



**Career Planning**

UBC Career Services | October 13, 2011

**Marlene Delanghe, M.Ed**  
Career Advisor, Graduate Students

**John Horn, M.A.**  
Associate Director, Career Development

**Today's Agenda**

- Learning Outcomes + Three Things
- Know Yourself, Know Your Career
- Panel Discussion | Kurt, Zoe, Julie
- Matching Values with Values
- Next steps

**Learning Objectives**

By the end of this workshop, you will be able to...

- Identify some of your personal strengths and career needs
- Take actionable steps to determine possible career options

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# Three Things

1. Know Yourself
2. Discover Options
3. Take Action

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# The Forbidden Question

*So what are you going to do with that?*

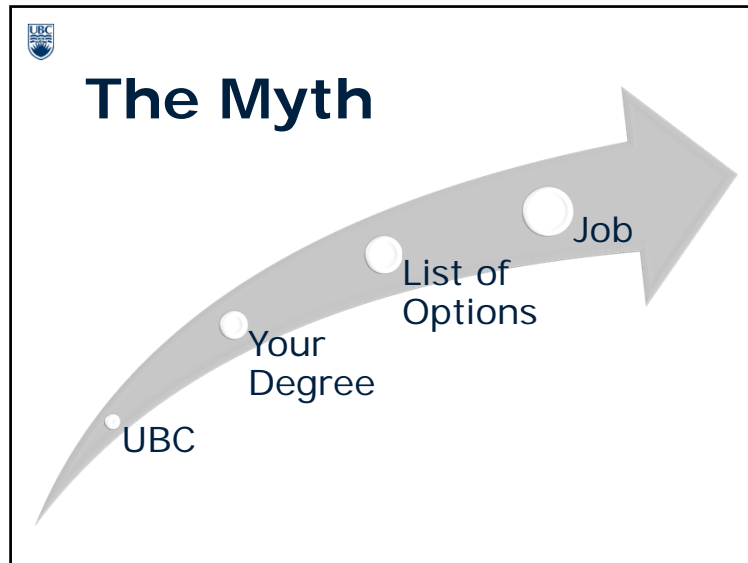
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**Discuss:**

1. Which quadrant best describes where you are?
2. What is exciting about being in this quadrant?
3. What is challenging about being in this quadrant?
4. What you are hoping to learn today to keep you in this quadrant or move to another?

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# 1. Perspective

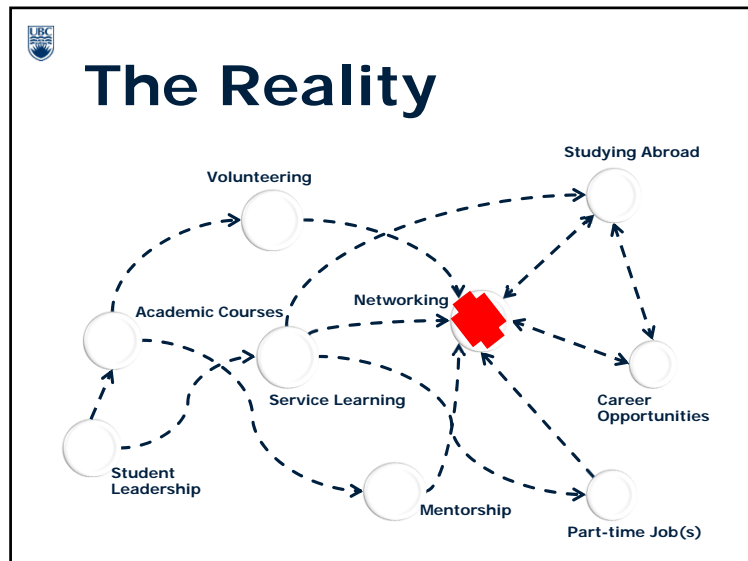


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## Testimonial

*"The major issue for me is that I feel like there are no other options other than the academic route and that does not interest me (cutthroat grant applications, publication race, teaching), and so that makes me question if I will ever be able to get a job."*

FoGS/GSS Grad Student Climate and Culture Report. 2009



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## Career Planning

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**CREATE OPPORTUNITIES IN CHAOS!**


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**“For the 21st century we need to re-embrace the realities of change, recognizing that stability and change are both integral parts of work and careers. We need to understand and capitalize on the fact that shift happens.”**

**- Jim Bright**


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**Five Essential Attitudes**

