

Diana Suryani M.

A professional Recruitment Consultant with 4 years of experience in Multi Industry, especially IT, Startups, E-commerce Industries. Expertise in handling Tech and Non-Tech positions for Corporation up to Decacorn Companies. Currently focus on helping others to prepare their career development for Shifting Career .



Diana Suryani M.

4 Years Experience as Recruiters and Tech Consultant



UNIVERSITAS
INDONESIA

2014-2018
Bachelor Degree

Education Background

Career Shifting Preparation (CSP)

Understanding Career Shifting: The Opportunity and Consequences



Understanding Career Shifting: The Opportunity and Consequences



**The world is changing so fast,
We can't use the 'old wisdom' to
face and win today disruption**



The Future of Jobs Report 2020

OCTOBER 2020

4.0 Industrial Revolution

Is the Biggest and Most Holistic Revolution Ever

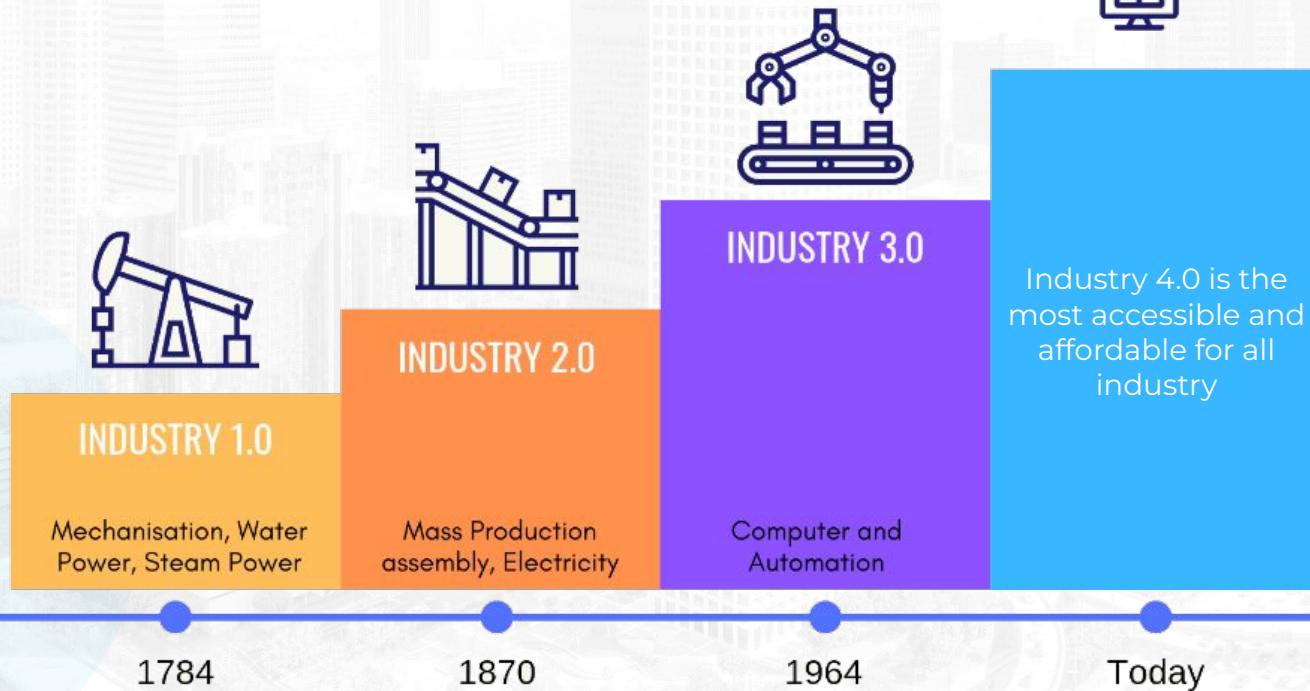
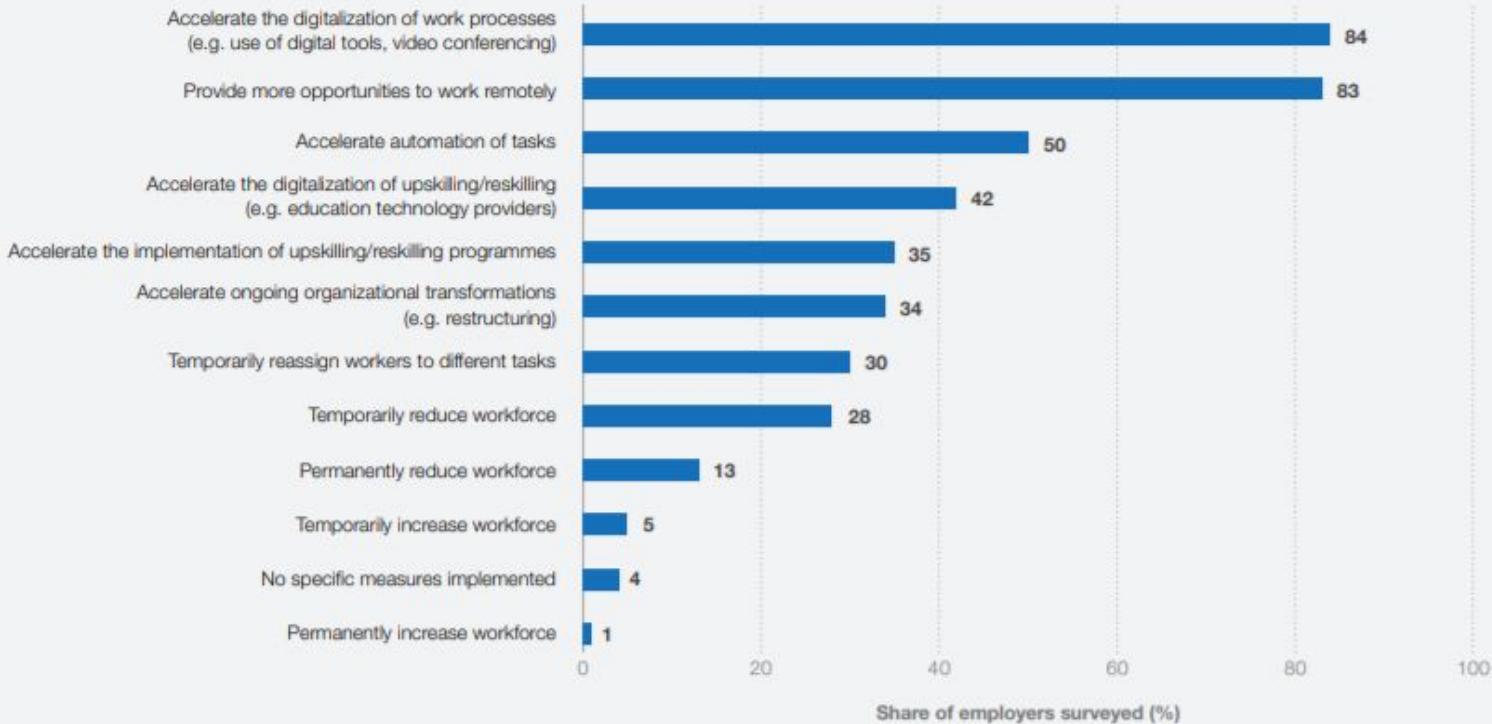


