

Blueprint for Brilliance



Author - Navaneeth Malingan, Nunnari Labs

Google Developer Student Clubs



What I currently do?

- Director – Innovations (KGiSL Educational Institutions)
 - KGX, Future Mobility Center, F1Tenth
- Founder and AI Lead at Nunnari(நுணரி) Labs
 - Antpod, SeeData
- Community Lead – AI Tamil Nadu and TensorFlow User Group Coimbatore

The Impact of AI on Education, Enterprise, and Entrepreneurship

Education

- Personalized Learning 
- Automation and Efficiency 
- Accessibility 
- Continuous Learning and Assessment 

Enterprise

- Process Automation 
- Data-Driven Decisions 
- Enhanced Security 
- Innovation in Products and Services 

Entrepreneurship

- Accessibility of Advanced Technologies 
- Market Insights 
- Scalability 
- New Ventures and Innovations 

Forbes

It's already clear that this exciting technology will have a big impact on the way we live and work. UK energy provider Octopus Energy has said that 44% of its customer service emails are now being answered by AI. And the CEO of software firm Freshworks has said that tasks that previously took eight to 10 weeks are now being completed in days as a consequence of adopting AI tools into its workflows.

Chegg Shares Punished on Education Company's Dim Outlook

CEO warns that ChatGPT is affecting its business



Source: Bloomberg

Bloomberg

Early in 2023, we learned that [freelance writers in Kenya were struggling to make a living](#) in a once thriving market. For years, remote ghostwriters have supported themselves and their families by writing essays and other tasks for US-based students.

“ Online freelancers in professions that are more vulnerable to automation saw an overall 21 per cent fall in weekly demand for their skills

AI CREATING ART



AI CREATING CODE



top 20 jobs gpt4 can potentially replace humans
along with the human trait replaced in table
format

Job Title	Human Trait Replaced
Data Entry Clerk	Repetitive task processing
Customer Support Representative	Basic interaction
Paralegal	Document processing
Translation Services	Language proficiency
Bookkeeping and Accounting	Numerical calculation
Market Research Analyst	Data analysis
News Reporter	Basic reporting
Social Media Coordinator	Content scheduling
Retail Salesperson	Basic sales interaction
Personal Assistant	Scheduling and organization

Telemarketer	Scripted communication
Copy Editor	Grammar and style checking
HR Recruiter	Resume screening
Software Tester	Code testing
Travel Agent	Travel booking
Proofreader	Error detection
Technical Support Specialist	Problem-solving
Content Writer	Content creation
Tutor	Basic education delivery
Real Estate Agent	Property listing

top 20 ways how gpt4 can impact business across domain along with their functionalities in table format

Business Domain	Functionality of LLM Agents
Customer Service	Automate responses, enhance chatbots
Marketing	Generate creative content, analyze market trends
Human Resources	Screen resumes, automate onboarding processes
Finance	Fraud detection, automate financial reporting
Legal	Document review, legal research assistance
Education	Personalize learning, automate grading
Healthcare	Patient interaction simulation, medical research
Retail	Enhance customer recommendations, manage inventories
Manufacturing	Optimize supply chain, predict maintenance
Media and Entertainment	Script writing, personalize content suggestions

Travel and Hospitality	Customer interaction, travel planning assistance
Real Estate	Property analysis, automated customer queries
Information Technology	Code generation, bug fixing
Sales	Generate sales reports, predict market demands
Public Relations	Crisis management simulations, generate press releases
Transportation	Route optimization, traffic management
Security	Threat analysis, cybersecurity risk assessment
Energy	Demand forecasting, optimize energy distribution
Insurance	Risk assessment, process claims automation
E-commerce	Chatbot assistance, personalized shopping experience

Job in 2000	Job in 2010	Job in 2020	Job in 2030
Web Developer	Social Media Manager	Data Scientist	AI Specialist
Customer Service Representative	App Developer	Cloud Computing Specialist	Robotics Engineer
Computer Network Administrator	Sustainability Coordinator	User Experience Designer	Climate Change Analyst
Sales Manager	SEO Specialist	Cybersecurity Analyst	Renewable Energy Technician
Financial Analyst	Digital Marketing Specialist	E-commerce Specialist	Urban Farmer
Retail Store Manager	Content Creator	Telehealth Technician	Telemedicine Physician
Medical Secretary	Cloud Services Manager	Drone Operator	Data Privacy Manager
Human Resources Assistant	Big Data Analyst	Gig Economy Worker	E-sports Competitor/Coach
Graphic Designer	Online Community Manager	Influencer	Digital Content Creator
Travel Agent	Mobile Marketing Specialist	Virtual Reality Developer	Autonomous Vehicle Technician
Newspaper Reporter	Green Jobs Consultant	Artificial Intelligence Developer	Space Tour Guide
Receptionist	Data Visualization Expert	Contact Tracer	Virtual Reality Experience Designer
Bank Teller	Crowdfunding Specialist	3D Printing Engineer	Genomic Counselor
Industrial Engineer	Health Informatics Technician	Smart Home Installer	Smart Home Design Consultant
Secretary	Virtual Assistant	Blockchain Developer	Cybersecurity Specialist
Manufacturing Worker	E-Learning Developer	Sustainability Consultant	Augmented Reality Developer
Public Relations Specialist	Privacy Officer	Augmented Reality Architect	Quantum Computing Programmer
Electrical Engineer	Drone Technologist	Telemedicine Physician	Circular Economy Strategist
Network Administrator	User Interface Designer	COVID-19 Response Coordinator	Bioinformatics Specialist
Insurance Agent	Disaster Recovery Specialist	Mental Health Counselor	Ethical Technology Advocate



Certainly! Here are ten creative and speculative job roles that could potentially emerge in a hypothetical Fifth Industrial Revolution:

1. AI Experience Designer
2. Virtual Reality Travel Guide
3. Quantum Energy Engineer
4. Neural Implant Specialist
5. Algorithmic Bias Auditor
6. Drone Traffic Controller
7. Nano-Medicine Technician
8. Space Junk Removal Specialist
9. Sustainable Fashion Designer
10. Mindfulness and Mental Well-being Coach



1

2

3

Augmentation

Prediction

Autonomy

Skills for the future of work

AI fluency

Communicate with AI

Critical thinking

Evaluate outputs for fit

Contextualization

Detail input = detail output

Data literacy

Interpreting AI outputs

Problem-solving

Fast-paced solution review

Adaptability

Resilience with change

Automation strategy

Understanding methods

Analytics mastery

Predictive, complex data

Ethical navigation

Should, not could

The impact of artificial intelligence on business

54% of leaders quote AI as having increased productivity within their business already

61% of executives operating with an innovation strategy believe AI has identified opportunities within their data that would otherwise have been overlooked

80% of businesses believe artificial intelligence has helped create jobs

72% of executives say AI has allowed its employees to focus on more meaningful work

64% of B2B marketers consider AI a valuable asset to their marketing and sales strategies

Customer satisfaction is expected to grow by up to 25% by 2023 for businesses that use artificial intelligence

Startup businesses who used artificial intelligence received more than \$7.4 billion in funding during Q2 2019

Netflix's recommendation function, which is AI-powered, is worth \$1 billion a year

31% of marketers say their top success story of implementing AI comes down to gathering a better understanding of their consumers

Businesses that employ chatbots have seen an increase in sales of around 67%

The adoption of AI in recruitment has resulted in a cost reduction of 75% per resume screen, 4% increase in revenue per employee and a 35% reduction in employee turnover.

- 59% blame a **shortage of data-science specialist talent** as the primary challenge for implementing big-data driven AI technologies
- 76% of business leaders believe their biggest concern to be the **potential for data bias and lack of transparency** in AI adoption
- 40% of executives put down **cost and lack of expertise** as being the **biggest barriers** to investing in AI
- 37% of business leaders believe their **managers don't have the necessary knowledge** to understand cognitive tech, such as AI, to ensure a positive ROI.