1. Optimism
2. Curiosity
3. Risk-taking
4. Flexibility
5. Persistence



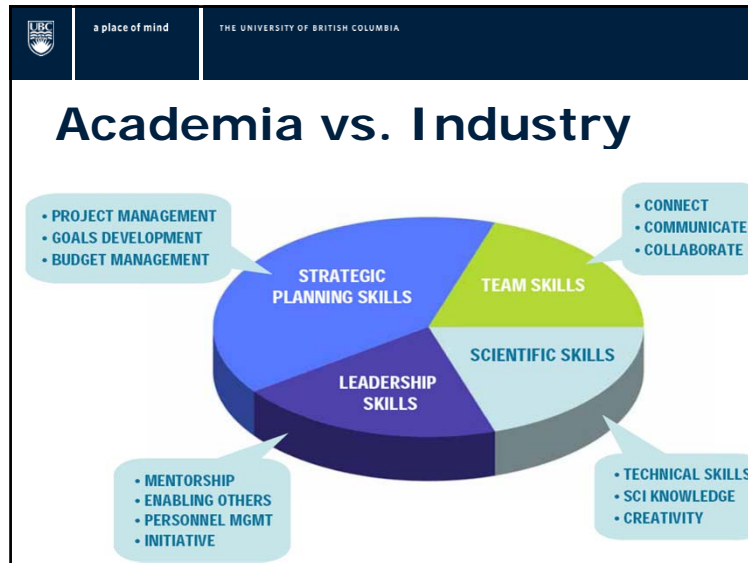
**2. Self Assessment**


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**Five Skills**

1. Communication
2. Collaboration
3. Critical Thinking
4. Creativity
5. Leadership

Source: American Management Association (AMA), 2010



**What is your Element?**

**Know Your Element**

**Some “fun facts” about self assessment**


A good self-assessment will determine how you...

- ...take in and communicate information
- ...make decisions
- ...are energized by the outside world or your inner world
- ...prefer to keep things open or move towards closure

**TWO MINUTE DRILL | Begin forming your PAC**


Name five people who are on your **Personal Advisory Committee**?

**Get to Know Yourself!**

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### What are your strengths?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### What do you like to do?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### When are you "in the Zone"?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### Who is "Your Tribe"?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### Who do you want to meet?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### What feeds your soul?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### For love or money?



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### How does this make you feel?


Define "workaholic".



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### What about this one?



I look at this, and it fills me with hope that there's some way to monetize it. ©Copyright Rob Cottingham

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### What is your preferred online space?



FACEBOOK MYSPACE LINKEDIN

Know your socially networked young people ©Copyright Rob Cottingham

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### I don't understand why people can't...

... \_\_\_\_\_

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### I am happiest when...

... \_\_\_\_\_



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# What is your Element?

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## Five Essential Attitudes

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## Five Skills

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Source: American Management Association (AMA), 2010



 **3. Panel Discussion**


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## Meet Your Panelists

**Kurt Heinrich**  
*Public Relations and Media Specialist  
Vancouver School Board*

**Dr. Zoe Hodgson**  
*Director, Research  
Women's Health Research Institute at BC Women's  
Hospital & Health Centre*

**Julie Wagemakers**  
*Deputy Director  
Liu Centre for Global Issues*

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**Ask. Questions. Frequently.**



  
**4. Matching Values with Values**

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**Corporate Culture and Values**

What are Values?

What is Corporate Culture?

Why are both important to your future career?



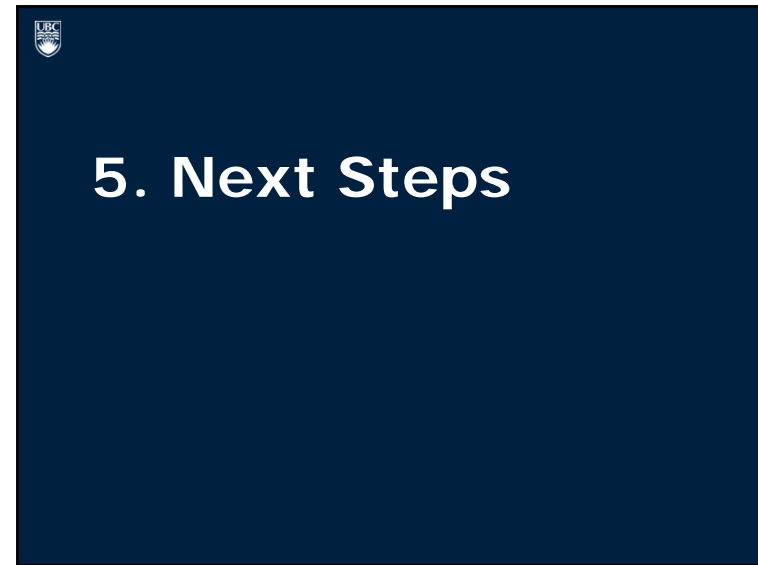


A diagram with a central cross of four arrows pointing up, down, left, and right. In the top-left quadrant is the Google logo. In the top-right quadrant are the logos for Goldman Sachs, 高成盛 (Gao Cheng Sheng), and 高华 (Gao Hua). In the bottom-left quadrant are the logos for lululemon and athletica. In the bottom-right quadrant is the logo for BC Hydro.

