

Learn how to

“Take Control of your Career”

First Module

Section One - Setting the Stage & “Knowing Yourself”

Setting the Stage & Exploring your Passion

- ▶ Why is this important?
- ▶ Context before Content
- ▶ Concept of I Incorporated
 - ▶ Self Assessment
 - ▶ Entrepreneurial Mindset
 - ▶ Surviving the Rough Spots

Why do we need a new way approach?

How jobs are pursued and how they are actually filled.

It requires a new way of thinking and behaving!

- ▶ Resumes
- ▶ Ads
- ▶ Agencies
- ▶ Colleagues
- ▶ Referrals
- ▶ Contacts
- ▶ Drop-Ins with Proof
- ▶ Inside the Company
- ▶ Inside the Company
- ▶ Colleagues
- ▶ Referrals
- ▶ Drop-Ins with Proof
- ▶ Contacts
- ▶ Agencies
- ▶ Ads
- ▶ Resumes

Source - What Color is your Parachute? - Bolles

Context before Content



I, Inc.

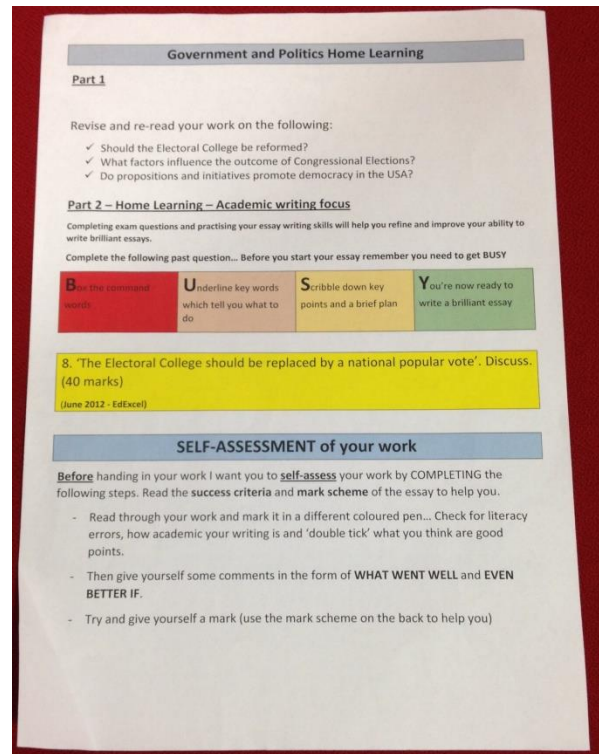
Career Planning and
Personal Entrepreneurship





Popular Self Assessment Tools

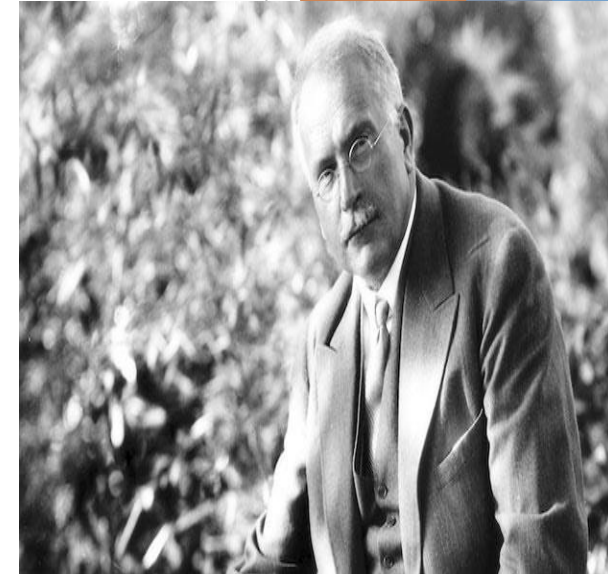
- ▶ Holland
- ▶ Campbell
- ▶ Strong
- ▶ Discover your Strengths
- ▶ Focus



Myers Briggs Type Indicator (MBTI)

