

27 FEBRUARY 2015

[illegible]

Plan for 2015

Alternating Choosing a direction - Job hunting

- Choosing a direction: Career Hot Buttons
- Job hunting: Finding Opportunities in Cambridge
- Choosing a direction: Understanding Ourselves – House of Knowledge
- Job hunting: Planning and Process of Job Hunting
- Choosing a direction: General Discussion
- Job hunting: Speculative Applications
- Choosing a direction: Choosing a Sector
- Job hunting: Getting the Most out of Linked-in
- Choosing a direction: Building a Skills Inventory
- Job hunting: Making Contacts to Find a Job
- Choosing a direction: Researching the Target

Anything else?

- Interview skills

16 Jan

23 Jan

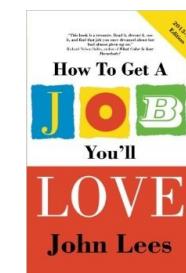
30 Jan

6 Feb

13 Feb

20 Feb

27 Feb



Choosing a Direction
based on John Lees
“How to get a job you’ll love”
johnleescareers.com

Choosing A Direction – The Process



What is a sector

An industry or an area / field of work

There are thousands of different sectors

- Work at many different levels
- For examples see Standard Industry Classification (SIC) Codes
- Look at news websites and job pages for ideas



Many people feel “trapped” in their sector

- Tend to get a job based on previous experience
- Easier to move around when young

New sectors emerge all the time

- It is never too late to change

Some New Sectors



10 hot job titles that barely existed 5 years ago

We examined over **259,000,000** LinkedIn members' profiles to determine the 10 most popular job titles that were barely on the map in 2008. Technology and fitness are the biggest drivers for these fascinating changes.

1



THE IOS DEVELOPER

Apple announced the iPhone in 2007, and 3rd party development for iOS took off in 2008 with the release of iOS 2 and the App Store.

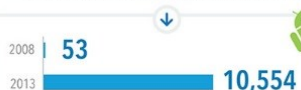


142x growth in 5 years

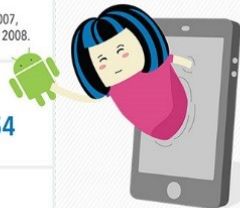
2

THE ANDROID DEVELOPER

Google's Android platform was also announced in 2007, with the release of the first Android-powered handset in 2008.



199x growth in 5 years



3



THE ZUMBA INSTRUCTOR

Zumba started in the early 2000's and quickly gained traction in 2007 as fitness centers started popping up all over the US.



396x growth in 5 years

4

THE SOCIAL MEDIA INTERN

LinkedIn, Facebook, YouTube and Twitter were all founded between 2003 and 2006. These networks really started hitting their stride after 2008 and are currently at peak popularity. Not a shocker that this is a surging profession.



174x growth in 5 years



7

THE BIG DATA ARCHITECT

Although it's been around for at least 2 decades, the concept of big data took off around 2008. That year, the Computing Community Consortium published a white paper which propelled the term into the limelight.



3,440 x growth in 5 years



9

THE CLOUD SERVICES SPECIALIST

Salesforce.com and Amazon were the 2 companies that introduced cloud computing to businesses throughout the early 2000s. The stark contrast in the number of jobs shows how popular and reliable cloud services have become.



17x growth in 5 years



10

THE DIGITAL MARKETING SPECIALIST

Social media and digital marketing have become significant facets of many businesses (and we're pretty glad that's the case!)



17x growth in 5 years



*2013 vs. 2008 English word/phrase frequencies found in job titles on LinkedIn. Data current as of November 26, 2013. Source: LinkedIn Insights Team

What candidates are YOU looking for?
To find and engage them faster go to [talent.linkedin.com](https://www.linkedin.com/talent)

