

CDAA
Career Development Association of Alberta
Current • Connected • Committed

Reimagining Careers in Changing Times

Thursday, April 30, 2015 9:30-10:30
Chateau Louis Hotel & Conference Center

Rich Feller Ph.D. Past President
National Career Development Association
Professor, Colorado State University

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D *than* S

2

DO *than* SAY

3

Key Insights

1. Bring Our Best to Clients/Students/Each Other
2. Live in Changing Times: "VUCAROWEHITANOSE" Workplace
3. We Have to Reimagine Our Careers



Key Insight #1

1. Bring Our Best to Clients/Students/Each Other
2. Live in Changing Times: "VUCAROWEHITANOSE" Workplace
3. We Have to Reimagine Our Careers



We all wear glasses...

Cultural context... lens/filters about what we see... beliefs/rules about how OUR career developed GREATLY shape how we think a career develops... for others



To Be Honored I'm More Valuable than That



Approximate Value: Around \$35,000 or more

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For Clients to Reimagine... Want More Than Average Support

1 min...write

- “after an +average session, what would you thank your “counselor/coach” for...
- what MUST happen for it to be +average

I want

1. Heard and understood...
“yes, I’m not crazy...not alone”
2. See patterns...
“yes, I do that”
3. In a process *not stuck in a place*...
“yes, I have choices starting now”

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4. Identify Internal/External resources...
“yes, there’s hope, gaps, reframes, etc.”
5. Possibilities...
“yes, I see that it can be different”
6. Accountability re small steps
yes, “change requires reinforcing small steps”

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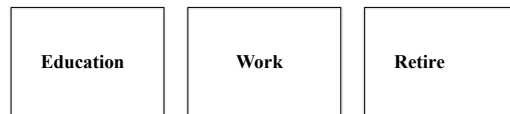
Key Insight #2

1. Bring Our Best to Clients/Students/Each Other
2. Live in Changing Times: “VUCAROWEHITANOSE” Workplace
3. We Have to Reimagine Our Careers



Changing Workplace

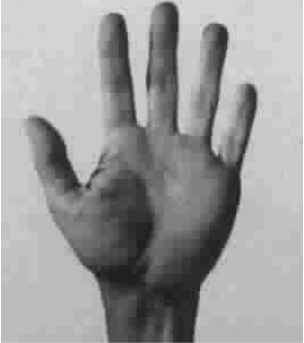
3 Boxes of Life



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“VUCAROWEHITANOSE” Workplace



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Changing Workplace

VUCAROWEHITANOSE

Volatility, Uncertainty, Complexity, Ambiguity

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Changing Workplace

VUCAROWEHITANOSE

Results Orientated Work Environment

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Changing Workplace

VUCAROWEHITANOSE

High Performance, Innovation, Tech Savvy

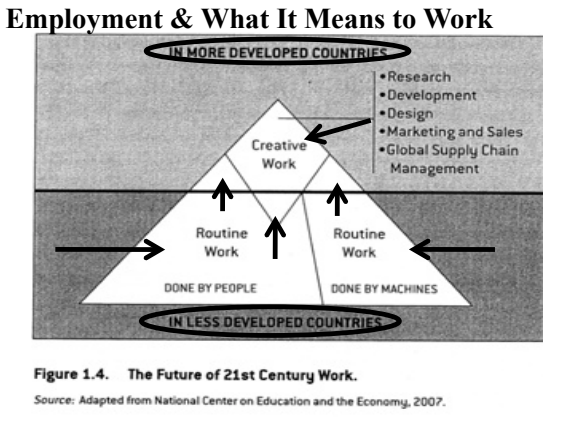
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Changing Workplace

VUCAROWEHITANOSE

Addition, Need, Opposite, Subtract, Epiphany

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Tom Friedman

Is it a great time to be a consumer? Y/N

The World Is Flat
A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY
Thomas L. Friedman

Hot, Flat, and Crowded
HOW WE MADE GLOBAL BRIC BRIC... AND WHY THE WORLD IS NOW COLLAPSING
Thomas L. Friedman

THAT USED TO BE US
HOW AMERICA WAS BUILT... AND WHY IT'S STILL HERE
THOMAS L. FRIEDMAN
MICHAEL MANDELBAUM

Tom Friedman...avg. is over

Average is Over:

High Imagination

AVERAGE IS OVER
LOOK INSIDE
TYLER COWE
NEW YORK TIMES BESTSELLING AUTHOR OF THE GREAT STAGNATION
POWERING AMERICA BEYOND THE AGE OF THE GREAT STAGNATION

THE SECOND MACHINE AGE
WORK, PROGRESS, AND PROSPERITY IN THE TIME OF BRILLIANT TECHNOLOGIES
ERIK BRYNJOLFSSON & ANDREW MCAFEE

FUTURE JOBS
Solving the Employment and Skills Crisis
EDWARD E. GORDON

FAILURE TO LAUNCH

Structural Shift and the New Lost Generation

TUITION	ON TIME
GRADUATION	ON TIME
CAREER	DELAYED
WAGE	DELAYED
RETIREMENT	DELAYED

THE COMING JOBS WAR
JIM CLIFTON
Chairman of Gallup

PATHWAYS TO PROSPERITY

More Education Doesn't Automatically Translate into Skills

OECD Skills Outlook 2013
FIRST RESULTS FROM THE SURVEY OF ADULT SKILLS

2013

OECD

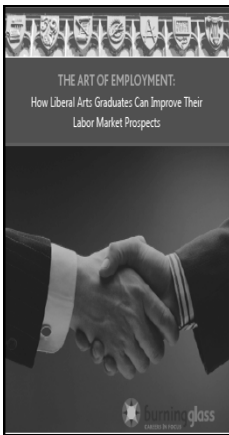
- **27 % of people with certificates and 31% with AA's earn more than the average BA**
- **non-tech college grads don't replace technical workers...**
- **replace service and retail workers with less education**