**Discuss:**

In your small group, discuss:

1. What is this company's corporate culture?
2. How do your values align with theirs?





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You are here.

**SATISFYING CAREER !**

But how do I transition to a non-academic career?



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You are here.

**SATISFYING CAREER !**

What needs to happen to go from here to there?

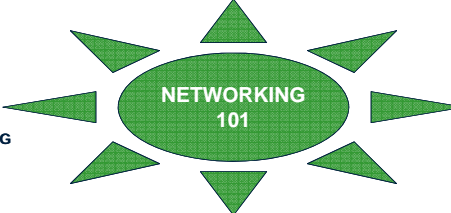
### LOTS OF WAYS TO DISCOVER OPTIONS!

- Connecting with Others
- Information Interviews
- Special Projects
- Volunteering
- Mentorship




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## TIPS



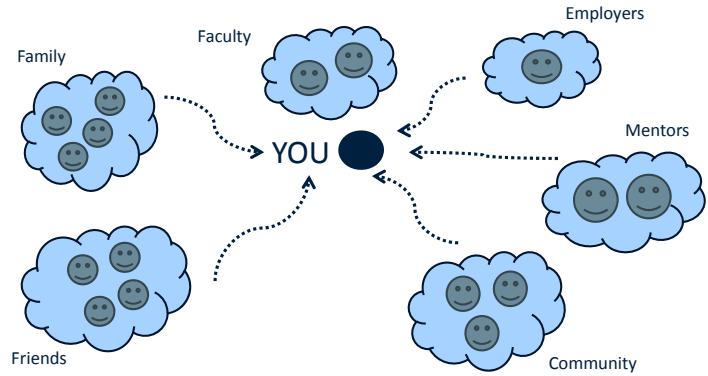
**SATISFYING CAREER !**



1. Identify where you can connect with people: associations, conferences, events.
2. Make this a discipline.
3. Prepare in advance – identify who you want to speak with.

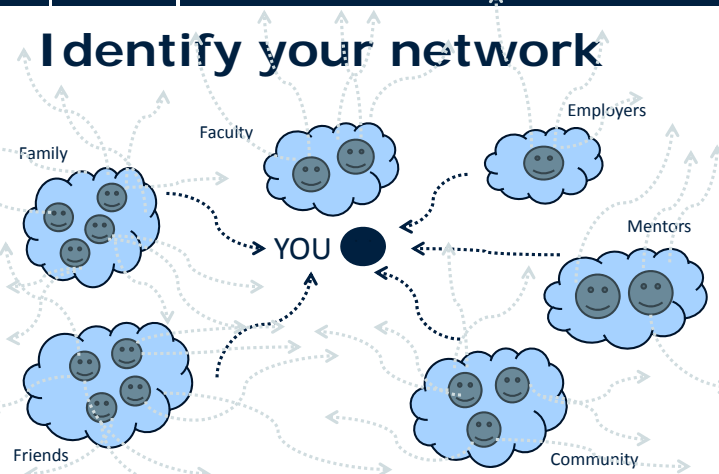
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## Identify your network



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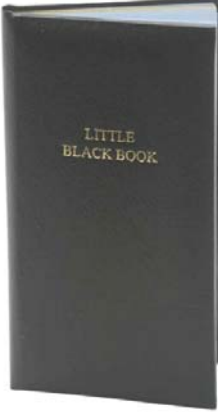
**Bill Clinton's Black Book**

### Your Networking List

- Name | Title | Organization
- Contact | email | phone
- Touch points | "Fun Facts"
- Ranking connections

Courtesy of sharediret and Flickr Creative Commons

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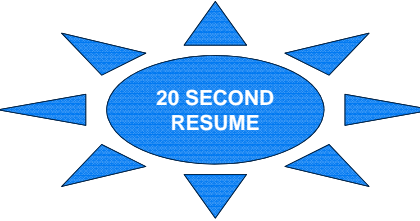

## Your Black Book

### Fun Activity:

1. What is your *Top 10*?
2. How will you learn about them?
3. How are you going to introduce yourself and have a conversation?