LinkedIn Talent Solutions

8

THE BEACHBODY COACH

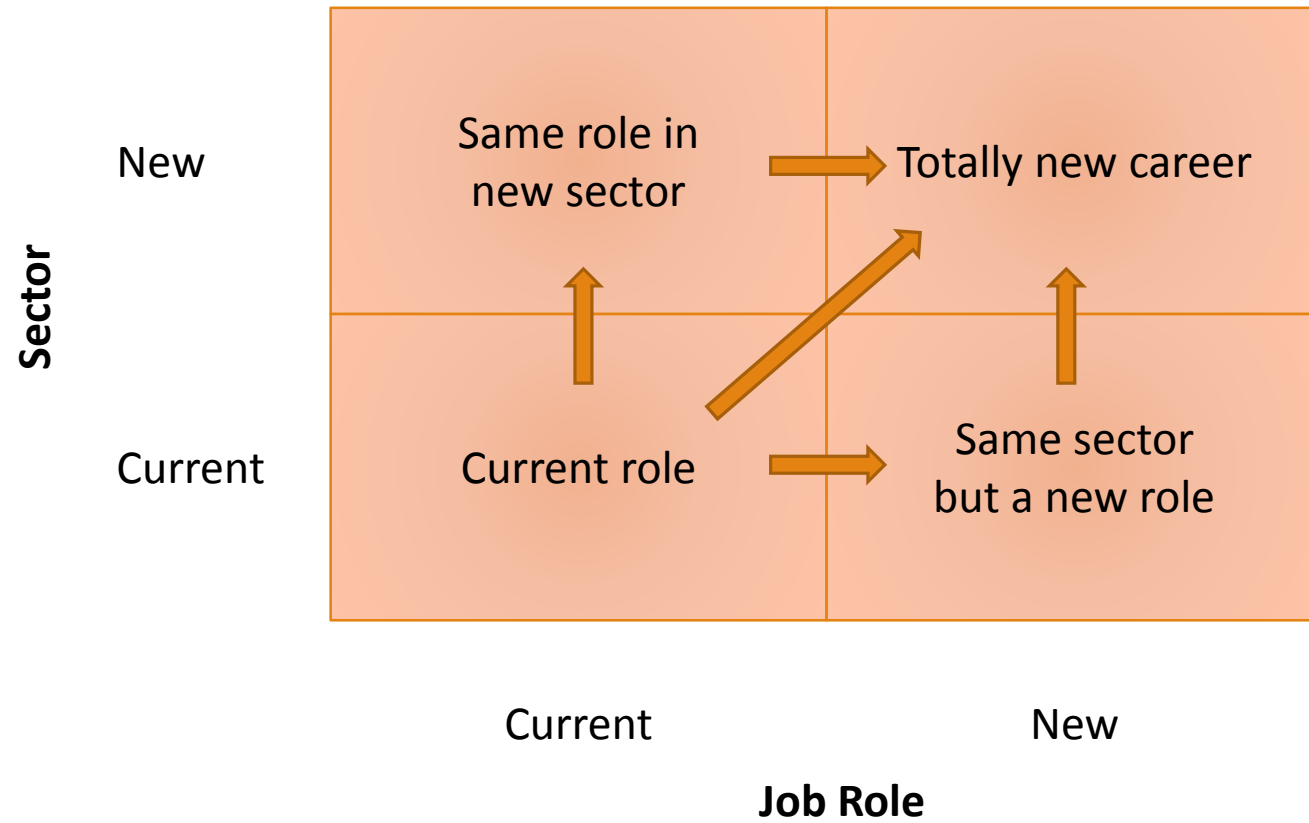
Beachbody coaches are distributors of fitness products produced by Beachbody LLC, the most famous of which is P90X, launched in 2004.



3,360 x growth in 5 years



Moving to a New Sector



Moving to a New Sector example

Sector	Current	New
	Current	New
New	Finance for a sixth form college	Teaching in a sixth form college
Current	Finance in manufacturing	Training in manufacturing

Exercise to find possible new sectors

First Phase: Generate a large list

- Aiming for about 20
- Similar to brainstorming - expand your thinking
- Don't worry if you confuse sector and job role
- Put it down even if you are thinking "yes, but...."
- Build on House of Knowledge exercise

Second Phase: Prioritising

- Aiming to get to a manageable list
- Explore combinations to generate more/better ideas

Third Phase Investigation

- Find out what is involved in the target sectors
- Speak to people

Exercise to find possible new sectors:

Generate a list 1: Remembering

Dream jobs you had as a child – what sectors did they suggest?

The most enjoyable subjects you have studied

Sectors where you have had some work experience

Sectors that appeal to you when you see them in documentaries or articles

Jobs done by family or friends that you find fascinating

Advertised jobs that appealed even if you did not apply for them

Think about the House of Knowledge exercise we did

Exercise to find possible new sectors:

Generate a list 2: Three Great Days at work

Think about a time when you had a great day at work

- Everything went well
- You went home energised

What were you doing?

What did you enjoy?

What did you achieve?

Exercise to find possible new sectors:

Generate a list 3: Imagining

What jobs have you ever imagined doing?

If you could do someone else's job for a day what would it be?

If all jobs paid the same what would you choose?

Who are your role models or champions – what sectors are they in?

If you won the lottery and didn't have to work what would you do for nothing?

Exercise to find possible new sectors: Prioritising/Exploring

Pick out 20 from the generation sheet and write each on a small card

- Combine ones that seem similar eg design, product design

Split these 20 cards into 2 columns

- Sectors I would like some contact with in the next 12 months
- Sectors that I found interesting but don't need to be part of my work in the next 12 months

Look at the first column and pick your top 10

Look carefully at your top 10

- Refine any that are a bit broad/vague eg management or admin

Exercise to find possible new sectors: Prioritising/Exploring

Spend some time looking at your choices

Try arranging them in a 3x3 grid

- Think about what could happen at the intersection of two sectors

	Sport	Writing	Finance
Gardening	Heritage restoration	Author of gardening books	Estate management
Safety Management	Performance advisor	Journalist on Health and Safety	Insurance assessor
Geology	Trekking organiser in remote areas	Blogger on rock collections	Mining investment analyst

Exercise to find possible new sectors: Investigating

Research and investigation is the key step

Find out about your sectors of interest

- Entry routes
- Qualifications and training needed
- Skills needed
- Possible target employers

Talk to people actually working in these areas

- Find out what the day to day reality of working in the sector is like

Go back and have another look

- The list is not fixed – it's a work in progress

Employment in East of England