US MARKETS

IBM

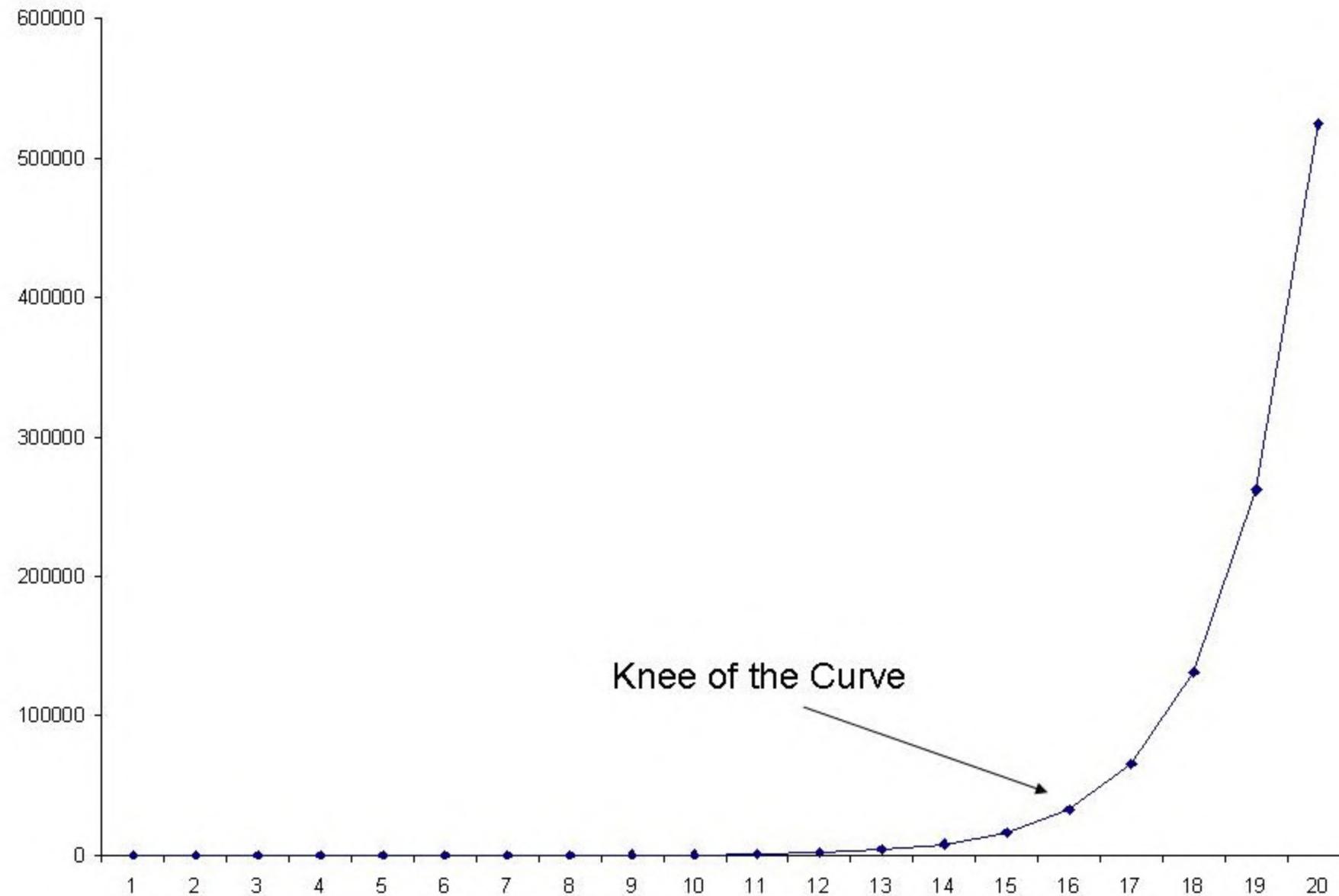


IBM to pause hiring in plan to replace 7,800 jobs with AI - Bloomberg News

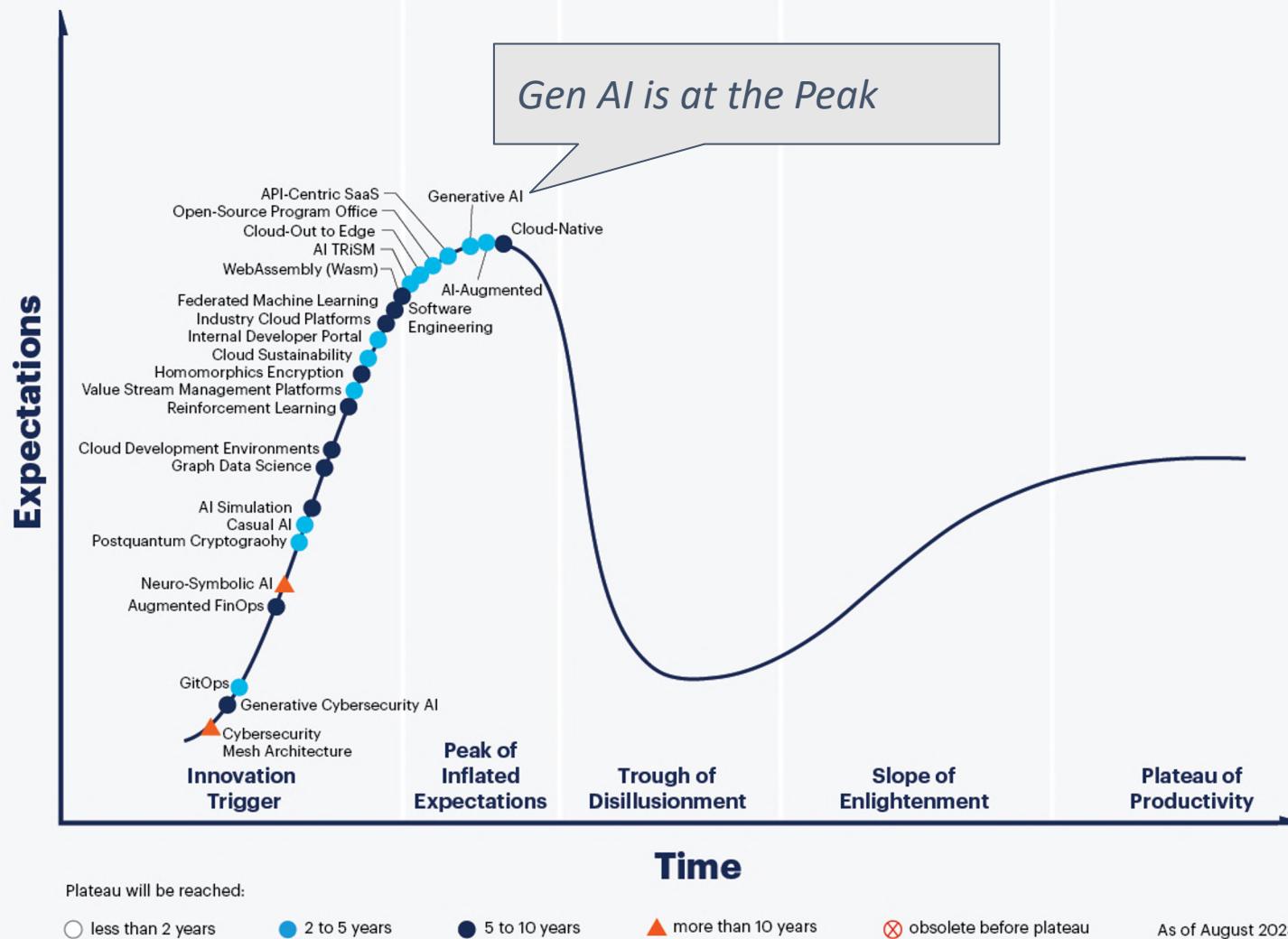


ETPrime

Accenture spots 300 plus use cases where generative AI can deliver: Chief strategy officer Bhaskar Ghosh



Hype Cycle for Emerging Technologies, 2023

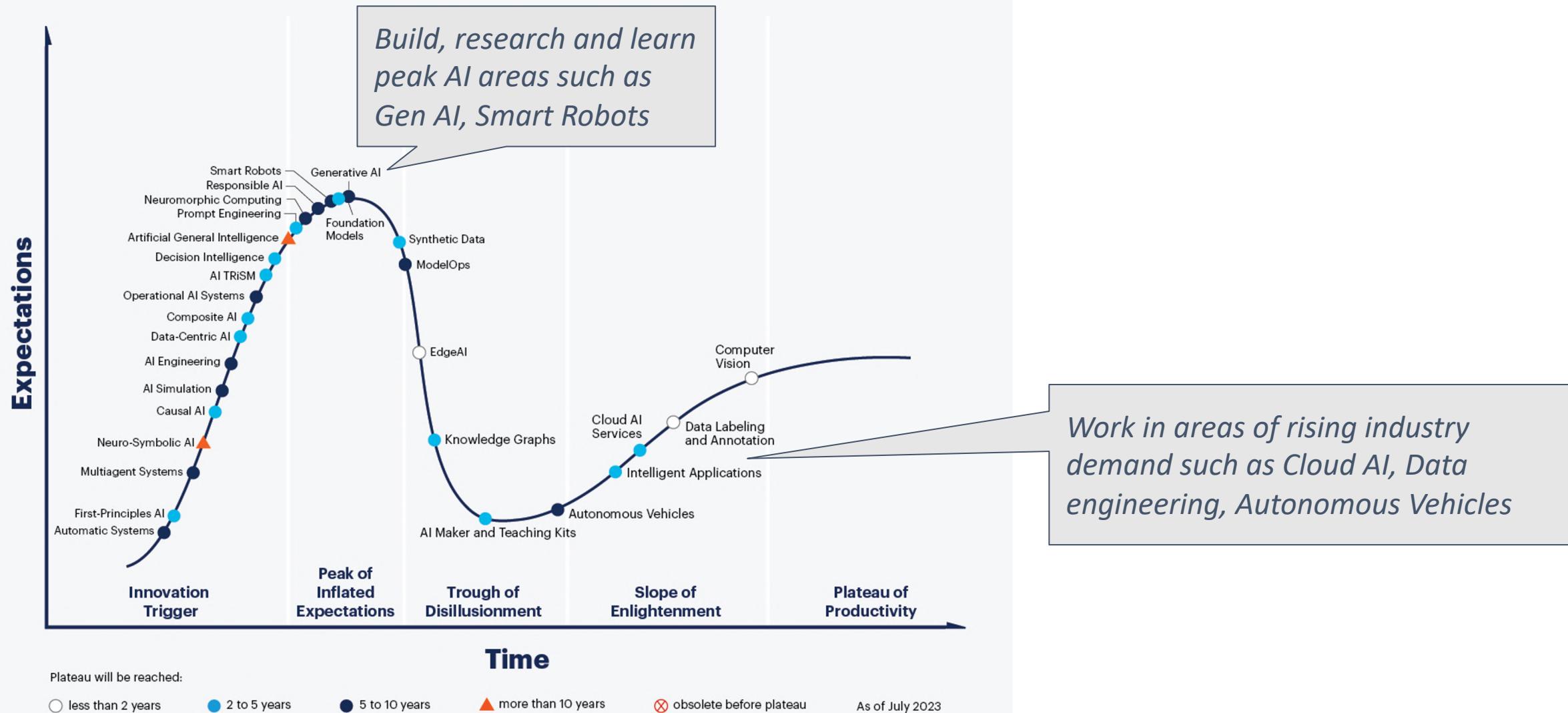


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Hype Cycle for Artificial Intelligence, 2023