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### TRY THIS



1. Imagine attending a networking event.
2. How would you introduce yourself?

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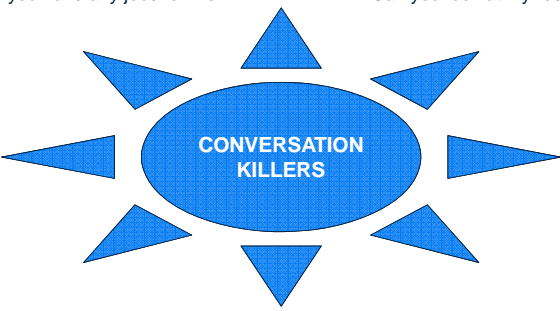
UBC Graduate Student in [program] studying.... Interested in....



Past Experience includes.... Looking Forward to....

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Do you have any jobs for me? Can you look at my resume?



What does your company do? (if well known) What is the salary for...

# Impressions Count

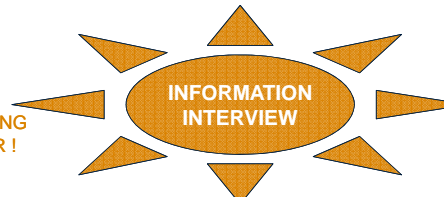
- Dress for Success
- *Gone in 20 Seconds*
- Eye Contact and Body Language
- Your Pitch
- Business Cards



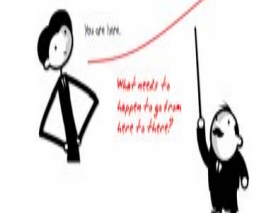
Courtesy of Shawnisa and stock.exchng

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## DISCUSS




SATISFYING CAREER!

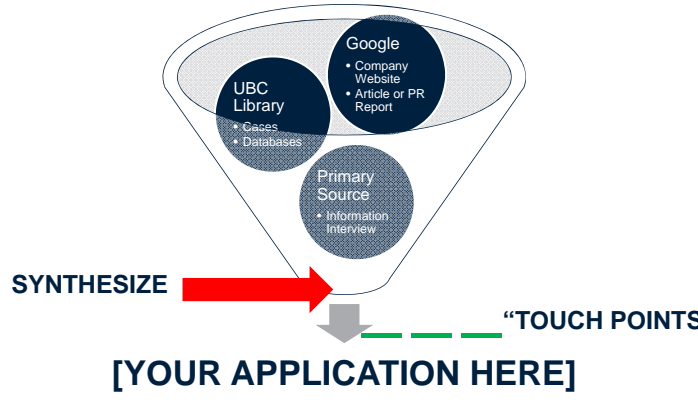


1. Think about who you would like to talk to about a career question. Who are other thought leaders in your field?
2. What questions would you like to ask them?

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## The Preparation Funnel



UBC Library  
• Cases  
• Databases


Google  
• Company Website  
• Article or PR Report

Primary Source  
• Information Interview

SYNTHESIZE →

“TOUCH POINTS”

[YOUR APPLICATION HERE]



# 5. Wrap It Up




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## From the Expert

**Accenture: *Leverage Your Online Brand***  
 Date: Monday Oct 17, 2011  
 Time: 5:00 pm to 6:00 pm  
 Location: Career Services Lounge


**Grad Student Resume Clinic**  
 Date: Tuesday Nov 8, 2011  
 Time: 12:30-1:30 pm  
 Location: Thea's Lounge

**Stuart Olson: *Dress For Success***  
 Date: Wednesday Nov 16, 2011  
 Time: 5:00 to 6:00 pm  
 Location: Career Services Lounge

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## Books | Your Reading List

1. Basalla, Susan & Debelius, Maggie. (2007). ***So What Are You Going To Do With That?***
2. Robinson, Ken, Dr. (2009). ***The Element.***
3. Ferrazzi, Keith. (2005). ***Never Eat Alone.***
4. Tommy Spaulding. (2010). ***It's Not Just Who You Know.***

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## Summary


1. Move from a "Wait and See" Approach to a proactive and creative approach. Embrace chaos and start now!
2. Create and embrace unexpected opportunities!
3. Apply the practical methods you learned today to jump start your process.
4. You no longer need to fear the question: *"So What Are You Going to Do with That?!"*

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## Learning Objectives


**By the end of this workshop, you will be able to...**

- Identify some of your personal strengths and career needs
- Take actionable steps to determine possible career options

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# Three Things

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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# Ask. Questions. Frequently.

For more information:  
[careers.ubc.ca](http://careers.ubc.ca)