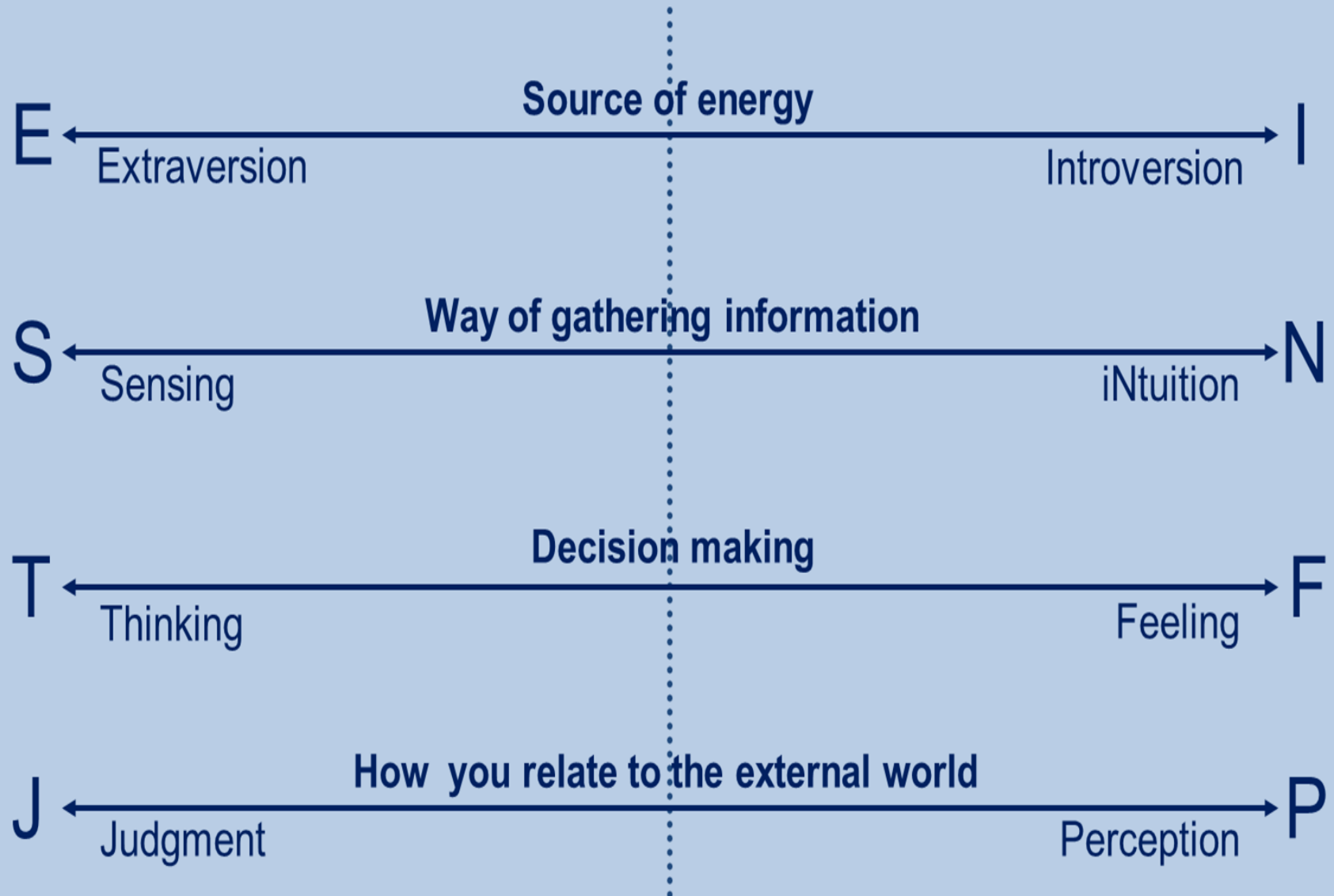
MBTI Background

- The most widely used personality assessment
- Carl Jung
 - Developed a theory of personality
 - Personality Theory: We take in information and then we make decisions about the information
 - Everyone has preferred ways of using their mental process
- Myers & Briggs
 - Developed and applied Jung's theory



Katharine Briggs Isabel Briggs-Myers

MBTI: Four Preferences



16 Personality Types

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

Where do you prefer to focus your Energy and Attention?

E xtraversion	I ntroversion
Attuned to the external environment	Drawn to their inner world
Prefer to communicate by talking	Prefer to communicate in writing
Work out ideas by talking them through	Work out ideas through reflection
Learn best through doing or discussing	Learn best by reflection, mental practice
Have broad interests	Focus in depth on their interests
Sociable and expressive	Private and contained
Reenergized by people and activity	Reenergized by quiet time and reflection

How do you prefer to take in information?

