

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



I Inc, Career Planning and Personal Entrepreneurship, Second Edition
Mike Callahan

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

Source - What Color is your Parachute? - Bolles



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Context before Content



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I, Inc.

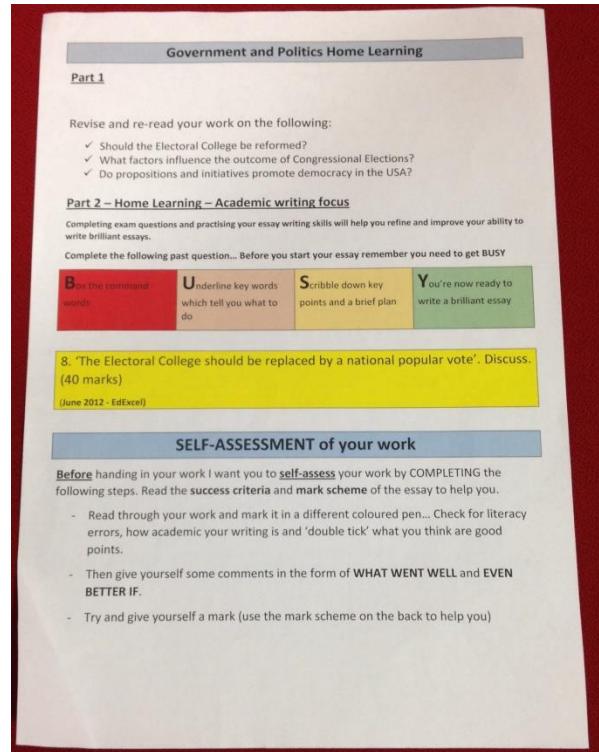
Career Planning and
Personal Entrepreneurship





Popular Self Assessment Tools

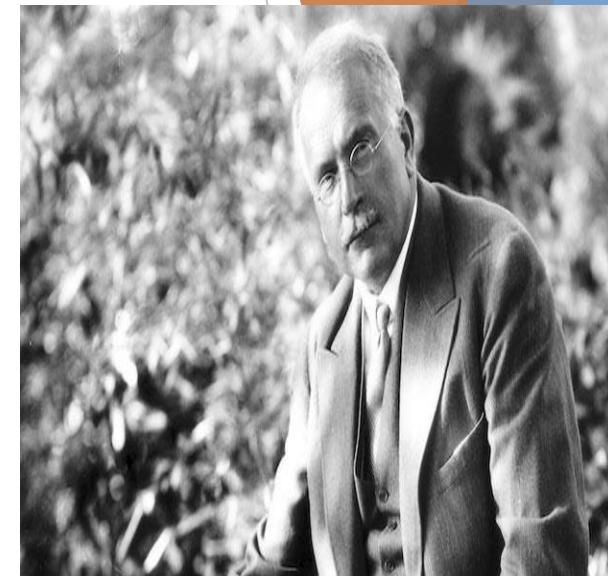
- ▶ Holland
- ▶ Campbell
- ▶ Strong
- ▶ Discover your Strengths
- ▶ Focus