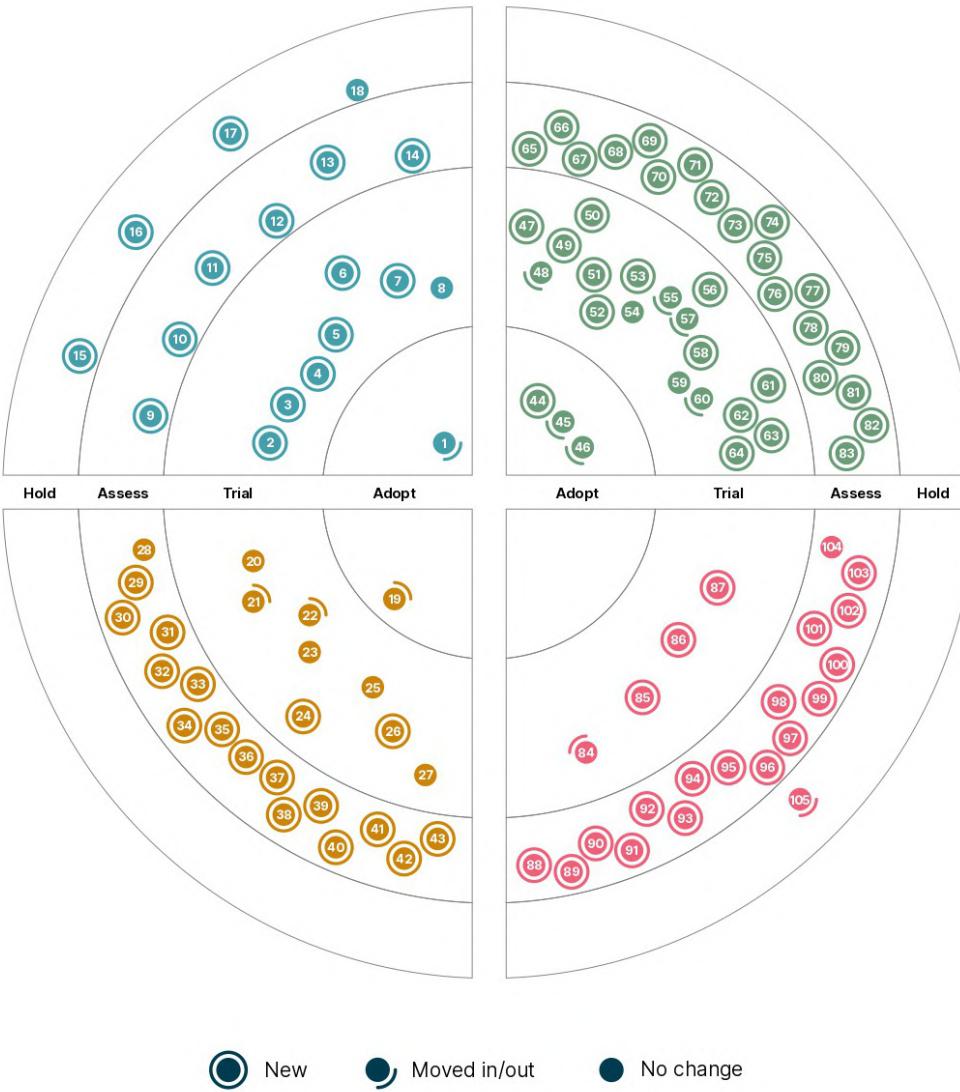


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The Radar



The Radar

Techniques	Platforms	Tools	Languages and Frameworks
<p>Adopt</p> <ol style="list-style-type: none"> 1. Retrieval-augmented generation (RAG) <p>Trial</p> <ol style="list-style-type: none"> 2. Automatically generate Backstage entity descriptors 3. Combining traditional NLP with LLMs 4. Continuous compliance 5. Edge functions 6. Security champions 7. Text to SQL 8. Tracking health over debt <p>Assess</p> <ol style="list-style-type: none"> 9. AI team assistants 10. Graph analysis for LLM-backed chats 11. LLM-backed ChatOps 12. LLM-powered autonomous agents 13. Using GenAI to understand legacy codebases 14. VISS <p>Hold</p> <ol style="list-style-type: none"> 15. Broad integration tests 16. Overenthusiastic LLM use 17. Rush to fine-tune LLMs 18. Web components for SSR web apps 	<p>Adopt</p> <ol style="list-style-type: none"> 19. CloudEvents <p>Trial</p> <ol style="list-style-type: none"> 20. Arm in the cloud 21. Azure Container Apps 22. Azure OpenAI Service 23. DataHub 24. Infrastructure orchestration platforms 25. Pulumi 26. Rancher Desktop 27. Weights & Biases <p>Assess</p> <ol style="list-style-type: none"> 28. Bun 29. Chronosphere 30. DataOS 31. Dify 32. Elasticsearch Relevance Engine 33. FOCUS 34. Gemini Nano 35. HyperDX 36. IcePanel 37. Langfuse 38. Qdrant 39. RISC-V for embedded 40. Tigerbeetle 41. WebTransport 42. Zarf 43. ZITADEL <p>Hold</p> <ol style="list-style-type: none"> 	<p>Adopt</p> <ol style="list-style-type: none"> 44. Conan 45. Kaniko 46. Karpenter <p>Trial</p> <ol style="list-style-type: none"> 47. 42Crunch API Conformance Scan 48. actions-runner-controller 49. Android Emulator Container 50. AWS CUDOS 51. aws-nuke 52. Bruno 53. Developcity 54. GitHub Copilot 55. Gradio 56. Gradle Version Catalog 57. Maestro 58. Microsoft SBOM tool 59. Open Policy Agent (OPA) 60. Philips's self-hosted GitHub runner 61. Pop 62. Renovate 63. Terrascan 64. Velero <p>Assess</p> <ol style="list-style-type: none"> 65. aider 66. Akvorado 67. Baichuan 2 68. Cargo Lambda 69. Codium AI <p>Hold</p> <ol style="list-style-type: none"> 105. LangChain 	

Source: <https://www.thoughtworks.com/en-in/radar>

AI Startups Dominate ‘Most Selective Cohort [W24] in YC History

A [total of 260 companies](#) joined YC for W24, as selected from over 27,000 applications, said the accelerator’s President, Garry Tan.

“With an acceptance rate under 1%, this was one of the most selective cohorts in YC history. Many of the companies in this batch – at least 50% – are building around AI in one form or another,” Tan said.

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Speaking on W24, Y Combinator CEO, Garry Tan, said:

“Why so much AI for YC? It’s simple: YC invests in the best founders in the world, and many of today’s best founders are choosing to build in AI. These founders are constantly discovering new, incredible, practical uses for AI and LLMs that solve problems across industries.

We can now do things with software that weren’t possible just a year or two ago — and we’re still in the very early days! AI is a catalyst unlike anything we’ve seen in a long, long time; what the Internet did for startups in the 90s, and smartphones did in the 2000s, AI is doing once again.”

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W24 Verticals:

- 65% in B2B SaaS / Enterprise
- 11% in Consumer
- 10% in Healthcare
- 8% in Fintech
- 4% in Industrials
- 1% in Govtech
- 1% in Edtech

AI Takes Center Stage at YC Winter '24

2/3^{~65%}

Companies included AI technologies in their startups



28 Companies from the cohort even included a variation of the term "AI" in the company name.

More Women Founders Break Through



16% → 22%

Women-founded startups in the Winter 2024 batch account for around 22% of the startups, a notable increase from the last batch's 16%.

YC W'24 Trends

Farewell Remote Boom?

70%



30%
Work from Home

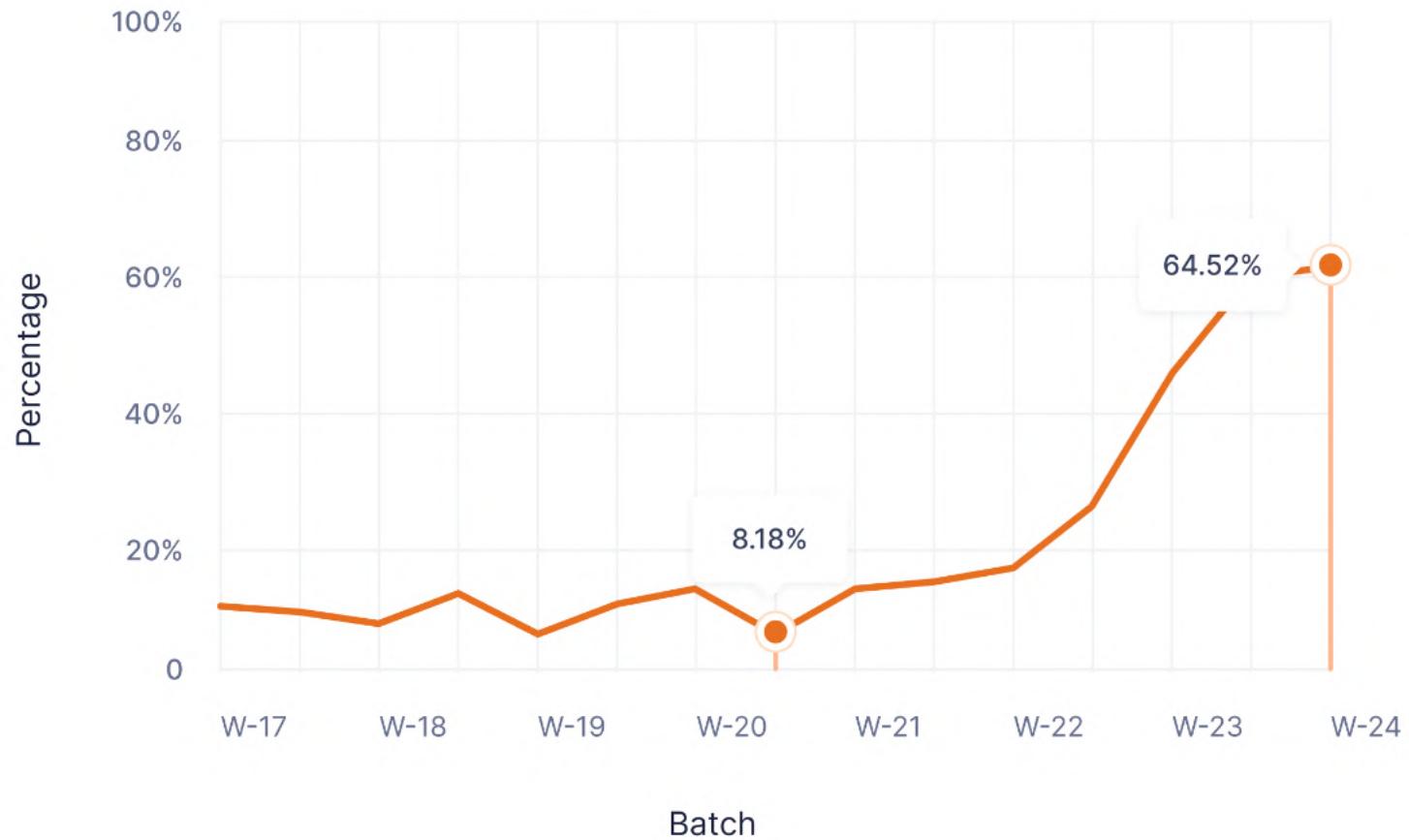
YC remote startups dropped from a 70% average (Winter 2017-Summer 2023) to just 30% in Winter 2024.