Sensing	iNtuition
Oriented to present realities	Oriented to future possibilities
Factual and concrete	Imaginative and verbally creative
Focus on what is real and actual	Focus on the patterns and meanings in data
Observe and remember specifics	Remember specifics when they relate to a pattern
Build carefully and thoroughly toward conclusions	Move quickly to conclusions, follow hunches
Understand ideas and theories through practical applications	Want to clarify ideas and theories before putting them into practice
Trust experience	Trust inspiration

How do you make decisions?

Thinking	Feeling
Analytical	Empathetic
Use cause and effect reasoning	Guided by personal values
Solve problems with logic	Assess impacts of decision on people
Strive for an objective standard of truth	Strive for harmony and positive interactions
Reasonable	Compassionate
Can be “tough minded”	May appear “tender-hearted”
Fair = everyone treated equally	Fair= everyone treated as an individual

How do you deal with the outer world?

Judging	Perceiving
Scheduled	Spontaneous
Organize their lives	Flexible
Systematic	Casual
Methodical	Open-ended
Make short and long-term plans	Adapt, change course
Like to have things decided	Like things loose and open to change
Try to avoid last-minute stress	Feel energized by last-minute pressures

Think like an Entrepreneur



Fixed

Mindset

Growth

Mindset

Carol Dweck

Intelligence is static.

Leads to a desire to **LOOK SMART** and therefore a tendency to:

- ✓ **AVOID CHALLENGES**
- ✓ **GIVE UP EASILY DUE TO OBSTACLES**
- ✓ **SEE EFFORT AS FRUITLESS**
- ✓ **IGNORE USEFUL FEEDBACK**
- ✓ **BE THREATENED BY OTHERS' SUCCESS**

Intelligence can be developed

Leads to a desire to **LEARN** and therefore a tendency to:

- ✓ **EMBRACE CHALLENGES**
- ✓ **PERSIST DESPITE OBSTACLES**
- ✓ **SEE EFFORT AS PATH TO MASTERY**
- ✓ **LEARN FROM CRITICISM**
- ✓ **BE INSPIRED BY OTHERS' SUCCESS**

Entrepreneurial/Growth Mindset

Summary of the key points

- ▶ Business Plan/Career Plan
- ▶ Don't play the Blame Game
- ▶ Value Scanning - always
- ▶ Network with a purpose
- ▶ Informational Interviews
- ▶ Marketing principles - 4 P's
- ▶ Resource availability
- ▶ Product knowledge
- ▶ Personal drive