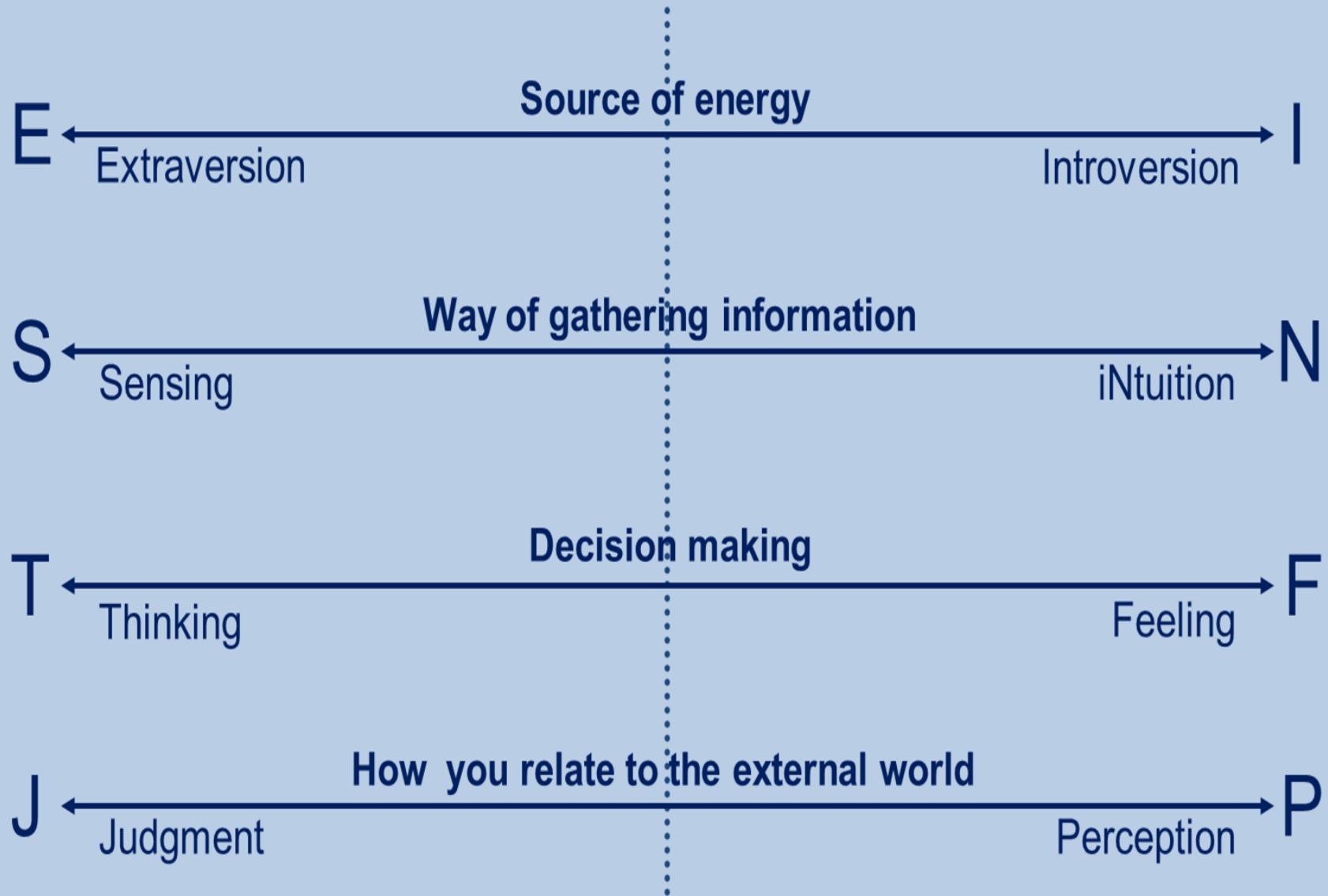
Myers Briggs Type Indicator (MBTI)

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



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?

| Extraversion | Introversion |
|--|---|
| 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?

| T <small>hinking</small> | F <small>eeling</small> |
|---|--|
| 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