FIGURE 5

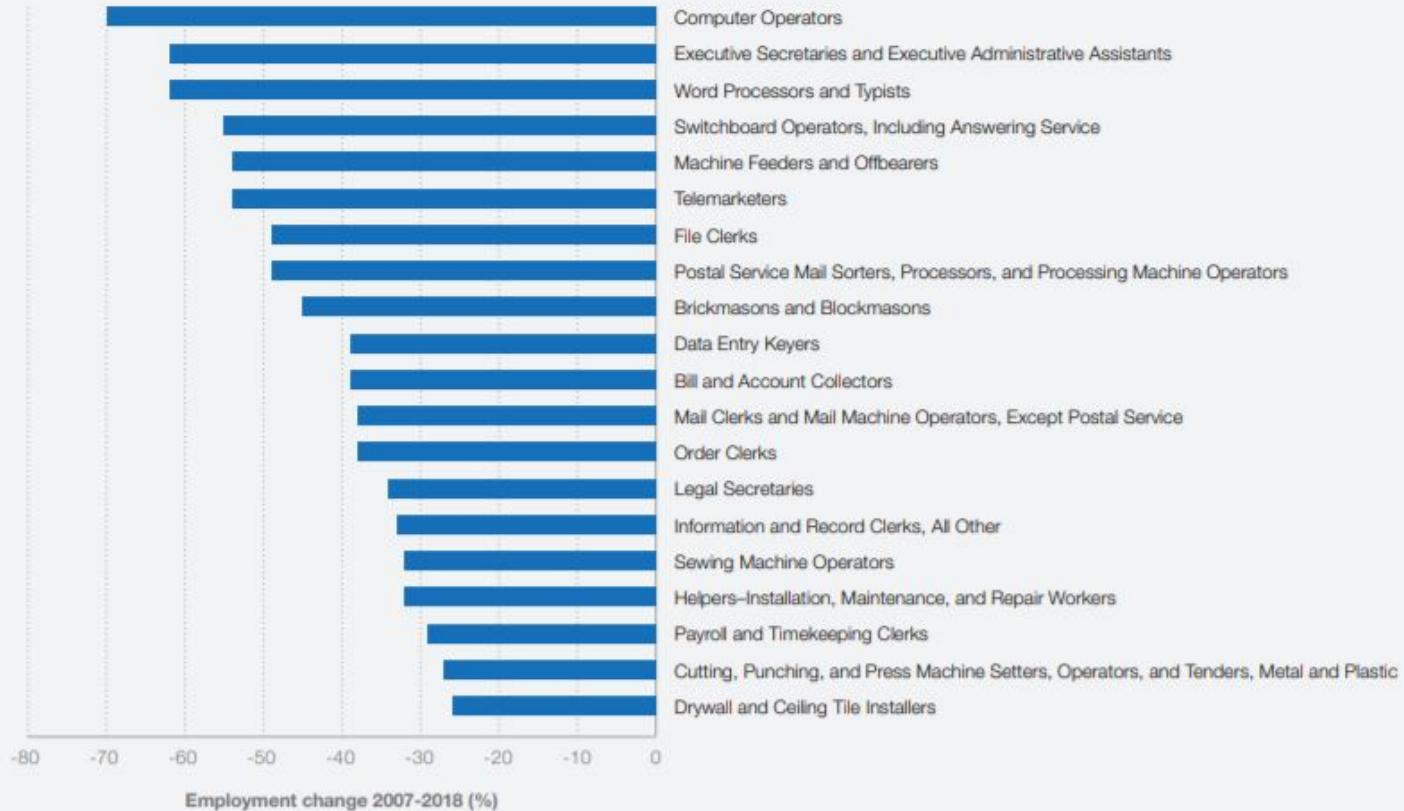
Planned business adaptation in response to COVID-19



Source

Future of Jobs Survey 2020, World Economic Forum.

Jobs with decreasing demand



↗ Increasing demand

1	Data Analysts and Scientists
2	AI and Machine Learning Specialists
3	Big Data Specialists
4	Digital Marketing and Strategy Specialists
5	Process Automation Specialists
6	Business Development Professionals
7	Digital Transformation Specialists
8	Information Security Analysts
9	Software and Applications Developers
10	Internet of Things Specialists
11	Project Managers
12	Business Services and Administration Managers
13	Database and Network Professionals
14	Robotics Engineers
15	Strategic Advisors
16	Management and Organization Analysts
17	FinTech Engineers
18	Mechanics and Machinery Repairers
19	Organizational Development Specialists
20	Risk Management Specialists

B. Top 15 skills for 2025

1	Analytical thinking and innovation	9	Resilience, stress tolerance and flexibility
2	Active learning and learning strategies	10	Reasoning, problem-solving and ideation
3	Complex problem-solving	11	Emotional intelligence
4	Critical thinking and analysis	12	Troubleshooting and user experience
5	Creativity, originality and initiative	13	Service orientation
6	Leadership and social influence	14	Systems analysis and evaluation
7	Technology use, monitoring and control	15	Persuasion and negotiation
8	Technology design and programming		

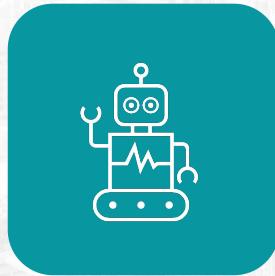
Source

Future of Jobs Survey 2020, World Economic Forum.

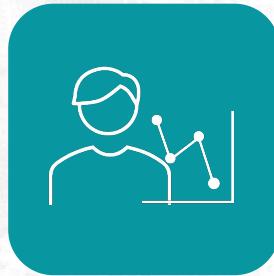
World becoming

Volatile, Unpredictable, Complex,
Tech-heavy, Data-driven, Interconnected

Companies Strategy



Need to transform
and adopt new
technology



Recruit and retain
high quality talents in
fast, reliable, and
measurable way



Become agile and
more adaptive to
rapid change

But, is Indonesia Ready?

The Urgent Problems

Indonesia Workforce Condition

Industry Problems

Students Problems

2+ Mio

Talent Shortage in Tech, Digital, Finance, and Manufacture each year

(BCG & Korn Ferry 2019)

46,6%

Workforce matched with industry needs

(INDEF, 2019)

21,76%

Unemployment came from vocational & universities

(BPS 2020)

4,2 Mio

Graduates from high school and universities each year, that prepared for old job desc

(Coordinating Ministry for Human Development and Culture 2019)

**There's lot of challenges in disruption,
but there's also opportunities**

**It's up to us to choose between riding
the wave, or just waiting and
drowning**

Understanding Career Shifting: The Opportunity and Consequences



How the world is changing so fast?



Understanding the Opportunities for Digital Jobs

Understanding the Career Stages

Understanding the Consequences for Career Shifting



Defining our goals and market needs



Career Maturity



How is your Career Readiness?



Rakamin Profiler

Digital Marketing Opportunities



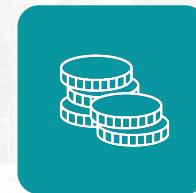
Digital Marketing is now used widely across industries



Digital Marketing roles increase up-to 50% each year



Scarcity for Digital Marketing talent is still high



Side hustling and increasing earning is widely open

Digital Marketing is also accommodating many working styles

Content-related
(creative, artistic,
conceptual)

Analysis-related
(investigative,
problem-solving,
data-driven)

**Optimization-rel
ated**
(operational, creative,
experimental)

Service-related
(operational, personal
touch, empathizing)

In order to have clarity and better understanding about how big the opportunity is, we need to understand: the market needs

It also helps us to prepare our career plan more vividly.

How to understand the market needs?



Do research!

Search for your future job field at many source: Google, job portal, career page of your desired company, networking, etc.
See all the relevance Job that might related



Read a lot!