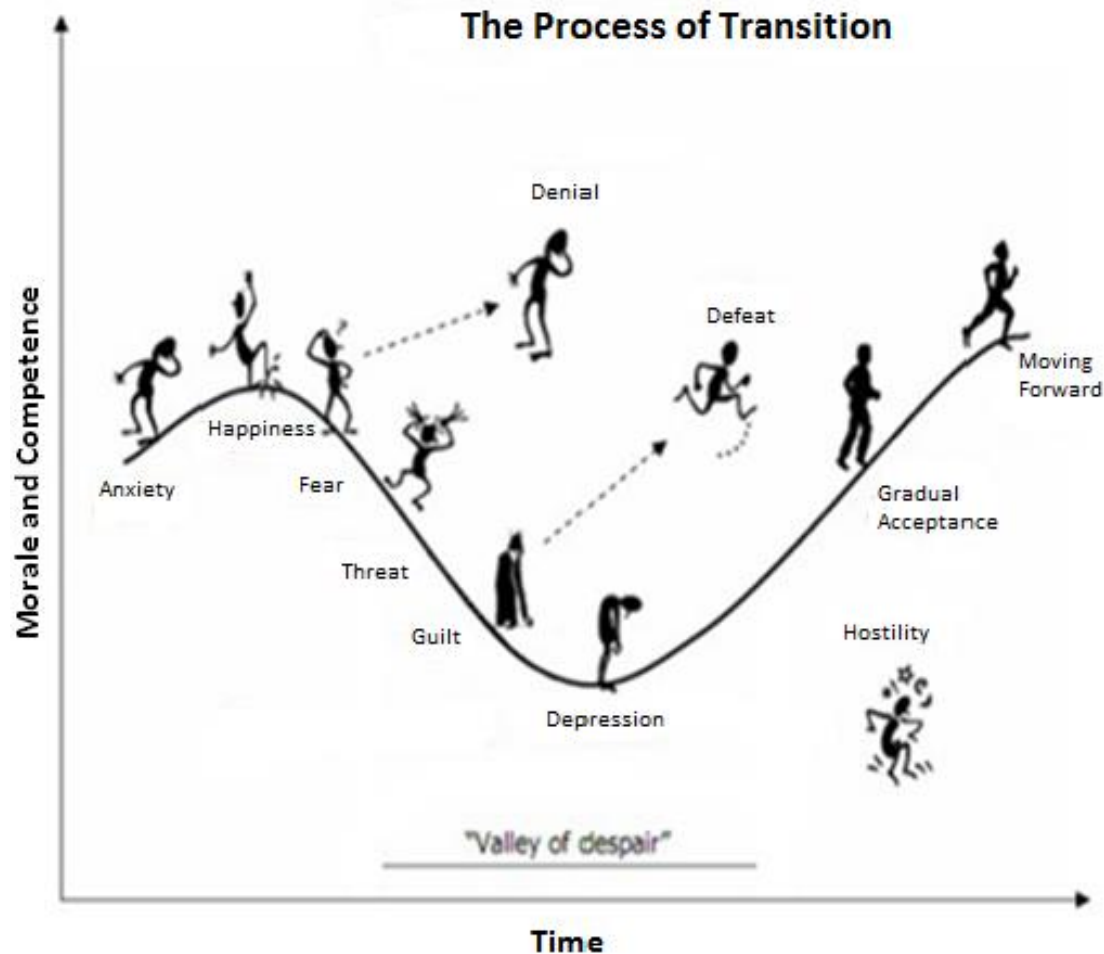
Surviving the Rough Spots

Look fun or scary?

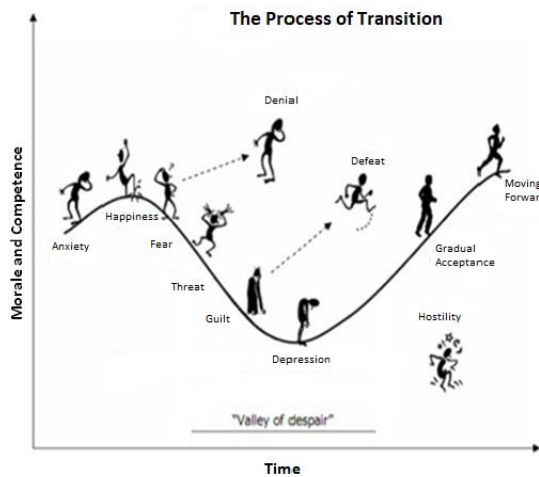


“Valley of Despair”

Survive, Adapt and Flourish



Proactive Strategies to weather the “Valley”



- ▶ Keep the bigger picture in mind
- ▶ Develop a goal setting mindset and follow through
- ▶ Know your value in today's market

Keep the Bigger Picture in Mind

- ▶ Practice your “Elevator Pitch”
- ▶ Strive for Financial Security
- ▶ Watch some sailing regattas
- ▶ Read outside of your traditional topics
- ▶ Pay attention to history and how others have survived & flourished
- ▶ Begin a journal
- ▶ Talk to others who have had similar experiences
- ▶ Practice meditation



Goal Setting

- ▶ **S**pecific
- ▶ **M**easurable
- ▶ **A**ttainable
- ▶ **R**elevant
- ▶ **T**ime Based



Know your Value

- ▶ Reasons people use to validate a certain level of compensation
(and also use to argue for a higher grade)
 - ▶ I Want it
 - ▶ I Need it
 - ▶ I Deserve it – only one that is valid
- ▶ Use the 3-R technique:
 - ▶ **Research** the typical salary for the responsibilities.
 - ▶ **Range:** Give a salary range.
 - ▶ **Respect:** Treat everyone with respect.
- ▶ Consider the benefits package and “at risk” types of compensation in calculating your total compensation.

- ▶ Onetonline.org



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Homework

- ▶ Finish Reading pages 1-13 in I Inc. Workbook.
- ▶ Watch “Student Video”, “ Context before Content” & “Survive, Adapt and Flourish” videos in Canvas
- ▶ Do Values Activity in Canvas
- ▶ Read pages 14 - 22 in I Inc. Workbook for next session .



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