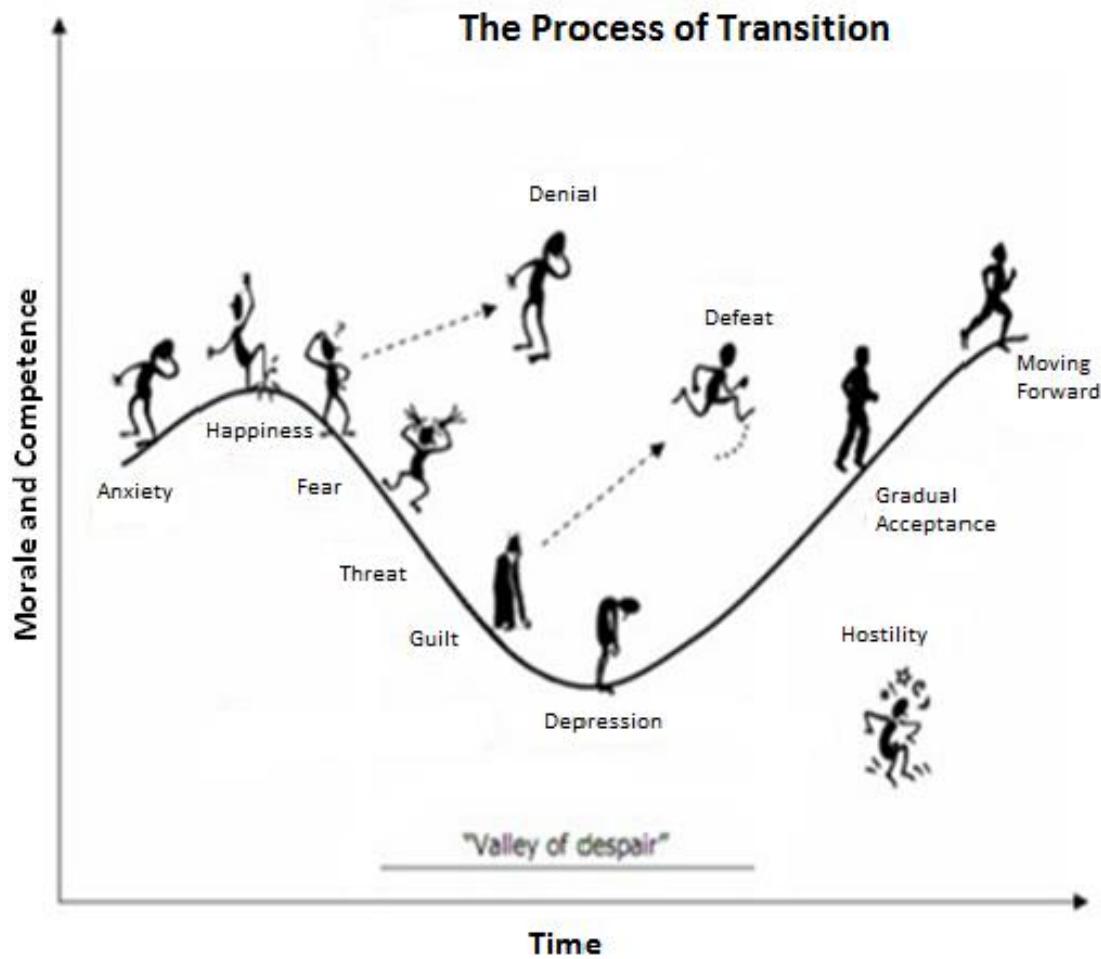
Surviving the Rough Spots

Look fun or scary?

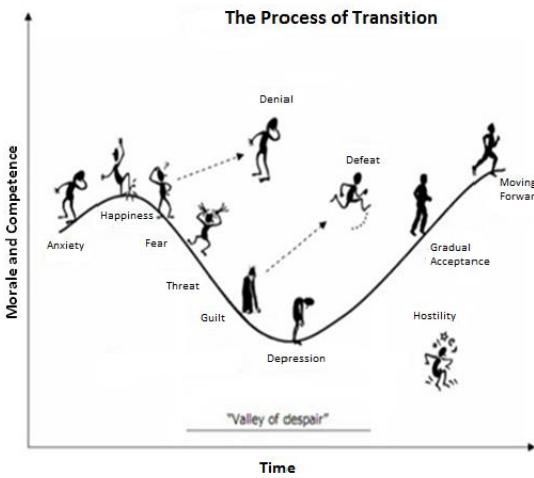


“Valley of Despair”

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



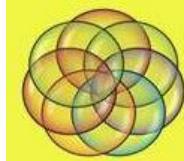
Goal Setting

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



Know your Value

- ▶ Reasons people use to validate a certain level of compensation
 - ▶ 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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