

Choosing A Direction – The Process



Possible New Directions

There are thousands of different industries, sectors and job types

- 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
- Feel it is easier to move around when young

New industries and jobs emerge all the time

- It is never too late to change



Microsoft Excel
17-2003 Workshee

New Jobs emerge all the time

1. Social media manager

- With an estimated 1.1 billion people globally with Facebook accounts and around 400 million tweets being sent daily, most brands and companies are investing heavily in social media.

2. Professional blogger

- Blogging requires people to be engaging writers, socially influential and knowledgeable within their niche. The bigger the audience they grow, the more money there is to make.

3. App/games developer

- There are an estimated 900,000 apps in the iTunes store alone. Money is made from charging for downloads or building an audience.

4. SEO specialist

- SEO stands for 'Search Engine Optimisation' and it is one of the hottest jobs in 'digital' at the moment. With increasing numbers of businesses running solely online, the rationale behind this job is to 'optimise content' so a company's website appears higher up in search engine results.

5. UX manager

- UX is short for 'user experience' and a UX manager is in charge of the 'human reaction' element of a website/software. The better the reaction, the better for a business; or the more usable something is, the more likely customers will engage with it.

6. Sustainability expert

- This job analyses the way an organisation runs, the energy it consumes, and the waste it produces in order to find ways to make it more sustainable.

7. Zumba teacher

- The recent rise in popularity has encouraged many people to register to become Zumba fitness instructors all over the world.

8. Online advertising manager

- This involves designing ads, coming up with catchphrases centred on various campaigns, spotting and acting on trends, as well as generally highlighting their company's best attributes.

9. Data scientist

- Evolving from the traditional business analyst role, the rising use and dependency on the internet means there's a lot of data out there ready to be tapped into and analysed. And lots of companies are willing to pay high prices for that analysis.

10. Events co-ordinator

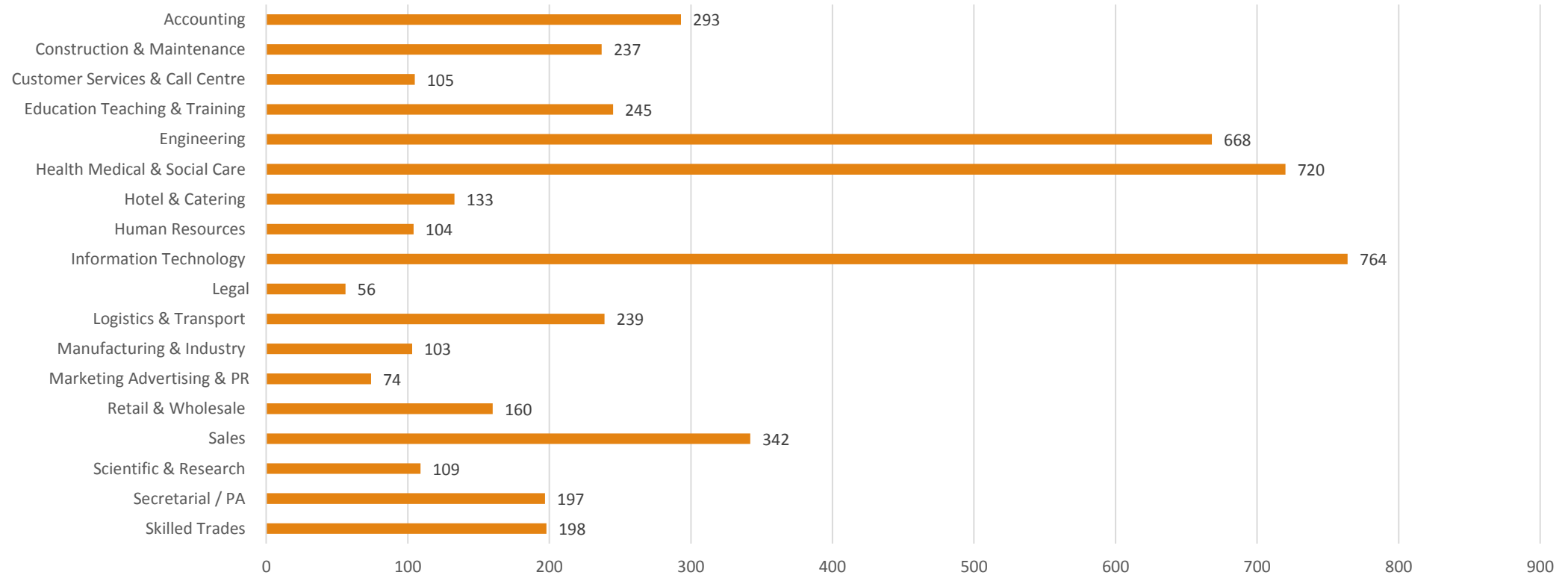
- Despite the recession, the UK events industry is doing very well. This is thanks to agencies all over the country that specialise in organising and arranging corporate events, private events and even huge national events.

