Design Thinking Methods for Career Planning

Catherine Most | @c_the_most
Lindsay Gordon | @lgor

**#GH 1
C 8**

WELCOME!

As you come in and sit down, say hi to your neighbor and ask them one of the following questions!

- Are you a paperback or e-reader kind of person?

- What makes you feel alive?

- What's one interesting thing you did in the last week?

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Catherine Most

UX Researcher
catherinemost@gmail.com

Lindsay Gordon

Career Coach for Analytically Minded People
coaching@alifeofoptions.com

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Elevate

www.elevate.app

keepintouch@elevate.app

Constructive support and analytical insights for people and companies experiencing workplace bullying and harassment.

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OUTCOMES

Understand and apply design thinking methods to career satisfaction

Experience tools and frameworks to assess your career satisfaction

Develop a new way to design your career to fit your needs

Gain confidence and feel empowered in making career decisions

Make a new friend sitting next to you today :D

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ROADMAP FOR TODAY

1. 1. Acknowledge common career pressures

2. 2. Introduction to Design Thinking

   3. Empathize with yourself as the User
      i.   Uncover your current job satisfaction
      ii. Discover your values and what's important to you

3. 4. Build your needs into a User Persona and identify how it differs from your current job

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FLAVORS OF CAREER PRESSURE

The Noise	Self-Inflicted	"They always knew"	Passion!
Pressure from family, peers, society or self-doubt	Perfectionism, hours worked, tasks taken on, expectations, etc	Assumption that successful people always knew what they wanted to do	Creates pressure, there's only one, you should know it by now

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EXERCISE 1:
Identify Career Pressure

The voices around me are saying:

- I should be a…

- I have to…

- My career must…

What impact does the pressure have on you?

What would be possible if you could relieve that pressure?

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DESIGN THINKING

Empathize	Define

Ideate | Prototype | Test

Usually we're so hard on ourselves about our career, what if we used EMPATHY instead, as we do with our users