College Majors

- **1500 Academic Programs (D of Ed)**
- **355 added in last 10 years**
- **80 % of freshman (even those with declared major) say they are "uncertain" about their major (PSU)**
- **41% of college grads in jobs not requiring a college degree (Fogg)**

NYT 11/5/12

- ### Only 4 Majors
- 1.STEM**
 - 2.Performing Arts**
 - 3.Licensed and Credentialing**
 - 4.All Others**
- (Content Generalists searching for connections and social capital)**



Developing technical skills with liberal arts education can DOUBLE jobs available to grads

- Marketing*
- Sales*
- Business*
- Social Media*
- Graphic Design*
- Data Analytics*
- Computer and IT*
- Networking*

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College for All...Liberal Arts vs Technical

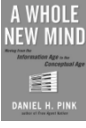
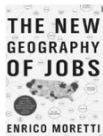
Don't argue this point!

→ **T** ←

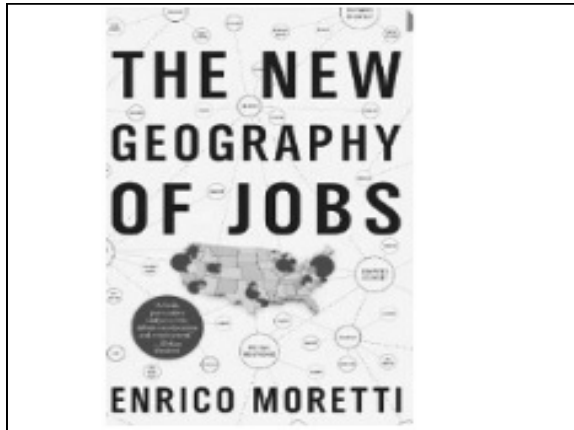
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4 ?'s All Need to Answer

- 1. Someone do it cheaper than you overseas?**
- 2. Computer do it faster than you?**
- 3. What you're selling in demand in an age of abundance?**
- 4. Close are you to innovation's benefits?**

ENRICO MORETTI



highly educated cities see faster \$ growth for less-educated citizens & high fliers...

many lower-level employees use the most productive technologies
 ...complement more expensive and highly educated workers, making it much easier for companies to raise... wages faster than overall inflation.

"human capital spillovers"... many "middle skill" workers

begin to acquire skills more valuable than their overall education level might suggest



The Biggest Issue Clients Face

Is the same ? that we face?

What's Your Motivation? **Internal**

Because External... "If than" rules
work less in the digital economy

http://www.ted.com/talks/dan_pink_on_motivation.html



Daniel H. Pink
author of the best-selling book
 A Whole New Mind

DRIVE
THE SUGGESTED TRACK
 ABOUT WHAT MOTIVATES US

Internal Motivation
(doing things for the joy of doing them-3 elements)

Autonomy Urge to direct our own lives

Mastery Desire to get better and better at something that matters

Purpose Yearning to do what you do in the service of something larger than yourself

Key Insight #3

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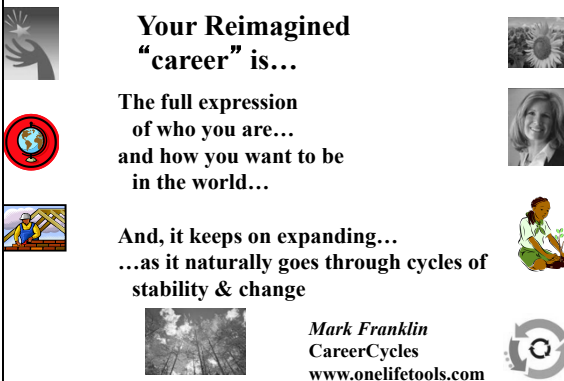


Your Reimagined "career" is...

The full expression of who you are... and how you want to be in the world...

And, it keeps on expanding... ...as it naturally goes through cycles of stability & change

Mark Franklin
 CareerCycles
www.onelifetools.com




Reimagine Our Careers

Change doesn't destroy opportunities


It relocates them!

Reimagine Our Careers...

Once you change the way you see the world...you can change the world you see



Microsoft Hololens



Reimagining = HEROIC

- Hope
- self-Efficacy
- Resilience
- Optimism
- Intentional Exploration
- Curiosity...self-directed life-long learning

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From Average to “a STAR Worker”?

How is an “excellent”
worker different than an
“average” worker?



3 Keys to STAR Behaviors

***Go beyond job description to
find value added ideas**

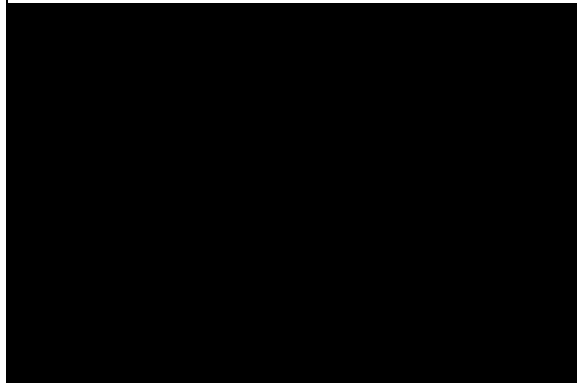
***Plug into “guru networks”
find and learn from
knowledge/skill experts**

***Organizational “savvy”
navigate competing interests**

promote cooperation

**move from conflict to
“getting things done”**

Tom Friedman...advice



Reimagine How We See Our Careers

Career = Current 5 Best Friends

Who are your current 5 best friends?

Statistical Average

- Joe V
- Skip N
- Fareed Z
- Mark B
- Friday night group