New Jobs emerge all the time

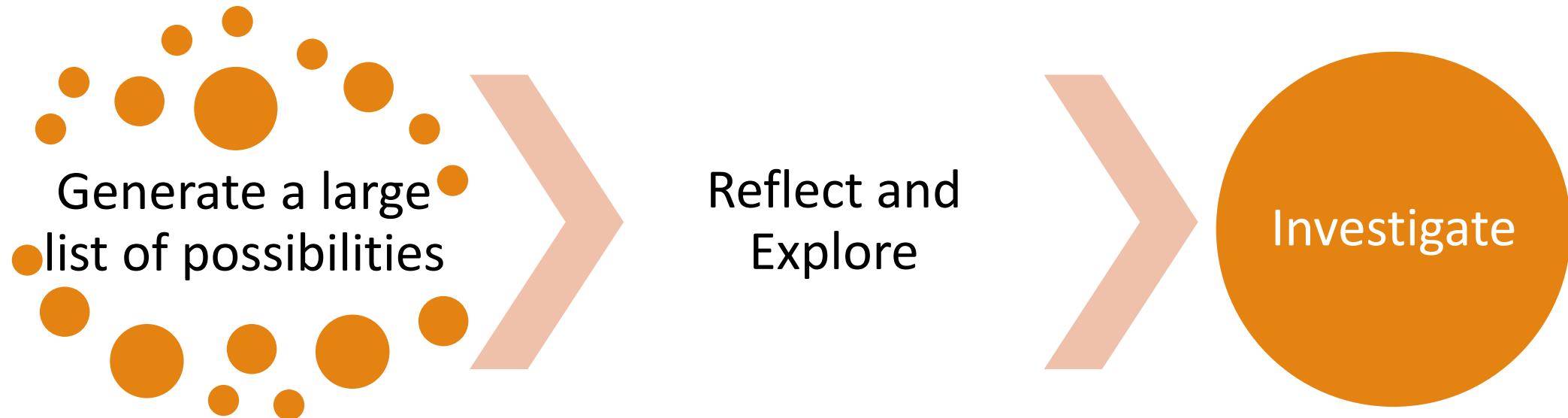
- 1. Social media manager** With an estimated 1.1 billion people globally with Facebook accounts and around 400 million tweets being sent daily, most brands and companies are investing heavily in social media.
- 2. Professional blogger** Blogging requires people to be engaging writers, socially influential and knowledgeable within their niche. The bigger the audience they grow, the more money there is to make.
- 3. App/games developer** There are an estimated 900,000 apps in the iTunes store alone. Money is made from charging for downloads or building an audience.
- 4. SEO specialist** SEO stands for 'Search Engine Optimisation' and it is one of the hottest jobs in 'digital' at the moment. With increasing numbers of businesses running solely online, the rationale behind this job is to 'optimise content' so a company's website appears higher up in search engine results.
- 5. UX manager** UX is short for 'user experience' and a UX manager is in charge of the 'human reaction' element of a website/software. The better the reaction, the better for a business; or the more usable something is, the more likely customers will engage with it
- 6. Sustainability expert** This job analyses the way an organisation runs, the energy it consumes, and the waste it produces in order to find ways to make it more sustainable.
- 7. Zumba teacher** The recent rise in popularity has encouraged many people to register to become Zumba fitness instructors all over the world.
- 8. Online advertising manager** This involves designing ads, coming up with catchphrases centred on various campaigns, spotting and acting on trends, as well as generally highlighting their company's best attributes.
- 9. Data scientist** Evolving from the traditional business analyst role, the rising use and dependency on the internet means there's a lot of data out there ready to be tapped into and analysed. And lots of companies are willing to pay high prices for that analysis.
- 10. Events co-ordinator** Despite the recession, the UK events industry is doing very well. This is thanks to agencies all over the country that specialise in organising and arranging corporate events, private events and even huge national events.

Job Opportunities by industry

Cambridge News Jobs
Out of 5,067 listed on 17 Sept 2015



Exercise to find possible new direction



Exercise to find possible new direction: Generate a list of possibilities

Similar to brainstorming

- Expand your thinking
- There are no wrong answers

Put it down even if you are thinking “yes, but...”

- Not the time to rule anything out

Don't worry if you confuse industry, sector or job role

- Everything is helpful

Exercise to find possible new direction:

1. Remembering

Dream jobs you had as a child

The most enjoyable subjects you have studied

Fields where you have had some work experience

Activities 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

Exercise to find possible new direction: 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:

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:

4. Inspiration

Are there any other ideas that occur to you

What would happen if you combined two different areas of interest together

- Try arranging ideas in a grid and think about what could happen at the intersection

	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 direction: Reflect and explore

Look and think about what you have written down

- Are there themes that emerge

Do most revolve around

- People
- Information
- Real objects
- Influence
- Imagination
- Systems

Try and build a shorter list of possible areas of interest

Taking it further: Investigate

Research and investigation is the key step

- Pick one or two to explore

Dig into the area

- Advertised jobs
- Possible target employers
- Understand the skills, qualifications and training needed

Talk to people actually working in these areas

- Find out what the day to day reality is like

Go back and have another look

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