The more you read the requirements, the more you familiar with the tools and needs they are preferred. And each company may have different requirements and needs



Classification!

Make yourself aware about the needs and increase the feel of importance to achieve it by writing it down.
It also helps you to bring up clarity in your career plan.

Let's do it!

**But, from every opportunity, there's
an option to take, and from every
option, there's always a consequence:
the price to pay**

Understanding Career Shifting: The Opportunity and Consequences



How the world is changing so fast?



Understanding the Opportunities for Digital Jobs



Understanding the Career Stages



Understanding the Consequences for Career Shifting



Defining our goals and market needs



Career Maturity



How is your Career Readiness?



Rakamin Profiler

**There's lot of challenges in disruption,
but there's also opportunities**

**It's up to us to choose between riding
the wave, or just waiting and
drowning**

Career Stages at Work

How our career stage may affect the transition and change

Linear throughout life

Exploration stage

School-to-work stage
→ self-examination and education fulfillment

Establishment stage

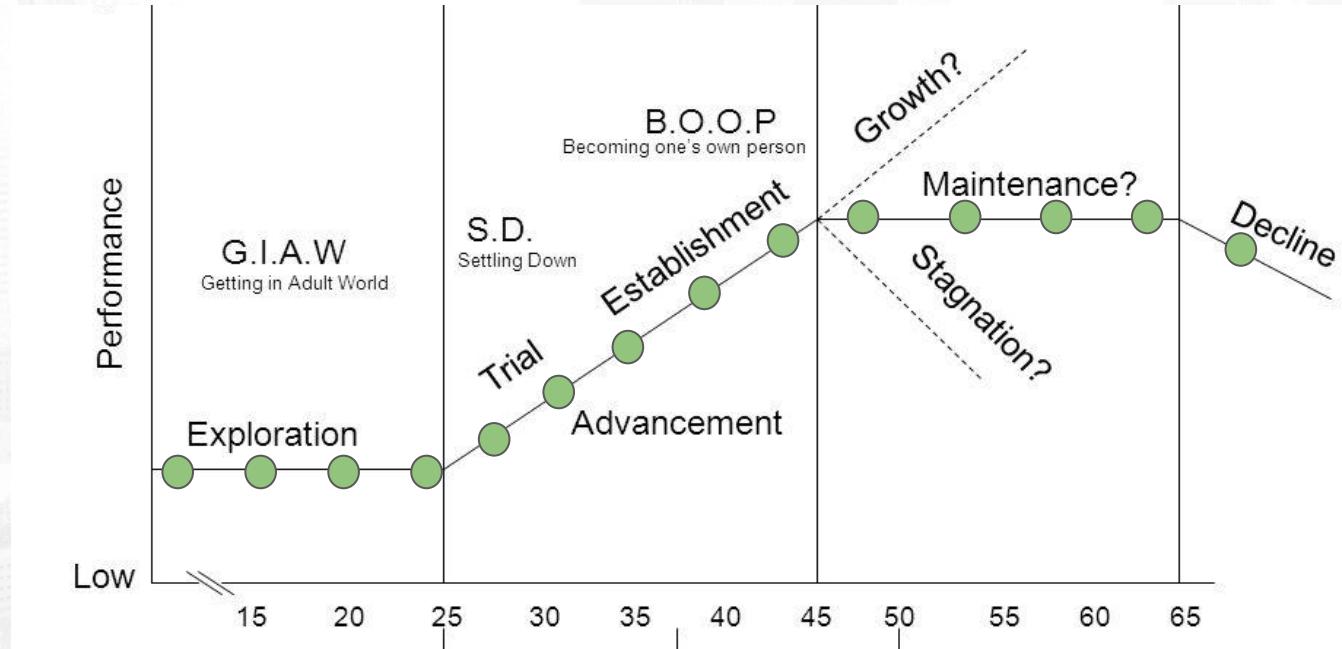
Employed & finding a niche and specialization

