

SHAW ACADEMY NOTES

Career Advancement Programme



SHAW ACADEMY

Lesson 1: Your Unique Selling Points

Summary Sheet

This lesson begins with an explanation about accessing both live and recorded lessons and where to find the assignments.

Career Defⁿ:

“An occupation undertaken for a significant period of a person's life and with opportunities for progress.”

Everyone is in a different part of their career at any given time. We use the following diagram to decide where we are and on a macro level what it is that we want from our career.



Diagram explained:

- You have been in the same job/industry/company for a long time – you want to stay or you want to leave
- You have had various jobs over the years - you want to gain focus or continue to experience new things
- You are not too bothered by the job or industry – you want more money/less commitment/more variety

Everyone is somewhere on that sliding scale. Being aware of where you are will inform your next move. That 'next move' could involve staying exactly where you are to gain more experience or contacts. This is the first step to building your career path and strategy.

We then look at widening the net to consider how a change in job or career will influence your health, wealth, family and friends.

Health

Consider what you are looking for with a career change. If you are working in a frantically paced start up having been in business for 30 years you might want to take on a role in a more ordered environment. Or you could be at the opposite end of the scale. You are just graduated and your first role is working for a family accountancy business. It may not meet your desire to get promoted and develop your skills. You want a faster paced role with tight deadlines.



Family

Do you have young kids and want to spend your evenings at home? Or have your children grown up and left which means you can dedicate more time to your career? Think about how a change in career will impact your family.

Wealth

Believe it or not some people are happy to earn less money than they are currently on. Why? It could be that they have a long career behind them and they can afford to take a pay cut for less hours. Of course the other end of the scale are those who want to earn a lot more money. Considering this may mean that you take a sideways step but into a company with more promotion prospects. You might have to take a hit in the short term to gain in the long term.

Friends

The final aspect of your next career move is how it will impact your friends. Really what this heading means is to understand how it will impact your social life. For example, you are working in a hotel kitchen as a head chef which means that when your friends are going out for a meal, you are the one cooking it. So you decide that you want to continue in the food industry but with a different role. This is an important heading to consider that is often overlooked by job seekers. So consider how a move will impact your social life. This can include headings such as the length of the commute to work.

6 human needs

Tony Robbins talks about the 6 human needs that impact a person's decision making process. We are all led by at least one of the following:

- Certainty – the need to know what is going to happen in a given environment for the foreseeable future
- Uncertainty – the need for variety and risk taking.
- Significance – when all that matters is being considered or feeling important
- Connection – If you have a strong desire to connect with people then this is probably your leading need
- Growth – if working in a role where you are continuously allowed to grow is important then this is your leading need
- Contribution – your need to contribute to society or the human race

Completing the self-assessment form is going to be hugely beneficial to guiding you towards the next move you should make. Included in this is a space for you to make a list of the daily tasks you want more of, the ones you want less of as well as the type of environment you are likely to fit into.

Communication styles

- **The Logical Communicator –**
 - like hard data
 - real numbers
 - suspicious of people who aren't in command of the facts and data
 - like very specific language and dislike vague language



- little patience for lots of feeling and emotional words in communication
- **The Instinctive Communicator**
 - likes the big picture
 - Focuses on concepts and possibilities
 - enjoy challenging convention
 - may avoid some of the tedious details
 - may be seen as “long on vision, short on action.”
- **The Practical Communicator**
 - well-thought-out plans
 - place high value on action
 - move ahead resourcefully and determinedly
 - commit to action when they know that it is likely to work
 - communicate in a step-by-step fashion
 - decisive
 - Places high value on action; getting things done now
- **The Connected Communicator**
 - ability to sort out complex emotional problems and situations
 - to interpret the meanings of behaviour
 - likely to anticipate or predict the way others may respond to a projected change or action
 - emotional language and connection, and use that as your mode of discovering what others are really thinking
 - find value in assessing how they feel

Intelligence Strengths

- Visual
- Linguistic
- Musical
- Physical
- Logical
- Interpersonal
- Intrapersonal
- Existential

We covered Howard Gardners Multiple Intelligence (MI) theory to discover how we rely on certain strategies and techniques more than others. These reliance's are based on our intelligence strengths.

Experience inventory - OAR

- Opportunity
- Approach
- Result

In order to discover your unique selling points you need to consider the projects you have worked on in the past that lend themselves to allowing you to show off your skills.



Financial Needs

Quite simply, how much do you need to live and maintain your quality of life? Secondly, what is your desired amount to earn and is it tempered by the realities for what people with comparable skills and experience.

Career Summary

When applying for a role how do you score on each of these headings?

Can Do

- Knowledge
- Skills
- Traits

Will Do

- Interests
- Motivators
- Satisfiers

How Fit

- Environment
- Culture
- Values

You have to have the correct qualifications, requisite skills and personality traits that will display to a potential employer that you are capable of performing the tasks required

Showing you are genuinely interested in doing the job is hugely important for any potential employer. You can display this by showing that you have taken evening courses to boost your knowledge and you are a member of institutions around your area of expertise.

The tone of the job description will give you an idea of the type of work environment you could end up working in. Your CV should reflect this tone.



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