Geographic Shift as North America Dominates



Dominant North America: 75% of Winter 2024 startups are from the region (US: 72%, Canada: 3%)

Percentage of AI-Based Startups



July 2024

Browse 100 of the top Generative AI startups funded by Y Combinator.

We also have a Startup Directory where you can [search through over 5,000 companies](#).

Generative AI startups by location

1. [New York](#)
2. [San Francisco Bay Area](#)



Humanloop (s2020) • Active • 10 employees • London, UK

We help product and engineering leaders at enterprises to build impactful applications on top of large language models.

generative-ai | machine-learning | saas | nlp | ai



Shepherd (w2024) • Active • 5 employees

Shepherd is a Learning assistant for schools to provide to their students. Shepherd seamlessly combines AI-enabled self-study, affordable tutoring, peer collaboration, and analytics for a personalized learning experience that is both efficient and effective.

ai-enhanced-learning | artificial-intelligence | education | generative-ai | marketplace



Remy (s2023) • Active • 4 employees • San Francisco, CA, USA

Use Remy to discover upcoming engineering work, perform automatic triage and speed up your design reviews.

artificial-intelligence | generative-ai | b2b | productivity | security



Metoro (s2023) • Active • 2 employees • London, UK

Metoro is the AI-powered production debugger. Software Engineers can ask Metoro questions like "why is my webapp down?" and Metoro will investigate, find a root-cause, create bespoke dashboards and surface relevant metrics and logs. We're a team of software engineers from Palantir and Jump Trading who have spent our careers building distributed systems, and we're building the tool we...



**OPENAI CEO SAM ALTMAN SAYS AI WILL
MAKE IT POSSIBLE FOR ONE PERSON TO
BUILD A BILLION DOLLAR COMPANY**

SWIPE TO SEE MORE

How to Leverage AI?

- **Reframe your thinking:** Don't see AI as the enemy, but rather as a tool. People are not being replaced by AI, but by humans using AI.
- **Identify disruption:** Face the fact that AI is going to disrupt your industry and identify your vulnerabilities.
- **Master relevant AI tools:** Learn everything you can about the AI tools that are relevant to your job and become an expert in them.

THE WORLD'S MOST POPULAR AND
BESTSELLING CAREER HANDBOOK

WHAT COLOR IS YOUR PARACHUTE?



YOUR GUIDE TO A LIFETIME OF
MEANINGFUL WORK AND
CAREER SUCCESS

RICHARD N. BOLLES

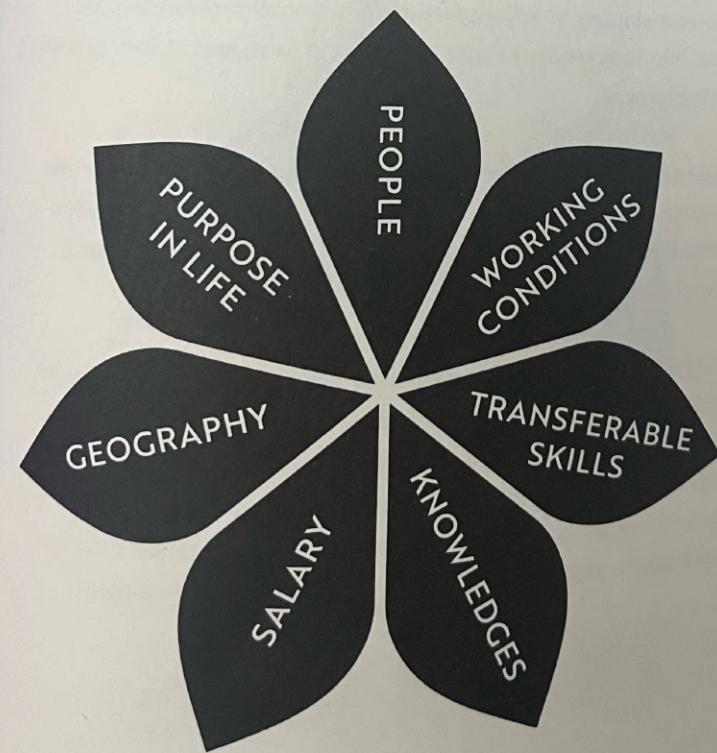
ONE OF THE ALL-TIME 100 BEST NONFICTION BOOKS —TIME

Chapters

1. Welcome to the Ever-Changing World of the Job Search
2. A Job Search Is Hard Work: Here Are Ten Ways to Triumph
3. How to Deal with Any Challenges You Have in the Job Search
4. How to Choose a Career, Change a Career, or Find a Job
5. Introduction to the Flower Exercise
6. The Flower Exercise: A Comprehensive Self-Inventory

THE FLOWER EXERCISE: A COMPREHENSIVE SELF-INVENTORY

Are you ready to start? Let's take a look at the petals you will be encountering in this exercise. This self-inventory is a flower with *seven* petals. That's because there are seven sides to you, or seven ways of thinking about yourself, or seven ways of describing who you are—*using the language of the workplace*:



1) Geography

Where do you want to live? Please list the top three factors that describe where you would like your dream job to be located.

- Do you prefer cold or warm weather?
- Big city or small town?
- Near the beach, the forest, or the mountain?
- Ideal cities and countries that you would like to work in?

2) Favourite Working Conditions

What are your favourite working conditions? Please choose and write your top 3–4 preferences.

- Do you want a small business or a large organization?
- Do you want a 9-to-5 job or flexible hours?
- Indoors or outdoors?
- Stay in one place or travel a lot?
- Prescribed or flexible work?
- Working alone or as part of a team?
- More autonomy or structure?

What are your preferable working conditions under which you could do your most effective work?

3) Salary/Compensation and Position

- What is your preferred salary and level of responsibility?
- Which position do you wish to start? Your job title?
- Target annual salary: £ or \$ or your local currency

Thinking about your salary will help you to negotiate a salary. It will also inspire you to search for new possibilities and solutions, such as creating multiple sources of income, passive income, etc.

THE RELATIONSHIP BETWEEN MONEY AND HAPPINESS

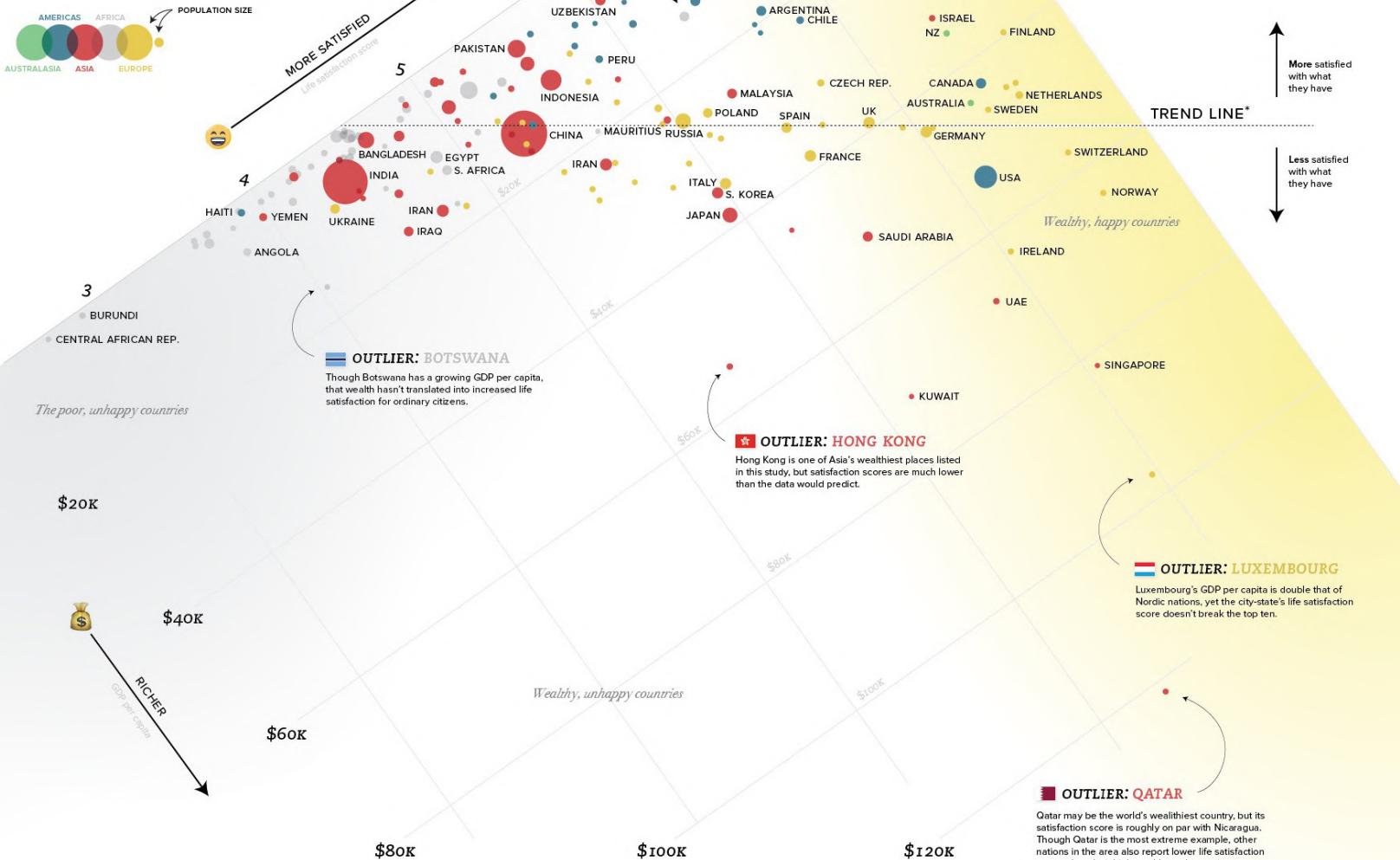
Life satisfaction increases with wealth to a point, and there are many interesting outliers

Are richer countries also the happiest?

This chart compares GDP per capita with the self-reported happiness of citizens in each country.