Maintenance Stage

Learning & updating skills in specific field

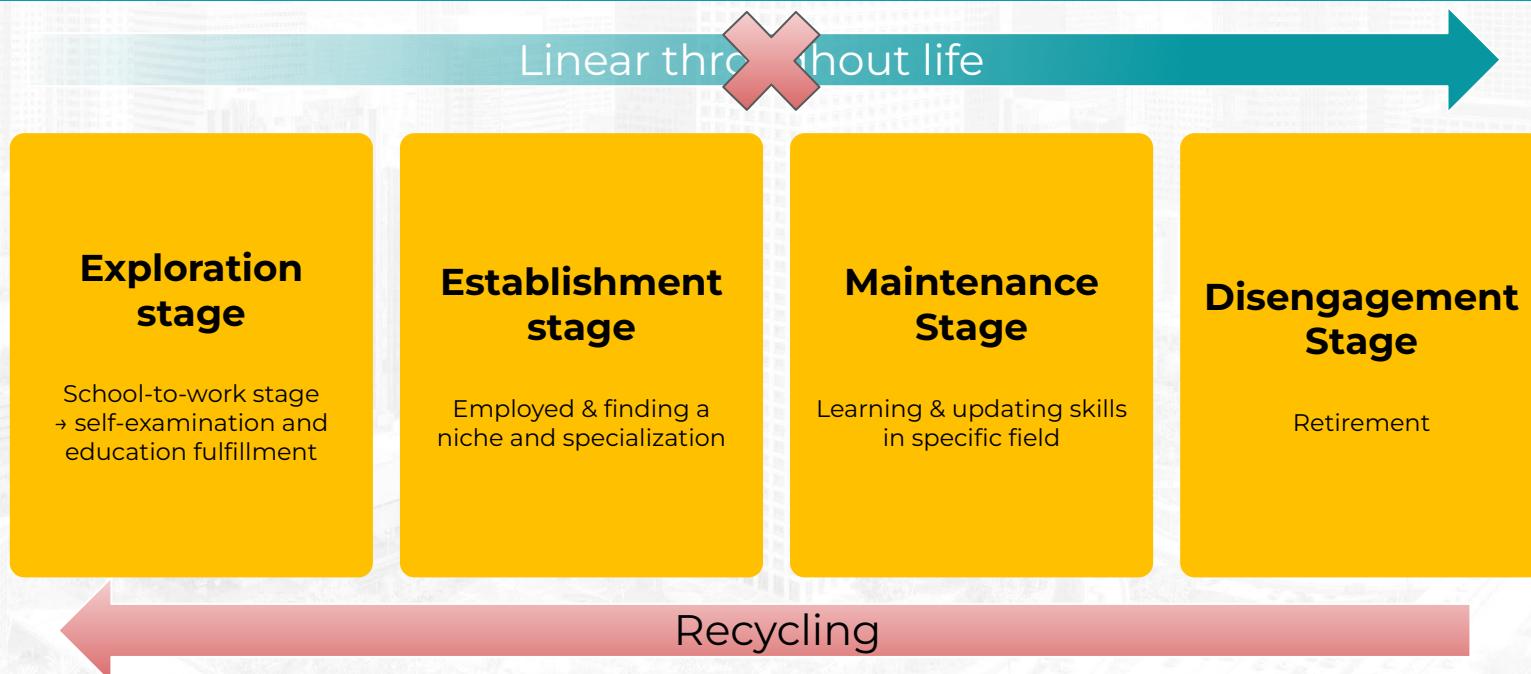
Disengagement Stage

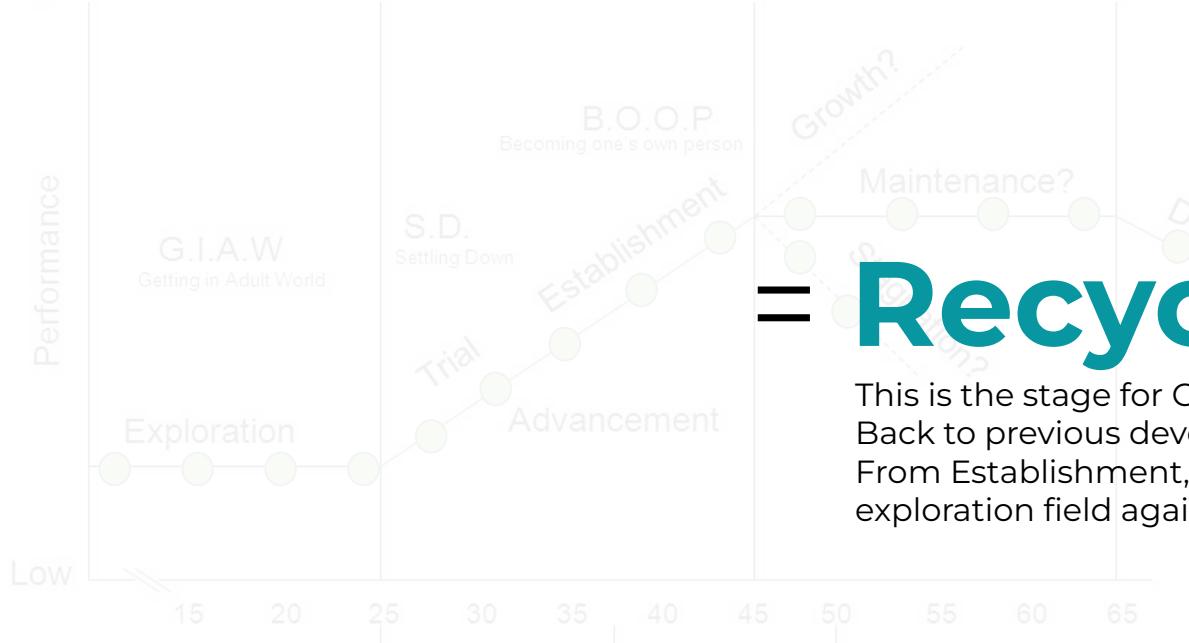
Retirement



Career Stages at Work

How our career stage may affect the transition and change





This is the stage for Career Shifting.
Back to previous development stages.
From Establishment, back to
exploration field again

Cause of Recycling:

Recycling defined as process when an individual returns to the developmental tasks and concerns of an earlier career stage



Personal crisis/trend shifting/stuck at career path

Implies to frustrations for future-self uncertainty.
E.g: being repeatedly passed over the promotions.

- Will earn a new learning (college degree or trainings) or change occupations

Organizational merger and feelings of being burnt-out.

Present environment not empowering or rewarding to stay at the same field or career.

- will work for transition to more meaningful or less stressful work.

Career Stages at Work

How our career stage may affect the transition and change



Exploration stage

School-to-work stage
→ self-examination and education fulfillment



Establishment stage

Employed & finding a niche and specialization

Maintenance Stage

Learning & updating skills in specific field

Disengagement Stage

Retirement



Recycling

Series of mini-stages on career development

(driven by constant learning and mastery across functions, organizations, and other work boundaries)

Exploration

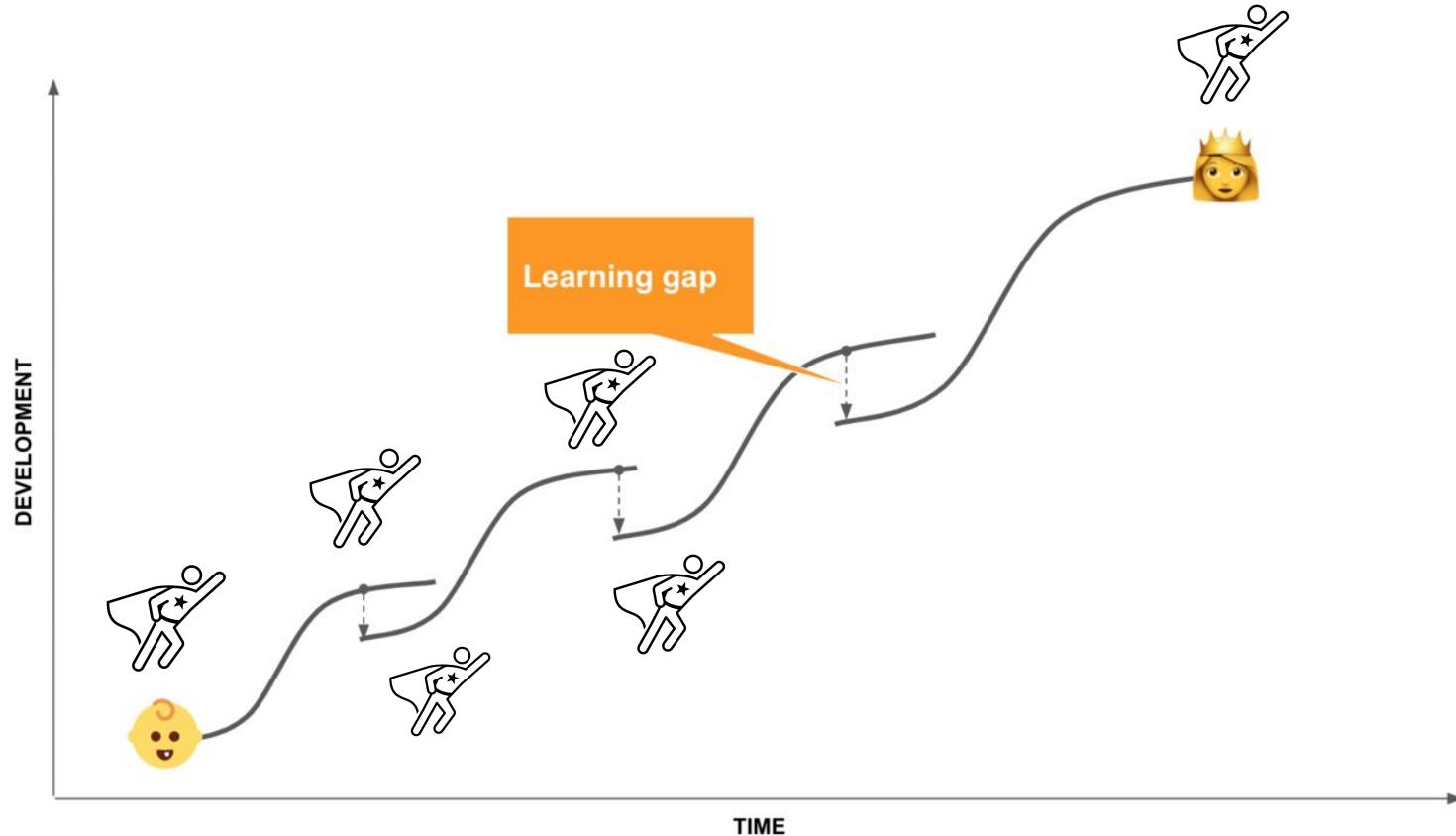
Trial

Establishment

Mastery

Exit

Across discipline, industry, field, and company



**Of course, from every opportunity,
there's an option to take, and from
every option, there's always a
consequence: the price to pay**

Understanding Career Shifting: The Opportunity and Consequences

- How the world is changing so fast?
- Understanding the Opportunities for Digital Jobs
- Understanding the Career Stages
- Understanding the Consequences for Career Shifting
- Defining our goals and market needs
- Career Maturity
- How is your Career Readiness?
- Rakamin Profiler

Anything in This World Is Basically, Transactional



Mother and Child

Currency: Responsibilities, love, cuteness, belongingness



Romantic Relationship

Currency: Commitment, love, physiological needs, intimacy



Career

Currency: Skill-set, trust, network, salary, learning

Anything in This World Is Basically, Transactional



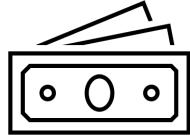
Anything in This World Is Basically, Transactional



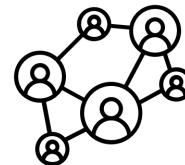
The more resources you have, the more 'benefit' you can get, basically you can 'buy' many things successfully

What we Define as a Resources?

