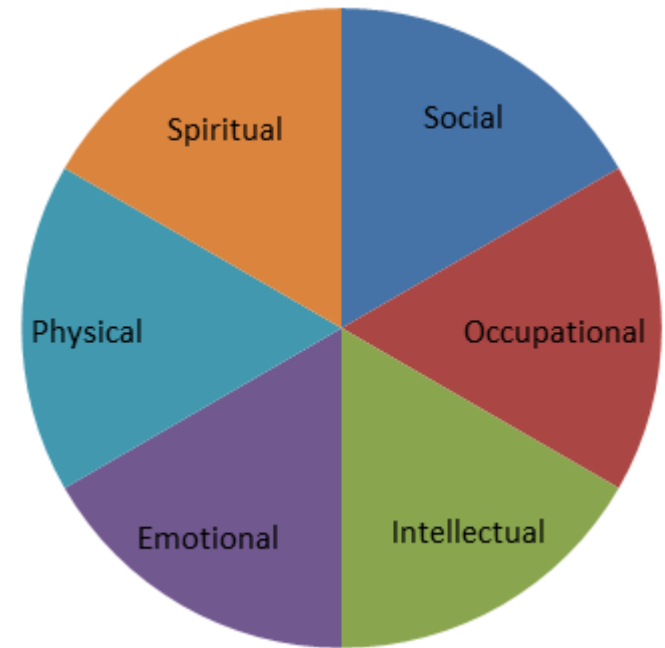
Learning

Re-learning

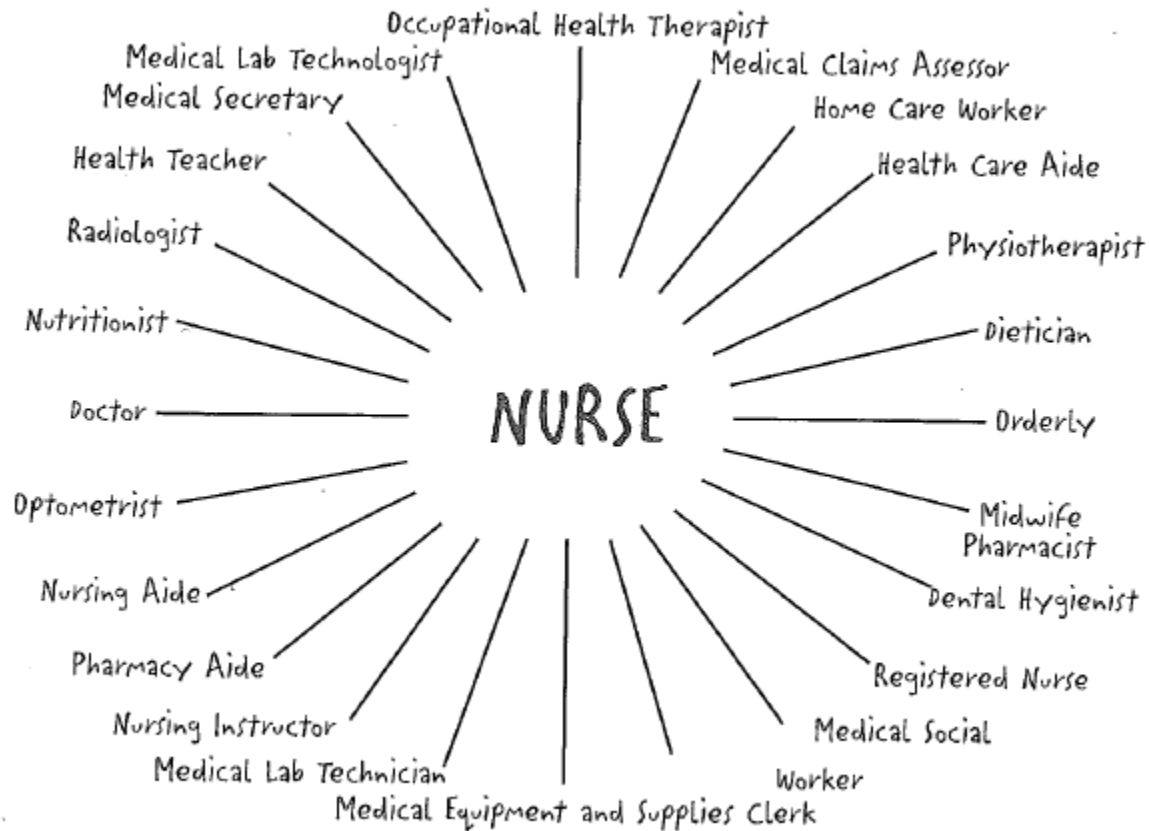
Un-learning

Importance of Careers

- Careers evolve around work, and work provides sense of purpose, challenge, self-fulfillment and of course, income.
- Moreover, work is a source of identity, creativity, life challenge, as well as status and access to social networking.