The resulting correlation is quite clear, especially early on in a country's development. However, as GDP per capita rises, this relationship tends to have a lot more variance - and certain regions and countries become obvious outliers that are worth investigating in more detail.

Country Code



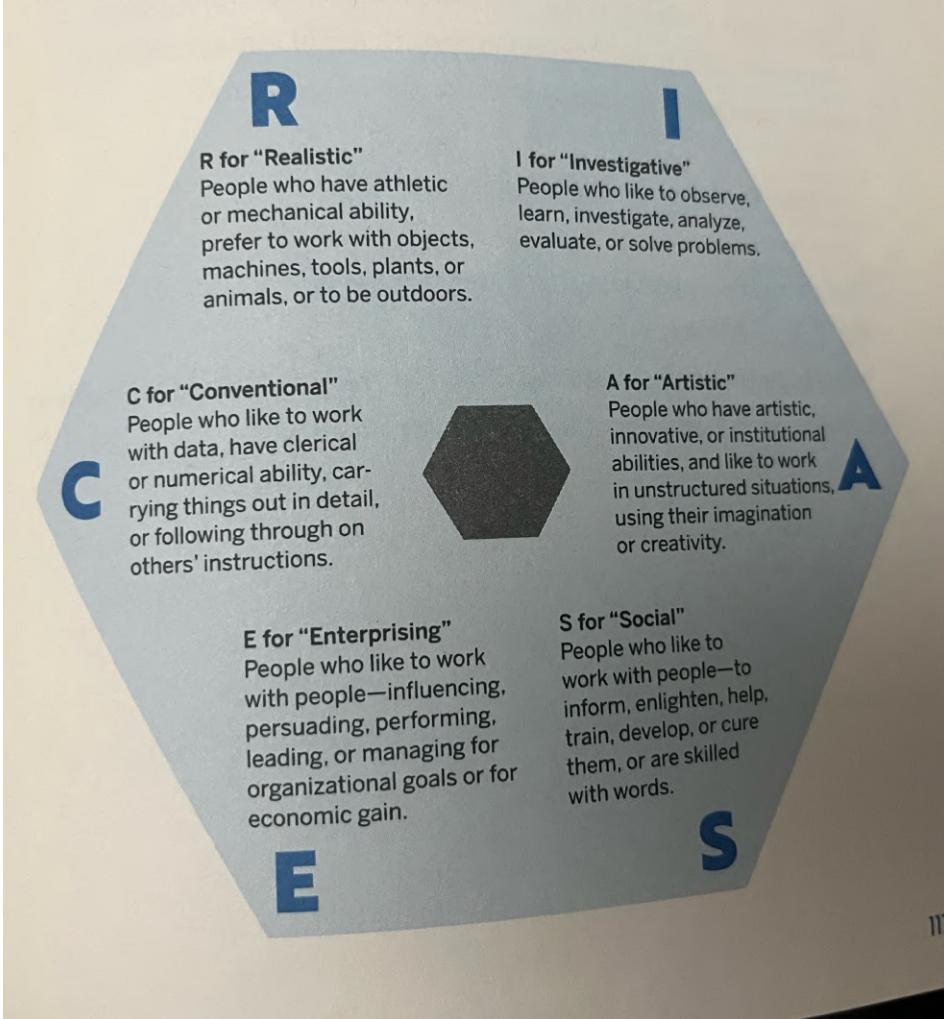
Money & Happiness Correlation

- 💰 **Higher National Incomes:** Countries with higher average national incomes tend to have higher average life satisfaction, even when accounting for other demographic factors.
- 🏠 **Within Countries:** Individuals with higher personal incomes report higher life satisfaction within their respective countries, although the degree of correlation can vary by country.
- 📈 **Diminishing Returns:** The relationship between income and happiness is strong at lower income levels but diminishes as income increases. Beyond meeting basic needs, additional income has a reduced impact on happiness.

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- 🔍 **Meaning and Happiness:** A sense of meaning in life significantly enhances long-term well-being. For lower-income individuals, finding meaning can be crucial, while wealthier individuals can benefit more from leveraging existing sources of meaning.

4) People



This exercise is based on John Holland's theory of vocational personalities and work environments, commonly referred to as the **Holland Code** or **RIASEC** model. The acronym RIASEC stands for:

- Realistic
- Investigative
- Artistic
- Social
- Enterprising
- Conventional

-  **Realistic**: R = people who like nature, or plants, or animals, or athletics, or tools and machinery, or being outdoors.
-  **Investigative**: I = people who are very curious and like to investigate or analyze things, people, data, or ideas.
-  **Artistic**: A = people who are very creative, artistic, imaginative, and innovative, and don't like time clocks.
-  **Social**: S = people who want to help, teach, or serve people.
-  **Enterprising**: E = people who like to start up projects or organizations, or sell things, or influence, persuade, or lead people.
-  **Conventional**: C = people who like detailed, organized work, and like to complete tasks or projects.

5) Transferable Skills

TRANSFERABLE SKILLS		
Key Skills	Business Skills	People Skills
Meet deadlines	Ability to delegate	Meet the public
Ability to plan	Customer service oriented	Manage people
Results oriented	Increase sales	Manage the public
Supervise others	Safety conscious	Organise people
Manage resources	Social Media	Delegate
Increase efficiency	Content marketing	Trust people to work well
Organise & Plan	Marketing	Team Play
Accept responsibility	Creative thinking	Written Communications
Instruct others	Manage projects	Verbal communications
Desire to learn & improve	Assemble components	Body language
Good time management	Make things - creative	Diplomatic
Solve problems	Creative thinking	Motivate others
Manage money/budgets	Use my hands	Inspire others
Manage projects	Manage machinery	Lead people & projects
Critical thinking	Operate tools	Patient
Independent working	Operate machinery	Tolerant
Computer skills	Classify data	Compassionate
Repair or construct	Analyse information	Emotional Intelligence
Drive vehicles	Compile information	Empathic
Self motivated	Research	Caring
Take risks	Take inventory	Persuasive
Detail oriented	Design	Challenge people
Big picture thinking	Edit	Pleasant
Insightful	Proofing	Teach and train
Tactful	Quality control management	Coach and mentor
Anticipate needs	Negotiate	Interview people
High energy	Sell	Kind
Decisive	Manage meetings	Take orders /instruction
Artistic	Co-ordinat events	Listen
Musical	Direct others	Serve others
Dance and movement	Explain things	Support others
Adaptable, flexible	Get results	Write clearly
Expressive	Investigate	Mediate
Outgoing	Calculate, compute	Empower people

TRANSFERABLE SKILLS CHECKLIST

When writing your resume and describing your experiences, focus on skills that are transferable to the position that you are seeking. Contact the career development office for assistance in incorporating transferable skills into your resume.

KEY TRANSFERABLE SKILLS:

- Meet deadlines
- Delegate
- Plan
- Achieve results
- Provide customer service
- Supervise
- Increase sales
- Improve efficiency
- Accept responsibility
- Instruct others
- Learn/improve
- Manage time
- Problem solve
- Manage money/budgets
- Manage people
- Meet the public
- Organize projects
- Prioritize
- Work with others
- Communicate verbally/in written format
- Work independently
- Leverage computer skills
- Make decisions

OTHER TRANSFERABLE SKILLS:

- ### WORKING WITH PEOPLE
- Demonstrate patience
 - Persuade
 - Counsel
 - Exhibit sensitivity
 - Support
 - Act with diplomacy
 - Speak publicly
 - Assist
 - Provide insight
 - Teach
 - Interview
 - Anticipate needs
 - Take orders
 - Provide customer service
 - Listen

WORKING WITH PEOPLE (cont.)

- Serve
- Earn trust
- Negotiate
- Understand
- Adapt
- Work as part of a team
- Collaborate
- Sell
- Influence

WORKING WITH THINGS

- Assemble
- Build
- Observe
- Inspect
- Construct
- Follow instructions
- Operate machinery
- Drive vehicles
- Use tools
- Operate complex equipment

DEALING WITH DATA

- Analyze
- Investigate
- Audit
- Maintain records
- Locate information
- Calculate
- Compute
- Classify
- Record
- Count
- Observe
- Compile
- Research
- Pay attention to detail
- Inventory

USING WORDS AND IDEAS

- Articulate
- Innovate
- Communicate
- Employ logic
- Demonstrate accuracy
- Design
- Edit
- Write
- Provide detail orientation
- Understand the big picture
- Create/edit written reports

LEADING

- Plan events
- Motivate
- Negotiate
- Make decisions
- Delegate
- Facilitate
- Direct
- Train
- Teach
- Achieve results
- Empower
- Build teams
- Mediate conflict
- Take risks

ENGAGING THE ARTS

- Dance
- Perform
- Draw
- Sketch
- Render
- Write creatively
- Play an instrument
- Express
- Design

6) Knowledges

for a particular cause, how to run a marathon, how to repair a toilet. Is this knowledge important to you? Figure that out later; for now, your goal is to just cast as wide a net as possible. Jot it all down, in the second section of the chart.

Part 3. What Fields, Careers, or Industries Sound Interesting to You

Broadly speaking, the workplace consists of the following six fields: agriculture, manufacturing, information, technology, finance, and services. Any ideas about which of these six is most attractive to you, right off the bat? If so, jot your answer down in the third section of the chart.

To drill down further into these six, your best bet is the government's O*NET OnLine (www.onetonline.org).

O*NET OnLine has various lists of **career clusters** or **industries** or **job families**. The following list is a mashup of these. Please read over it and copy down any of these that you want to explore further in the third section of the chart. Multiple choices are preferred here, in order to have alternatives and therefore hope.