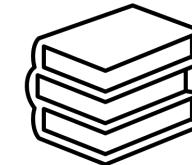
(focusing on career success)



Money



Network



Knowledge
& Skills

These are the
most
fundamental
resources that
everyone can
get by
dedication and
hard work

These resources are not inherited

unless we have a sultan parents :) or lucky enough to have parents that can connect us to so many important person

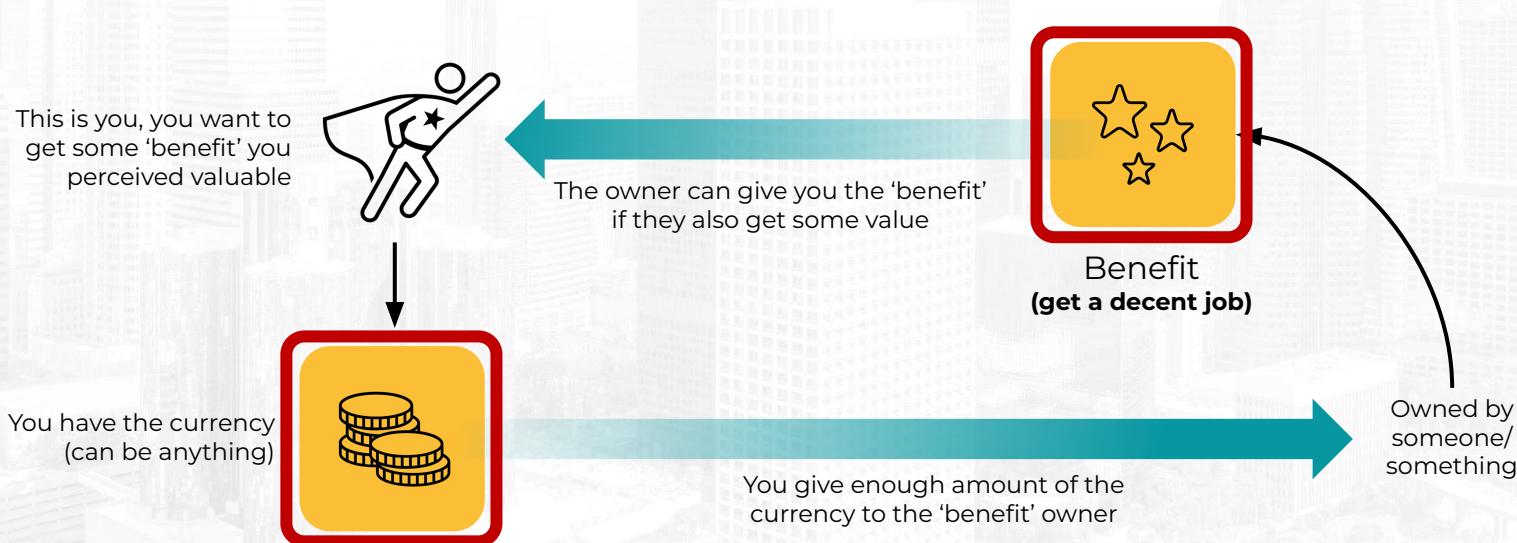
**The most fundamental resources,
that can be used as a currency to
mostly anything, is knowledge and skills**

**Investment to knowledge and skills
give the highest return**



But we need to pay high price to have high knowledge and skills

Let's Take a Look to This Framework Again



Understanding Career Shifting: The Opportunity and Consequences

- How the world is changing so fast?
- Understanding the Opportunities for Digital Jobs
- Understanding the Career Stages
- Understanding the Consequences for Shifting Career
- Defining our goals and market needs
- Career Maturity
- How is your Career Readiness?
- Rakamin Profiler

Defining our goals, market needs, and our resources

Let's open Rakamin Career and Learning Plan

Defining our goals

**Get a new job as a
Digital Marketer**
(shifting)



**Accelerate my Career
as a Digital Marketer**
(upgrading)



Defining Goal

1 Why do you want this goal so bad?

I want to become a good Digital Marketer because.....

(avoid vague or general reason, the more personal and meaningful the reason, the more it will give you motivation)

2 What do you want to achieve for the next 6-12 month?

I want to work in ____ industry, as a Intern/Content Designer/Socmed Specialist/Marketing Analytics with Rp x Salary

I want get promoted as a ____ /handle new project for my role as a ____, get recognition from my manager

3 What do you need to achieve those target?

Hard Skills

Write down 3 to 5 top needed Hard Skills to achieve your target

Soft Skills

Write down 3 to 5 top needed Soft Skills skills to achieve your target

Supporting

Write other resources to help you such as 2-3 valuable portfolios, intern experience, network to communities, etc.

Understanding Market Needs

I want to accelerate my
career as a Digital Marketer
(upgrading)



From every roles, there's
a job desc, and set of
skills needed

Hard Skills

Soft Skills

Supporting

Understanding Market Needs



Get promoted as a
Content Marketing Lead

I want to accelerate my
career as a Digital Marketer
(upgrading)



Hard Skills

1. Content creation
2. Content optimization
3. Social media and internet marketing
4. User research

Soft Skills

1. Presentation skills
2. Team leadership

Supporting

1. Experience leading small campaign
2. Become a speaker and get recognition
3. Teaching my co-workers

Understanding Market Needs



Get promoted as a SEO Specialist

I want to accelerate my career as a Digital Marketer
(upgrading)



Hard Skills

- 1. SEO optimization
- 2. Copywriting
- 3. Keyword Research and Data Analysis

Soft Skills

- 1. Time management (to provide more productivity)
- 2. Communication Skills

Supporting

- 1. Finishing online certification
- 2. Handle more freelance project
- 3. Create 3 new portfolio

Understanding Market Needs

I want to get a new job
as a Digital Marketer
(shifting career)



Get job as a
Digital Marketing
Officer

Hard Skills

1. Facebook and Google Ads
2. Google Analytics
3. Business process and market behavior
4. Content marketing

Soft Skills

1. Presentation skills
2. Critical Thinking

Supporting

1. Intern experience in related roles
2. 2-3 valuable portfolio related to social media management and ads optimization



Defining Goal

1 Why do you want this goal so bad?

I want to become a good Digital Marketer because.....