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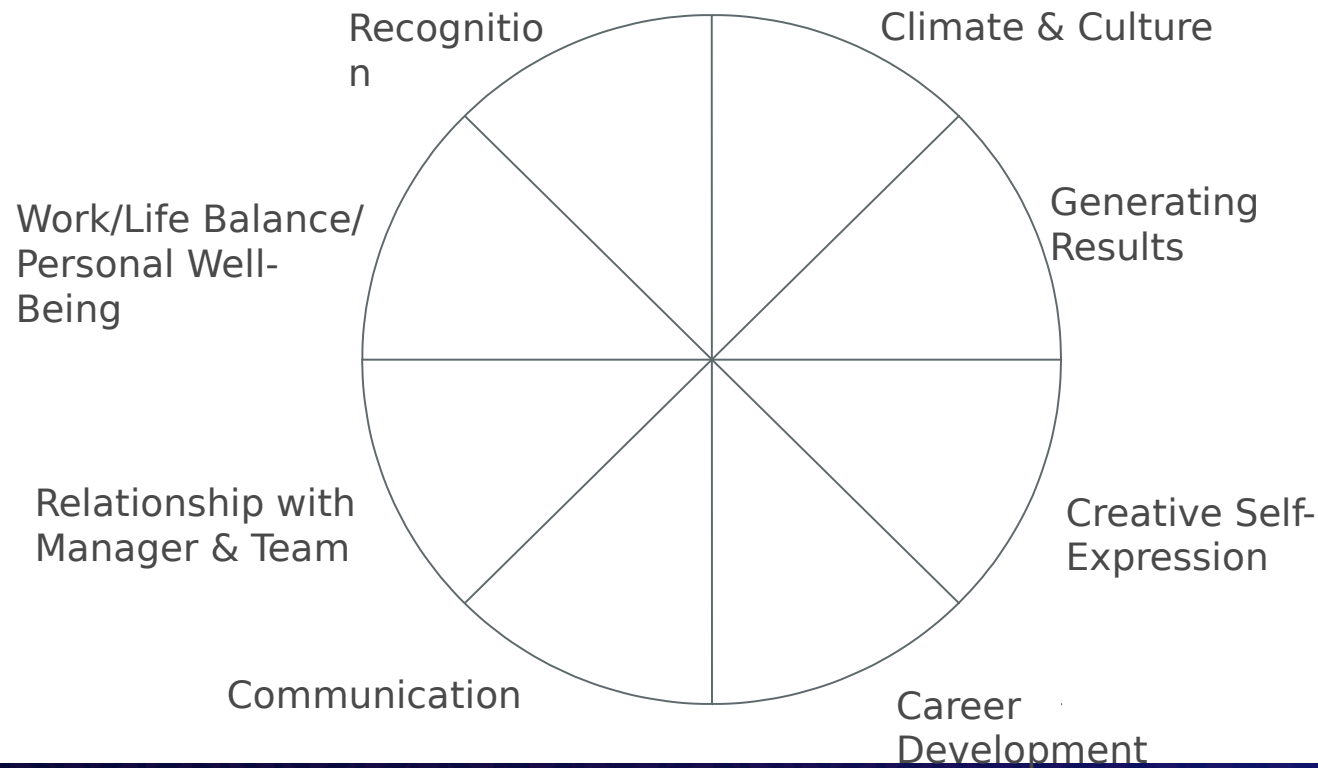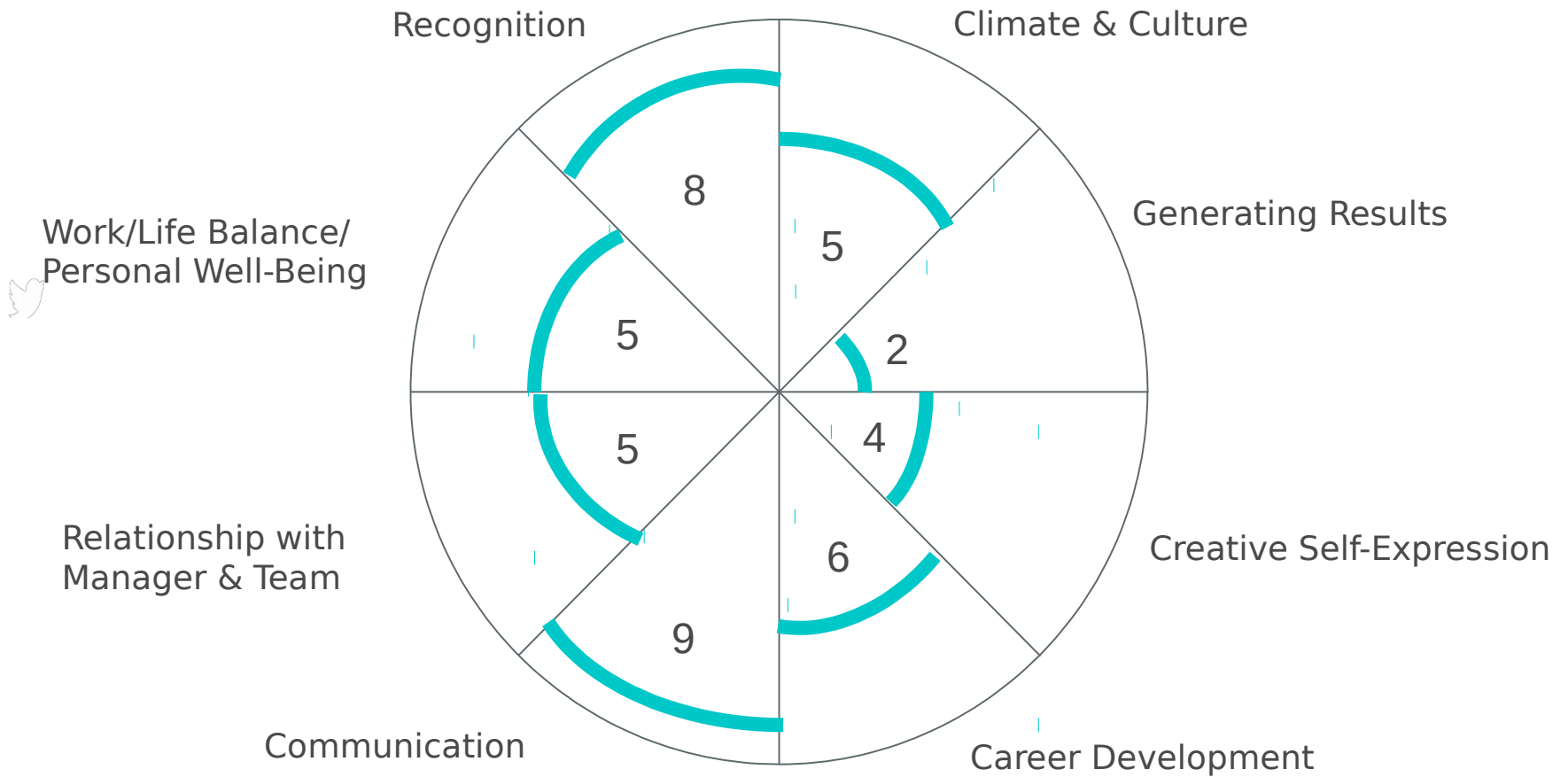# EMPATHIZE

Understand or relate to ~~someone else~~'s emotional experience **your own!**

EXERCISE 2: Current Job Satisfaction

Recognition

Climate & Culture

Work/Life Balance/ Personal Well-Being

Generating Results

Relationship with Manager & Team

Creative Self-Expression

Communication

Career Development

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Recognition — 8

Climate & Culture — 5

Work/Life Balance/Personal Well-Being — 5

Generating Results — 2

Relationship with Manager & Team — 5

Creative Self-Expression — 4

Communication — 9

Career Development — 6

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EXERCISE 3: Values

Life Decisions

(choosing a college, moving to a city, leaving a job, taking time off,
deciding to have kids, etc)