- Accommodation and Food Services
- Administrative and Support Services
- Agriculture, Food, and Natural Resources
- Architecture, Engineering, and Construction
- Arts, Audio/Video Technology, and Communications
- Business, Operations, Management, and Administration
- Community and Social Services
- Computer and Mathematical
- Design, Entertainment, Sports, and Media
- Distribution and Logistics
- Education, Training, and Library
- Entertainment and Recreation
- Farming, Forestry, Fishing, and Hunting
- Finance and Insurance

THE FLOWER EXERCISE: A COMPREHENSIVE SELF-INVENTORY

- Food Preparation and Serving
- Government and Public Administration
- Green Industries or Jobs
- Health Care, Health Science, and Social Assistance
- Hospitality and Tourism
- Human Services
- Information and Information Technology
- Law, Public Safety, Corrections, and Security
- Life, Physical, and Social Sciences
- Management of Companies and Enterprises
- Manufacturing
- Marketing, Sales, and Service
- Military Related
- Mining, Quarrying, and Oil and Gas Extraction
- Personal Care and Service
- Production
- Professional, Scientific, and Technical Services
- Protective Services
- Real Estate, Rental, and Leasing
- Religion, Faith, and Related
- Retail Trade, Sales, and Related
- Science, Technology, Engineering, and Mathematics
- Self-Employment
- Transportation, Warehousing, and Material Moving
- Utilities

With O*NET OnLine, when you have chosen any items on this list, drop-down menus allow you to go deeper into each career cluster, industry, or job family that you have checked off. These drill down to career pathways, and then drill down further to individual occupations, and then drill down still further to tasks, tools, technologies, knowledges, skills, abilities, work activities, education, interests, work styles, work values, related occupations, and salary.

10 prompts

1. What are your favourite subjects or hobbies to explore and places where you like to spend your time? Start a list.
2. What do you love to talk about? If you were on a desert island with limited conversation topics, what would they be?
3. What newspapers, magazine articles, or blogs do you love to read? What subjects are they about?
4. What podcasts or radio programs do you listen to? What subjects interest you?
5. If you're browsing in a bookstore, what sections do you gravitate toward? What subjects do you find fascinating?

10 prompts

6. What sites on the internet do you tend to gravitate toward? What subjects do these sites deal with?
7. What television shows do you tend to watch? What do you enjoy about them?
8. When looking at a catalog of courses, which subjects really interest you?
9. If you could write a book, what would be the subject of the book?
10. What subjects or tasks absorb your attention so much that you lose track of time?

7) Work Goals and Interests

In addition, please choose the top three and rank them:

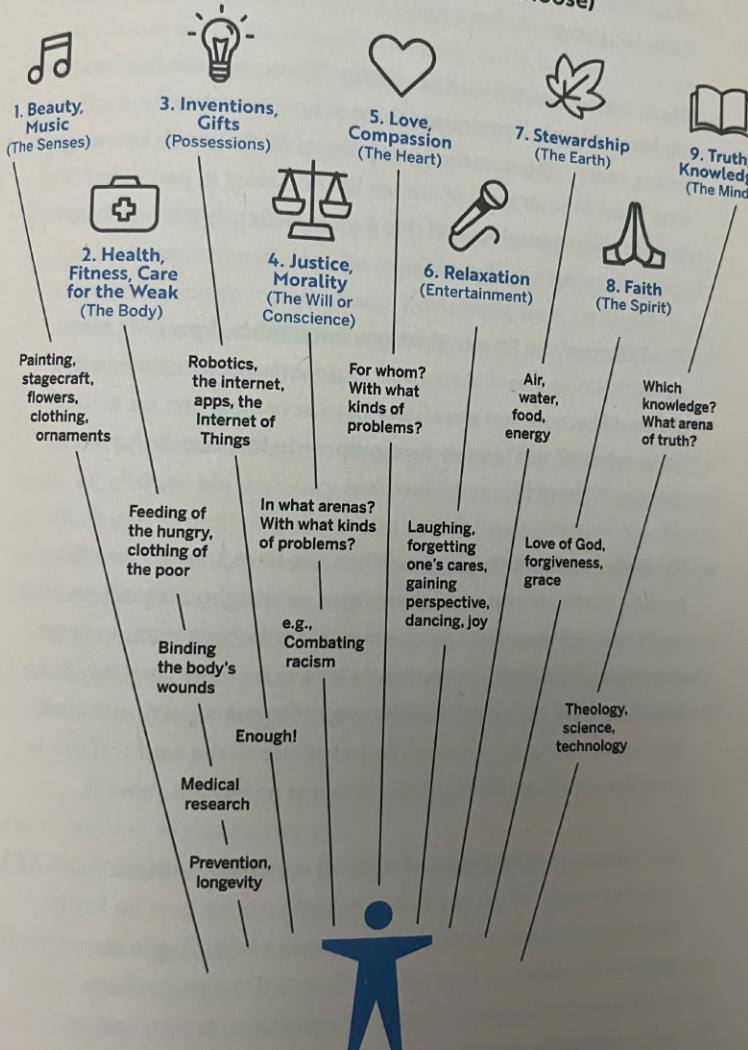
1. **Working with the human mind** 🧠: To bring more knowledge 📚, truth 🏛️, and clarity 🔎 into the world 🌎.
2. **Working with the human body** 🚶: To provide shelter 🏠, food 🍲, clothing 👕, fitness 💪, or health 🩺.
3. **Working with the senses** 👀: To bring more beauty 🌸 into the world through art 🎨, music 🎵, flowers 🌸, photography 📸, decoration 🎈, crafts ✂️, jewellery 💍, painting 🖌️.
4. **Working with the human heart** ❤️: To bring more love 💕 and empathy 😊 to the world.
5. **Working with the human conscience** ⚖️: To bring justice ⚖️, morality 🕊, righteousness ⚖️, and honesty.
6. **Working with the human spirit** 🕊: To bring laughter 😂, spirituality 🕉️, faith 🙏, and compassion 🤝.
7. **Working with the earth** 🌎: To ensure sustainability 🌱 and protection 🛡️ of the planet.

7) ~~Work Goals and Interests~~ Purpose in life

In addition, please choose the top three and rank them:

1. **Working with the human mind** 🧠: To bring more knowledge 📚, truth 🏛️, and clarity 🔎 into the world 🌎.
2. **Working with the human body** 🚶: To provide shelter 🏠, food 🍲, clothing 👕, fitness 💪, or health 🩺.
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The Purpose for My Life:
I Want There to Be More... (choose)



... in the World Because I Was Here

You may pick more than one. Write a one-page essay. Summarize it on the
Goal, Purpose, or Mission in Life petal, pages 186-187.

Ways to Job Search

Ways to Job Search

1.  Networking
2.  Online Job Boards
3.  Recruitment Agencies
4.  Internships
5.  Job Fairs
6.  Cold Contacting
7.  Freelancing
8.  Social Media Branding
9.  College Job Placement
10.  Alumni Networks
11.  Competitions/Hackathons
12.  Volunteer Work
13.  Professional Development
14.  Publishing/Patenting

Chapters

7. You Get to Choose Where You Work
8. Your Resume Is Already Online 

LinkedIn Profile Checklist

PHOTO

Ideal

- Professional-quality headshot
- Dressed professionally
- Clear, non-distracting background
- Image is high res at 600 pixels wide

- #### Good Enough (for now!)
- Decent head-and-shoulders shot
 - Not too casual (for your field)

BANNER IMAGE

Ideal

- Related to your field
- Not too busy
- 1584 x 396 pixels

- #### Good Enough (for now!)
- An interesting, on-brand color or pattern
 - Okay to leave it as the default blue for now

HEADLINE

Ideal

- Packed with titles, keywords, and skills
- Your professional goal is clear
- It's also clear what you're looking for now

- #### Good Enough (for now!)
- At least some key job titles and skills
 - Never say "Looking for Work"!

"ABOUT" SECTION

Ideal

- Tell your story!
- Put your skills in context
- Don't just reiterate your resume

- #### Good Enough (for now!)
- Even a short summary
(don't leave it blank!)

EXPERIENCE

Ideal

- All info up to date
- Highlight skills, abilities, and achievements
- Use keywords relevant to your target job

- #### Good Enough (for now!)
- At least list titles, companies, and dates
 - Proofread carefully!

EDUCATION

Ideal

- Clear list of all degrees with school & dates
- List of other relevant professional training
- List high school (for networking purposes)

- #### Good Enough (for now!)
- List schools and degrees

SKILLS & ENDORSEMENTS

Ideal

- List at least 10 skills
- Always endorse others' skills (if you can)
- Request endorsements from your network
- Take skills assessments and display your "Verified Skill" badge

- #### Good Enough (for now!)
- At least 5 skills

RECOMMENDATIONS

Ideal

- Solicit recommendations from your network
- Write recommendations for others who are likely to return the favor

- #### Good Enough (for now!)
- You can get away w/out them if you must

EXTRA CREDIT

Ideal

- Take a LinkedIn Learning class and list it
- Share links, artwork, and updates to your feed
- Post links to longer works in Publications

- #### Good Enough (for now!)
- At the very least, "like" some posts from others

Types of Resumes

	TRADITIONAL	FUNCTIONAL	COMBINATION	CREATIVE
Basic Structure	Divide resume into education, experience, and other sections. Place each section's entries in reverse chronological order, beginning with most recent.	Divide resume by skills or competencies. Use education and experiences to illustrate and support these competencies. Doesn't always include dates.	Divide experience into categories based on work area ("marketing") or theme/skill ("leadership"). Within each category use reverse chronological order.	Varies according to the position sought and skills needed. Can involve unique fonts, colors, structure, or illustrations.
Purpose/Value	Most traditional and common. Works for most stages of life. Easiest to construct. Works best when you have a consistent employment record that fits the field you're seeking.	By focusing on experiences and skills, this resume can help when you're switching to a completely new career field, or have longer gaps in your employment history.	Generally, the most powerful format for most positions. Works best when you want to highlight related education and experience that may not be your most recent experience, or when you want to combine experience from different areas.	Directly demonstrates creative skills and ability to use Photoshop, Illustrator, or other creative computer software.
Downsides to This Approach	If your most recent education or experience doesn't fit the position you're seeking, this will not show you at your best.	Because it's generally used by people with gaps in experience, employers may be concerned that you're hiding something. Be prepared to explain gaps in your cover letter or interview.)	Harder to write initially. Requires you to consider subcategories you will create that an employer would want to see.	Creativity is subjective. What is creative to one employer may be seen as odd or inappropriate to another. Harder to gauge audience reaction, since resume may be viewed by non-creative types.
How to Choose Which to Use	Use when you have experience that directly relates to the position you seek.	Use, with caution, when you want the employer to focus on your skills and competencies rather than on dates or how you acquired the experience.	Use when you can divide your education or experience into categories that relate to your desired field.	Use, with caution, when a creative approach would fit directly with the position you seek. You might still want to create a more traditional resume to accompany your creative effort.