(avoid vague or general reason, the more personal and meaningful the reason, the more it will give you motivation)

2 What do you want to achieve for the next 6-12 month?

I want to work in ____ industry, as a Intern/Content Designer/Socmed Specialist/Marketing Analytics with Rp x Salary

I want get promoted as a ____ /handle new project for my role as a ____, get recognition from my manager

3 What do you need to achieve those target?

Hard Skills

Write down 3 to 5 top needed Hard Skills to achieve your target

Soft Skills

Write down 3 to 5 top needed Soft Skills skills to achieve your target

Supporting

Write other resources to help you such as 2-3 valuable portfolios, intern experience, network to communities, etc.

Understanding Career Shifting: The Opportunity and Consequences

- How the world is changing so fast?
- Understanding the Opportunities for Data Science Jobs
- Understanding the Career Stages
- Understanding the Consequences for Shifting Career
- Defining our goals and market needs
- Career Maturity
- How is your Career Readiness?
- Rakamin Profiler

**You're halfway there!
You already know the market needs.**

**But to achieve your goal, what do you
really need to prepare?**

Career Stages at Work

How our career stage may affect the transition and change

Linear throughout life

Exploration stage

School-to-work stage
→ self-examination and education fulfillment

Establishment stage

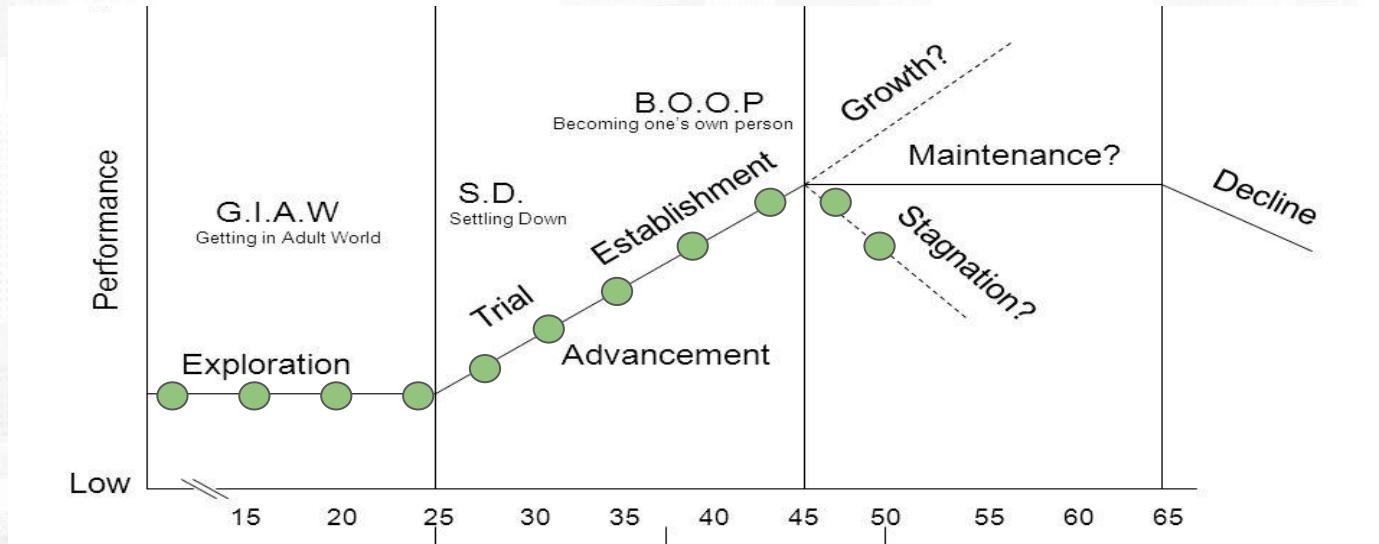
Employed & finding a niche and specialization

Maintenance Stage

Learning & updating skills in specific field

Disengagement Stage

Retirement



What do you really need to prepare?

Company can't really know your hard skills and soft skills directly.

You need to show it!

Increase our Career Maturity

Career maturity is person's degree of adaptability in career decision making and readiness to make occupational choices.

1

Concern

- Gather first all your **concern and uncertainty**
- Formulate **solution** in the process of making career decisions.

2

Curiosity

- Exploring work world
- Seeking information about jobs requirements.

3

Confidence

- Must have belief in your ability to make sensible career decisions and realistic profession choices.

4

Consultation

- Assistance in career decision making by requesting information or advice from others.

By now, you understand that the career shifting requires a lot of hard work. That's why we need to understand about: Career Readiness

Understanding Career Shifting: The Opportunity and Consequences

- How the world is changing so fast?
 - Understanding the Opportunities for Digital Jobs
 - Understanding the Career Stages
 - Understanding the Consequences for Shifting Career
 - Defining our goals and market needs
 - Career Maturity
-  How is your Career Readiness?
- Rakamin Profiler

Career Shifting Processes

(focusing on career success)



Pre-shifting

Preparations stage!

In this stage you will do a lot of research about market needs, you also upskilling your resource, understanding yourself deeper (personality, strength & weakness, self-concept, etc)

Ongoing

Execution Stage!

This is the most difficult and painful stage. You're going to deal with interview process, rejections, tight deadlines, and all the preparation and training to get your desired career.

Post-shifting

Adjustment Stage!

You got your dream job. And it's time for you to upgrade your new mastery skills in professional life. Good luck on all the trainings and KPIs!

Career Shifting Processes

(focusing on career success)

The question is:

Are you Ready?

Pre-shifting

Preparations stage!

In this stage you will do a lot of research about market needs, you also upskilling your resource, understanding yourself deeper (personality, strength & weakness, self-concept, etc)

Ongoing

Execution Stage!

This is the most difficult and painful stage. You're going to deal with interview process, rejections, tight deadlines, and all the preparation and training to get your desired career.

Post-shifting

Adjustment Stage!

You got your dream job. And it's time for you to upgrade your new mastery skills in professional life. Good luck on all the trainings and KPIs!

Career Awareness &
Decision Making

Resumes

Adjustment

**For Career Shifting,
It's indeed a long process and required a
lot of work and resilience. To know what
the best treatment and strategy that
suitable for you, you need to understand
about yourself and resources**

Understanding Career Shifting: The Opportunity and Consequences

-  How the world is changing so fast?
-  Understanding the Opportunities for Digital Marketing Jobs
-  Understanding the Career Stages
-  Understanding the Consequences for Shifting Career
-  Defining our goals and market needs
-  How your Career Readiness work ?
-  How is your Career Readiness?



Rakamin Profiler

**After understanding your goals,
what market needs, and your initial
maturity level, the next step is
to understand your resources**

Knowing Your Strengths and Weaknesses

I want to get a new job as a Digital Marketer
(shifting career)



8 To Support my Goal I Have Strength in

My Strength

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Benefit

- What's the benefit from that strength

Strength is anything can help you to achieve your goal easier or faster it's including **personal factor** such as personality, habit, interest, intelligence, knowledge, or **non-personal factor** such as time availability, access to learning facilities, network, money, anything

Knowing Your Strengths and Weaknesses

I want to get a new job as a Digital Marketer
(shifting career)



9 But I'm also having weaknesses or obstacles

My Weakness or Obstacle

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Impact

- How that weakness impact you

Weakness or Obstacle is anything can disturb you to achieve your goal, make it slower or harder to be achieve. it's including **personal factor** such as personality, habit, interest, intelligence, knowledge, or **non-personal factor** such as time availability, access to learning facilities, network, money, anything



Rakamin Academy

School for Career Acceleration

Rakamin Personal Profiler: What is it?