Motivations

(wasn't feeling challenged, needed adventure, closer to community, costing me my health, etc)

DEFINE

Analyze observations from the Empathize stage and synthesize them in order to define the core problems
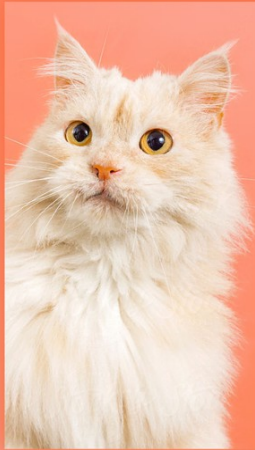
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USER PERSONAS

- **WHAT:** a way of documenting the needs, behaviors and motivations of the target user

- **WHY:**
  - Distill down what is most important
  - Aid in communicating your story to others for feedback
  - Keep focused on the core needs of the user

USER PERSONAS

- **WHAT:** a way of documenting the needs, behaviors and motivations of the target user **(you planning your career)**

- **WHY:**
  - Distill down what is most important **(to YOU in a job/career)**
  - Aid in communicating your story to others for feedback
    (in an interview, to your manager, etc)
  - Keep focused on the core needs of the user **(instead of all the pressure about what we SHOULD want in a job)**

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Jacob
Influencer

ABOUT
- Age 25-34
- $50K-75K
- High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES
Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS
- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS
Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS
Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS
Finding the time to attend events and staying on budget.

39%	12
Total Universe GTV	Events per month

Nerdy Nina
"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS
- Age: 25
- Location: Sao Paulo, Brazil
- Education: Software Engineer
- Job: Q/A at Indie Game Company
- Family: Lives with her boyfriend

TECH
- Internet
- Social Networks
- Messaging
- Games
- Online Shopping

GOALS
- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS
- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS
- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS

American Gods
Neil Gaiman

Harry Potter
J.K. Rowling

Ready Player One

TECHIE AGGREGATOR
SAVVY
STARTUP PROFITER
EDUCATED
SELF serving
MOBILE

-ANDRE-
DEVELOPER

EXERCISE 4:
Create a Persona of Yourself

"

"

#   #

"Your Personal Tagline"
How would your friends describe you?

Mantras you live by
Describe your motivations in hashtags

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Motivations & Values

What drives you to get out of bed every morning?
What motivates you to contribute to a team or
project?

_____

● _____

● _____

●

Pains & Frustrations

What leaves you drained or infuriates you to deal
with?

_____

● _____

●

Drivers

What influences your decisions at this time?

Flexibility

Autonomy

Compensation

Culture

Growth

_____

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From the values exercise!

Motivations & Values
What drives you to get out of bed every morning? What motivates you to contribute to a team or project?

- **Growth**
- **Health**
- **Adventure**
-

Pains & Frustrations
What leaves you drained or infuriates you to deal with?

- **Lack of team communication**
- **Zero room for creativity**
-

Drivers
What influences your decisions at this time?

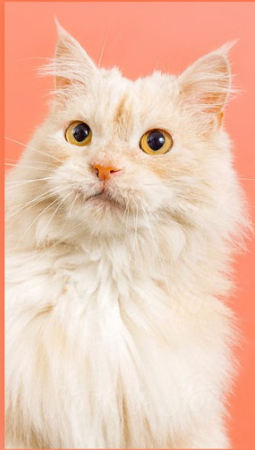Flexibility

Autonomy

Compensation

Culture

Growth

Versatility

From the wheel exercise!

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- Messaging
- Games
- Online Shopping

GOALS
- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS
- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS
- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS

American Gods
Neil Gaiman

Harry Potter
J.K. Rowling

Ready Player One

Smart
Imaginative
Neat
Passionate
Collector
Techie
Geek
<3
Shy
Feminist
Control Freak

TECHIE AGGREGATOR

SAVVY

STARTUP

PROFITER

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MOBILE

-ANDRE-
DEVELOPER

EXERCISE 5:
Comparing Your Persona To Reality

- How does your persona compare to your current role/situation?

- What's out of alignment between your current role/situation and your persona?

- What changes do you want to make/actions do you want to take based on that information?

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INSIGHTS AND NEXT STEPS

Share a nugget of insight

Declare a concrete next step

Feedback Form

www.catherinemost.com/ghc2018

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DESIGN THINKING

Empathize Define   Ideate   Prototype   Test

Just took time to understand today
Next up is prototyping and testing!

SO REMEMBER...

- Be aware of the pressures that exist that don't take your individual personality and needs into account

- Be kind to yourself and use EMPATHY when thinking about job fit, just as we would with a user

- Honor your needs, your motivations and your drivers when making decisions

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"When you remember that you are

always playing the infinite game of becoming more and more yourself

and

designing how to express the amazingness of you into the world.

you can't fail."

- Designing Your Life

Thank You

Catherine Most   **Lindsay Gordon**

@c_the_most   **@lgor**

catherinemost@gmail.com coaching@alifeofoptions.com

#GH1C8