Sample Combination Resume

NAME

City, State | Phone | Email | LinkedIn

Objective

This is an optional section. Keep it to one line. If you know the specific title you are seeking, place it here. You can also indicate your field of interest, as in "Sales position in the roofing industry."

Summary

Another optional area. Use bullet points and list three to five key skills you have related to the position you're seeking.

Related Experience
(Change "Related" to a word that describes what you're going for, such as "Sales Experience.")

Company Name. Location. Title Dates
• Up to five bullet points illustrating key responsibilities and accomplishments.
• Use reverse chronological order. Start with most recent job related to this category first.
• Place in order of importance/relevance to job you are seeking.
• If title is more impressive than company name, lead with title. Just be consistent.
• Use active verbs (*do not use "responsible for" or "duties included"*).

Additional Experience
(If possible, change "Additional" to another relevant area of expertise, such as "Management.")

Company Name. Location. Title Dates
• Same as above but limit to three bullet points if the category isn't as relevant.
• Focus on projects, achievements, and finance-related successes.
• Use data when relevant and helpful.

Education
(This section can be moved above "Experience" if it is more relevant to the employer or if you just graduated.)

Degree received, field of study. School Name, Location. Graduation Date
• Use bullets to highlight important accomplishments, including GPA (*if over 3.0, honors, awards, relevant internships, and so on*).

Resume Checklist

FORMAT

Ideal

- Everything fills one page nicely.
- Neither overcrowded nor sparse.
- Sections are in optimal order.
- Use clean, professional, machine-readable fonts.
- Consistent, thoughtful font treatment, including size, bolding, color, etc.

Good Enough (for now!)

- No more than one page long.
- Simple fonts, used consistently.

BASIC CONTENT

Ideal

- Proofread carefully for facts, dates, and spelling or grammatical errors.
- Your name and contact info are clear, complete, and easy to find at first glance.
- Content in each section is in reverse chronological order.
- Type only, no graphics.

Good Enough (for now!)

- Proofread carefully for facts, dates, and spelling or grammatical errors.
- Contact info should at minimum be your name and a professional-sounding email address.
- Experience section should be in reverse chronological order.

EXPERIENCE

Ideal

- Title, organization, location, and dates worked are presented accurately and consistently.
- Use strong action verbs and industry-specific keywords.
- Descriptions highlight skills and accomplishments clearly, concisely, and effectively.
- Skills highlighted are targeted and relevant to a specific job description or position sought.

Good Enough (for now!)

- Title, organization, location, and dates worked are presented accurately.
- Written in the active voice, using at least some action verbs.

EDUCATION

Ideal

- List degrees received, field of study, dates, name of institution(s), and for recent grads, GPA (if 3.0 or better).
- Describe relevant coursework.
- Describe other relevant academic experience, including internships, honors, study abroad.
- Include on-the-job training and other post-college learning.

Good Enough (for now!)

- List degrees received and name of institution(s).

EXTRA CREDIT

Ideal

- Section on industry-relevant software proficiencies.
- Other industry-specific pluses (TSA certified, clean DMV, etc.).
- Languages spoken or written, including fluency.
- Print copies of the finished resume on high-quality heavy stock paper.

Good Enough (for now!)

- Spend any spare time before submitting your application on tuning up the main sections of your resume, then worry about extra credit!

Chapters

- 9. Fifteen Tips About Your Job Interview 
- 10. The Five Secrets Of Salary Negotiation 
- 11. How To Start Your Own Business
- 12. The Blue Pages: Finding Your Mission in Life

11. How To Start Your Own Business

When you have no idea what business you want to go into

1. Write

1. Flower Diagram
2. List your ideas
3. Write your resume (Freelance/Independent Consultant)
4. Daniel Pink's Prescription
5. Just Copy
 1. "Good artists copy, great artists steal." - Pablo Picasso
 1. If only I knew whom to copy

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2. Read

1. Books, Podcasts, etc

11. How To Start Your Own Business

Now you have some idea

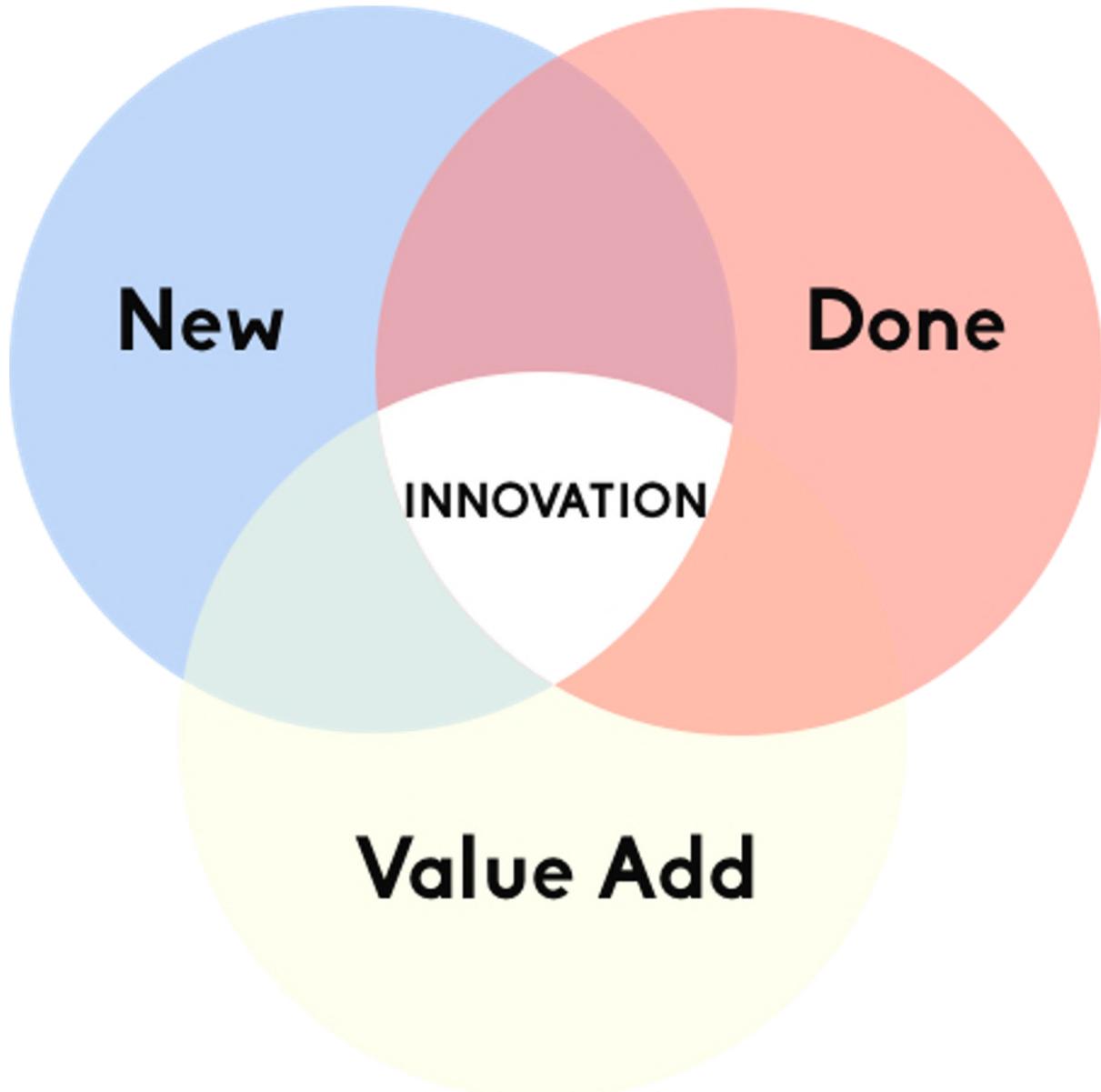
3. Explore

1. Start building
2. MVP, PoC
3. Market Research, User Research
4. Ride the wave
5. Books: Lean Startup, Rework, Personal MBA, Zero to One

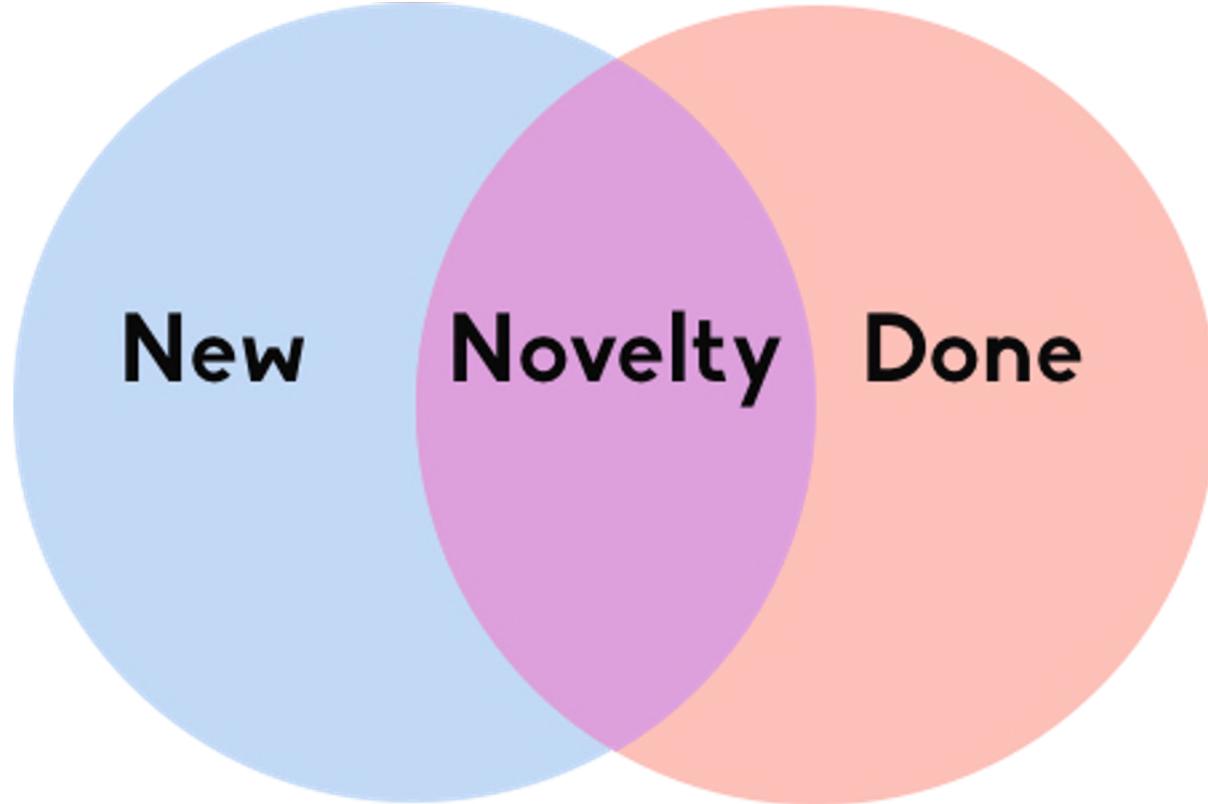
4. Get Feedback

What is Innovation?