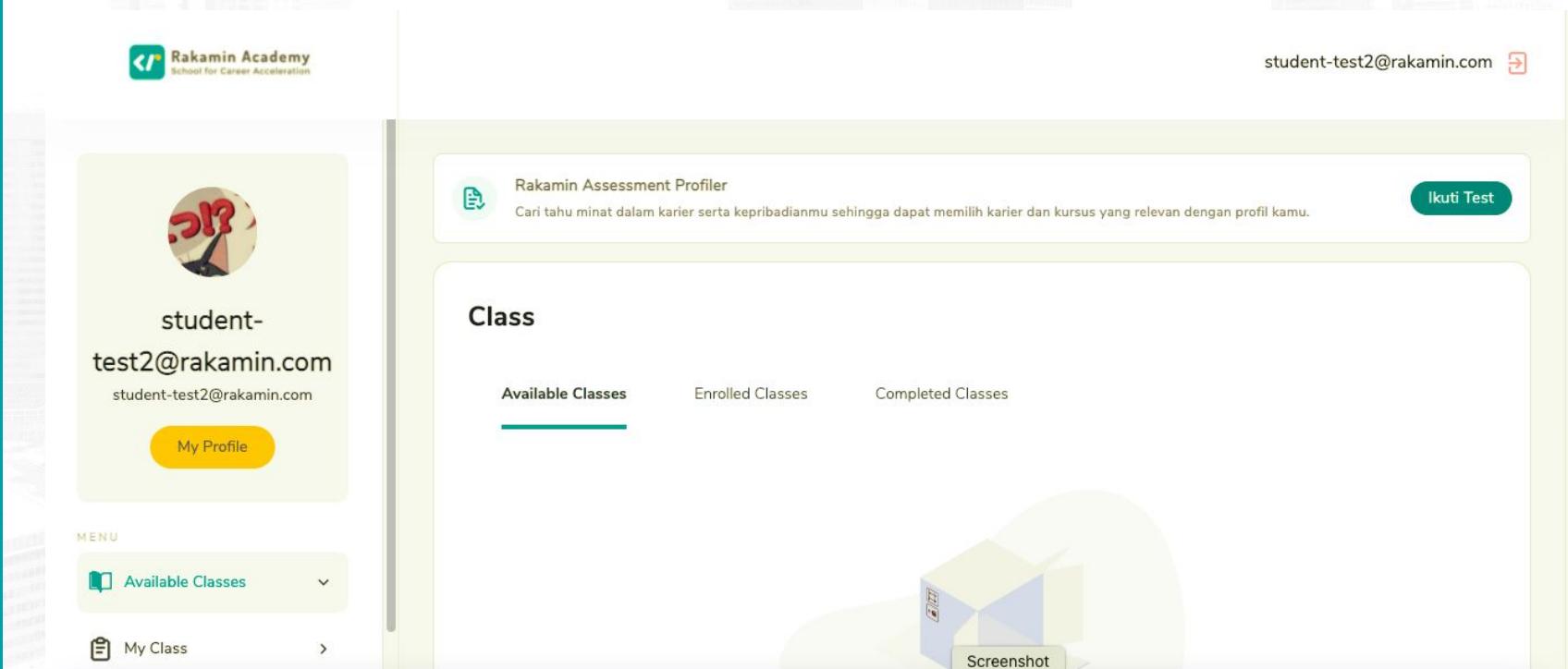
1. Produk asesmen psikologis yang dikembangkan berdasarkan teori psikologi dan psikometri, sudah teruji valid dan reliabel untuk mengukur aspek kepribadian dan minat karier seseorang
2. Bertujuan untuk membantu siswa untuk mengenal diri secara holistik sehingga dapat memberi gambaran tentang aspek diri yang menonjol dan perlu dikembangkan untuk akselerasi karier di bidang teknologi
3. Memberikan gambaran mengenai contoh profesi di bidang teknologi digital beserta tingkat relevansi dengan profil siswa

Rakamin Personal Profiler Report

1. Rakamin Personal Profiler bisa diakses di profil masing-masing pada siswa yang sudah **enrolled class**
2. Asesmen terbagi menjadi dua bagian:
 - a. Bagian 1: Minat Karier → 60 soal. Estimasi durasi: 7-15 menit*
 - b. Bagian 2: Kepribadian → 100 soal. Estimasi durasi: 10-20 menit*
3. Cara penggerjaan asesmen dapat mengikuti instruksi di web Rakamin setelah login dan mulai **Ikuti Tes**
4. Setelah selesai mengerjakan, setiap student akan mendapatkan hasil di platform dan bisa di download dalam bentuk PDF
5. Student harus menyelesaikan semua soal di seluruh bagian asesmen baru akan mendapatkan hasil
6. Silakan menyelesaikan dan mendownload hasil laporan asesmen sebelum sesi minggu depan

*Tidak ada batasan waktu, durasi penggerjaan tergantung kecepatan setiap user

Tampilan Rakamin Personal Profiler di Dashboard



The screenshot displays the Rakamin Personal Profiler interface on a dashboard. At the top left is the Rakamin Academy logo with the tagline "School for Career Acceleration". At the top right is the email address "student-test2@rakamin.com" with a red notification icon. The main content area is divided into several sections:

- Rakamin Assessment Profiler:** A section with a green icon of a person with a brain, titled "Rakamin Assessment Profiler". It includes the sub-instruction "Cari tahu minat dalam karier serta kepribadianmu sehingga dapat memilih karier dan kursus yang relevan dengan profil kamu." and a green "Ikuti Test" button.
- Class:** A large section titled "Class" with three tabs: "Available Classes" (underlined in blue), "Enrolled Classes", and "Completed Classes". Below the tabs is a 3D bar chart graphic.
- Left Sidebar:** A vertical sidebar with a user profile picture and the email "student-test2@rakamin.com". Below it is a yellow "My Profile" button. The sidebar also contains a "MENU" section with two items: "Available Classes" (selected, indicated by a green background) and "My Class".

Bagian Asesmen

Intro Page X @rakamin.com

Assessment Profiler

Kerjakan assessment ini dari bagian 1 terlebih dahulu, baru dilanjutkan mengerjakan bagian 2.