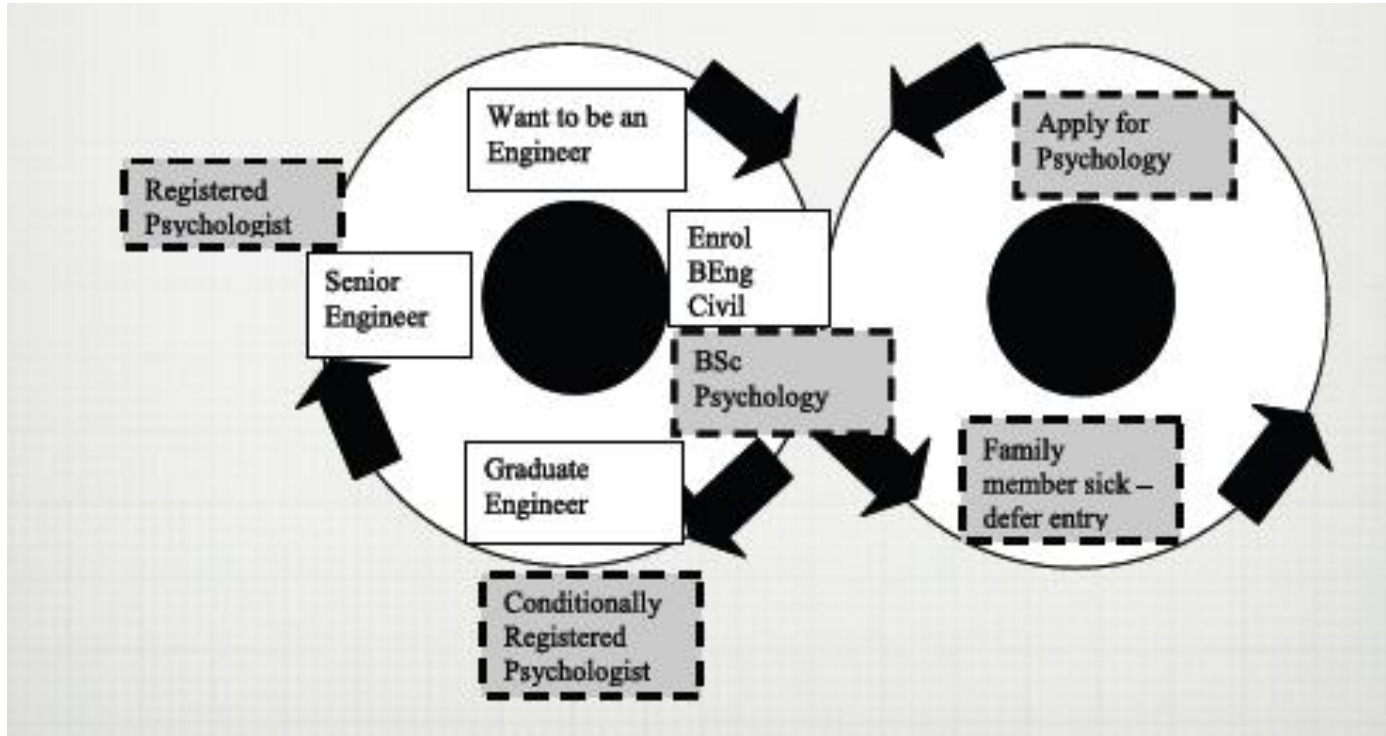
Where could you end up?



Life-Long Career Development



The Butterfly Model of Chaos



The Butterfly Model of Chaos

1. Write down where you see yourself in, three, six, and ten years
2. Take out the chance cards and in groups discuss the possibility of these happening
3. Provide examples from your own lives of planning and chance events ie career path of a family member

The Butterfly Model of Chaos

4. In small groups draw the butterfly model and put in examples along the lines that could suit your own future – or make one up

- A. Draw a planned destination into the left side of model (12 o'clock)
- B. Draw planned outcome in 3-5 years (3 o'clock)
- C. Draw planned outcome in 6+ years (6 o'clock)
- D. Draw planned outcome in 9+ years (9 o'clock)

5. Draw one of the chance cards and add this event to 6 o'clock on right hand side

6. Consider the impact of this chance event and write this in at 12 o'clock on right side

7. Follow circle around and add in a revised plan under each of the points on the left side