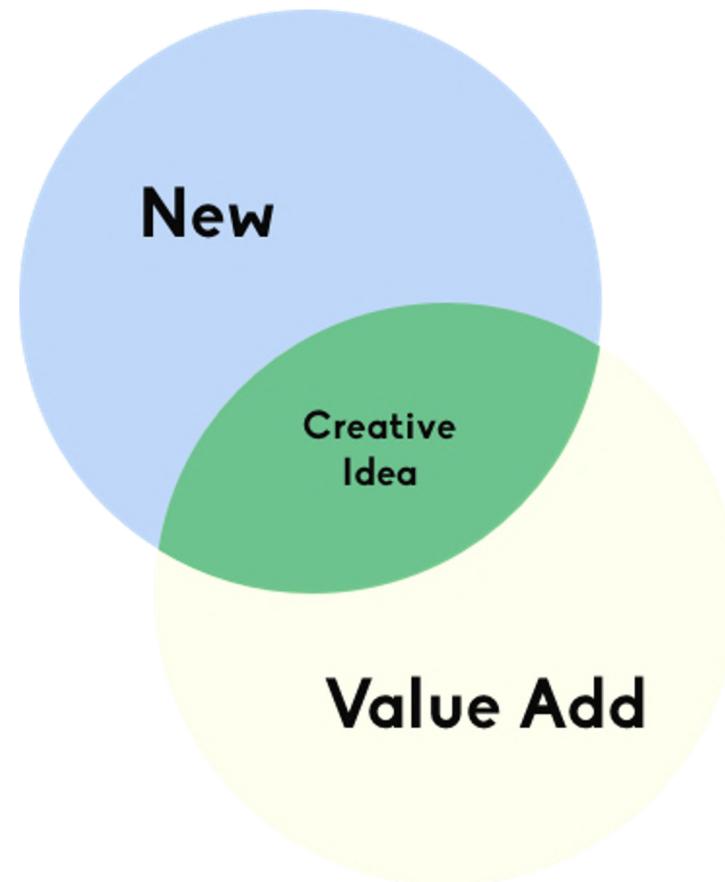
*“Innovation is the **implementation** of new **ideas** that add
value”*



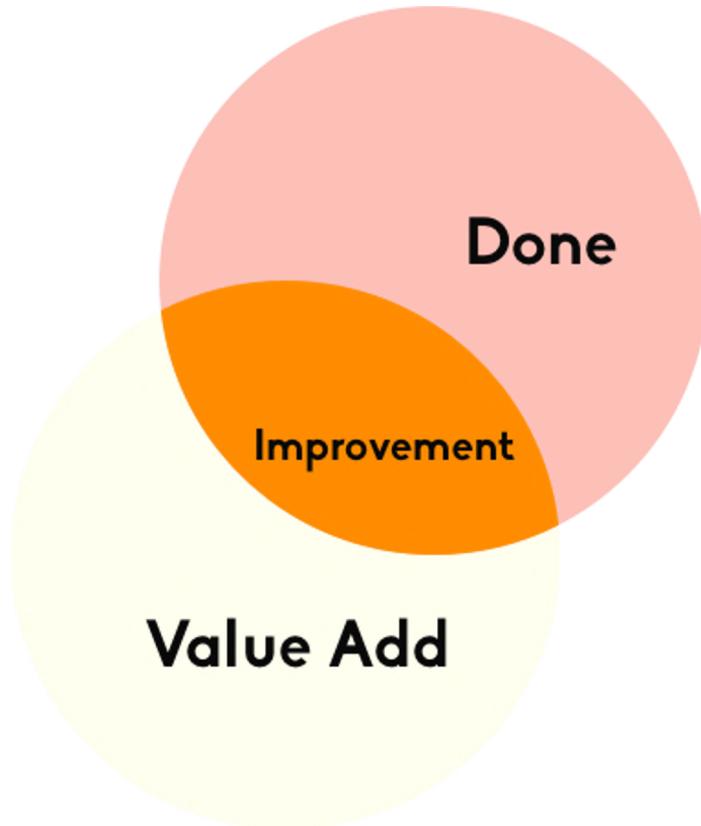
Done + New — Value Add = Novelty (*it may be cool but what's its purpose*)



New + Value Add — Done = Creative Idea (*so now you have the seed for an innovation, but still has to be implemented before it counts*)



Value Add + Done — New = Improvement (*stepwise tweaks & improvements are good but leave you open to disruption*)

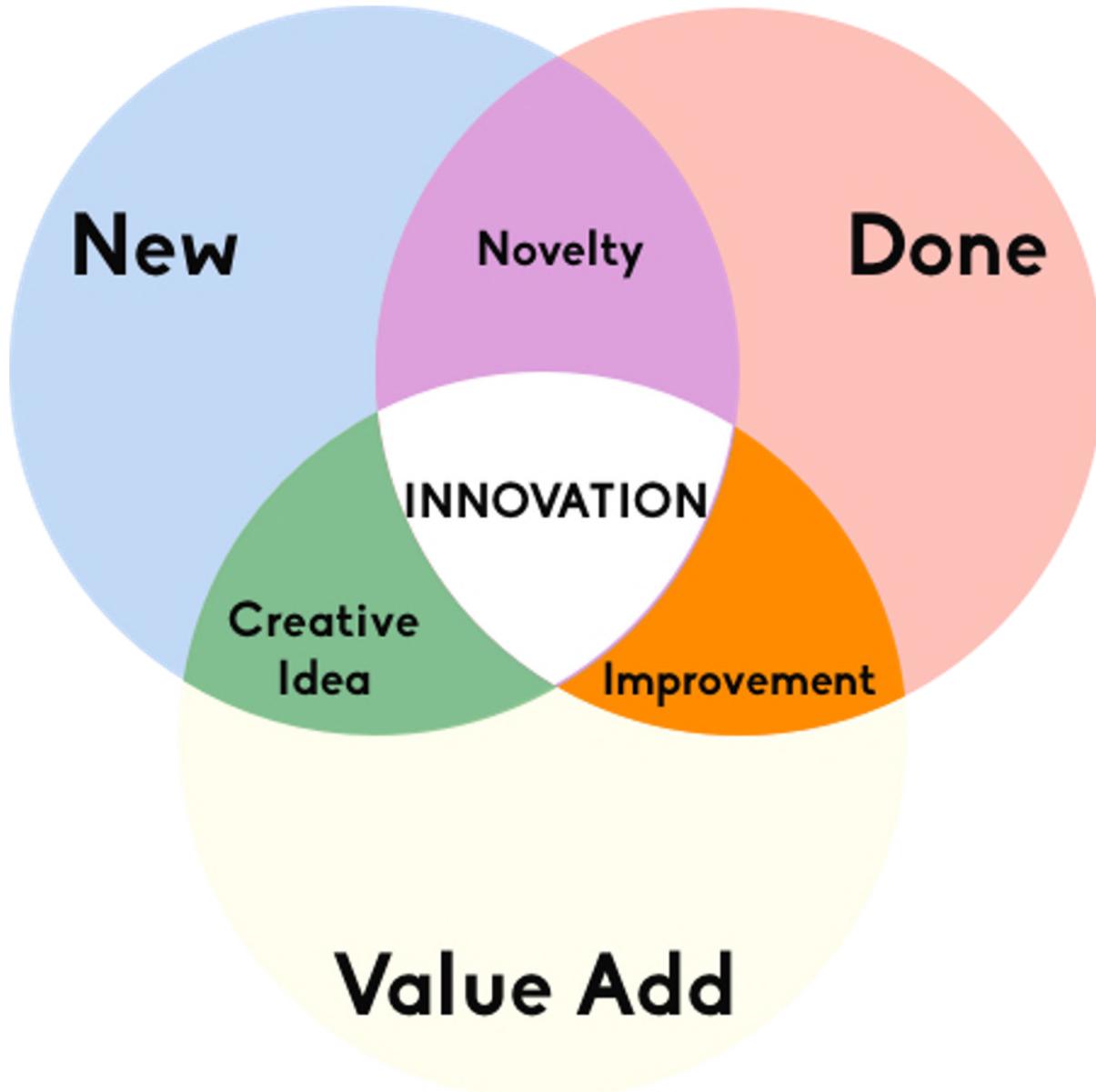


Innovation ≠ Invention : Invention is the act of creating something new to solve a problem. Invention becomes innovation when it is taken to market successfully.

Innovation ≠ Creativity : Creativity is in the conceptualization of interesting and new ideas. Only when those ideas are implemented do they become innovation.

Innovation ≠ Technology : The use of new technology does not necessarily mean innovation has happened. Digital technology can be layered over an old and existing process. That is digitization not innovation.

Innovation ≠ Improvement : Minor tweaks and improvements of an existing process is not the same thing as innovating. Innovation means doing things in a new and different way.



“Innovation is the process of creating value by applying novel solutions to meaningful problems.”

Invention + Profit Formula (Business Model)

Regardless of the terminology, the more there are **entrepreneurship** and **innovation**, the more there are **startups**. And the more there are **startups**, the more there are **great companies, scaleups and positive development in the economy and society at large**.

- Choose an evergreen goal
- Have no deadlines
- Show up every day
- Things will fall in place



* linktr.ee/nivu.me

Thank
You



Google Developer Student Clubs