Bagian 1

10 menit

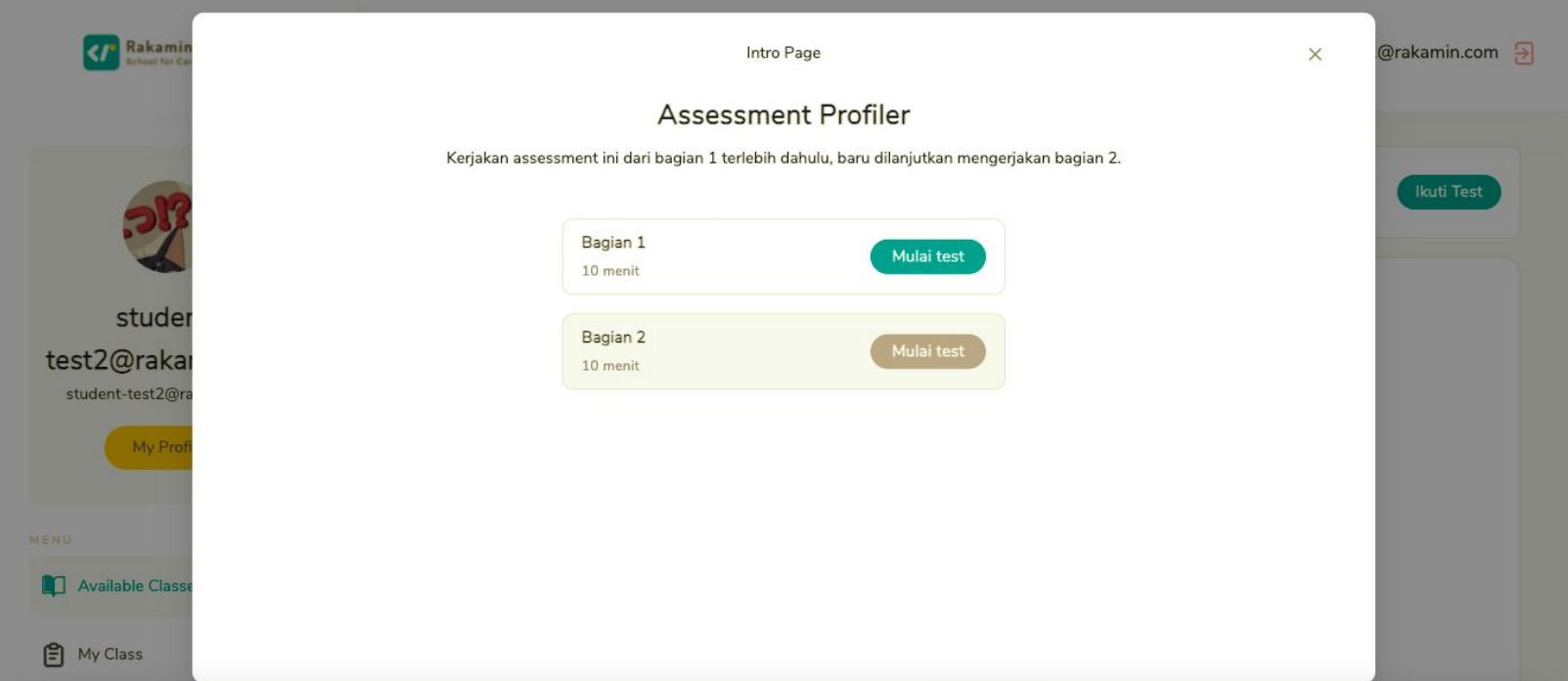
Mulai test

Bagian 2

10 menit

Mulai test

Ikuti Test



student
test2@rakam
student-test2@rakam
My Profil
MENU
Available Classes
My Class

Contoh Penggerjaan Asesmen

Rakamin
School for Care

Bagian 2 (1/5)

X

@rakamin.com

Sangat Tidak Sesuai

Sangat Sesuai

Ketika bekerjasama dengan orang lain, saya terbuka dengan aturan baru yang diajukan oleh
rekan saya

Sangat Tidak Sesuai Sangat Sesuai

Sangat Tidak Sesuai Sangat Sesuai

Sulit bagi saya untuk merasa tenang ketika mendapatkan tugas yang sulit.

Sangat Tidak Sesuai Sangat Sesuai

Sangat Tidak Sesuai Sangat Sesuai

student
test2@rakam
student-test2@rak

My Prof

MENU

Available Classes

My Class

Assessment Profiler

16%
Screenshot

16 / 100

Contoh Laporan Rakamin Personal Profiler Report

RAKAMIN PERSONAL PROFILER

Rakamin Academy
Skills for Future Academics

Hi, Alma! Kamu adalah seorang
Adventurous Maker



Aspek kepribadian dominan : **Openness (O)**
Aspek minat dominan : **Realistic (R)**

Kamu merupakan seseorang yang menyukai kegiatan yang bervariasi. Kamu juga kreatif, imajinatif, dan memiliki rasa ingin tahu yang tinggi. Dalam bekerja, kamu menyukai hal-hal yang praktikal dibandingkan dengan hal-hal yang berbau teori. Selain itu kamu juga senang bekerja dengan berbagai peralatan atau tools mulai dari yang sederhana hingga yang rumit.

3 Karakter utamamu : Open-minded, Practical, Technical

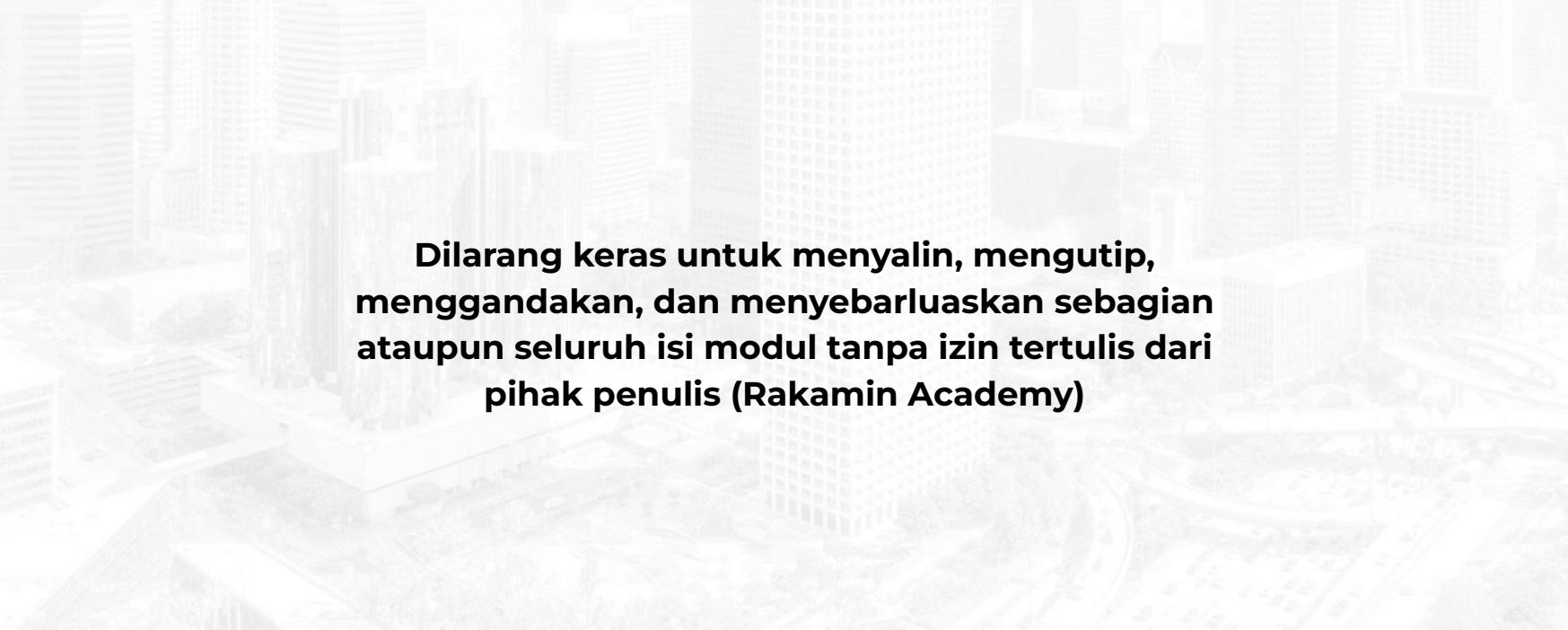
REKOMENDASI PROFESI DI BIDANG TEKNOLOGI

Profesi	Rekomendasi
Big Data Engineer	Highly recommended
Software Developer	Recommended
Mobile-App Engineer	Recommended

1

Terima kasih!

Copyright Rakamin Academy



**Dilarang keras untuk menyalin, mengutip,
menggandakan, dan menyebarluaskan sebagian
ataupun seluruh isi modul tanpa izin tertulis dari
pihak penulis (Rakamin Academy)**