

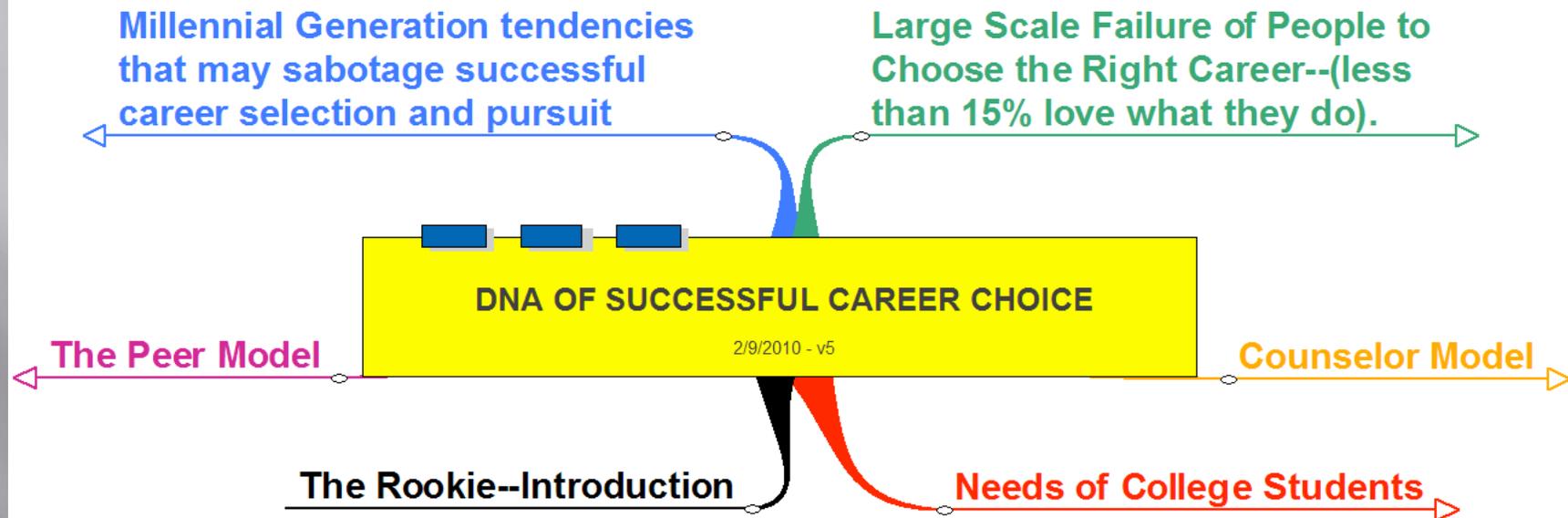
THE DNA OF SUCCESSFUL CAREER CHOICE

An Alternative Approach

OBJECTIVES

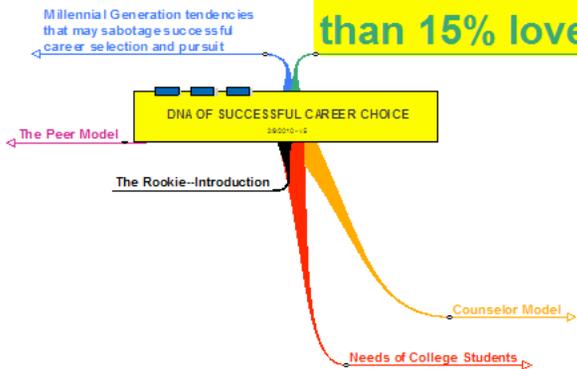
- Get a clearer picture of what we, as career professionals, are up against given current economic and labor trends and the makeup and generational characteristics of the current and future workforce.
- Highlight the strengths and expose the flaws and weaknesses of the current model used by career education/counseling programs; learn strategies that can minimize or eliminate those flaws and weaknesses.
- Introduce you to a process that helps students plug into their “true niche” and then teaches them how to chart and navigate the path that will take them from where they are to doing what they absolutely love as a career.
- Introduce you to a second process that can help this generation better select and navigate the path to their true niche while concurrently learning and modeling the skills that are critical to being successful in that field in the marketplace. Passionately encourage you to help me take this process used successfully in the corporate world and transplant and tweak it to work in the career education arena.

THE DNA OF SUCCESSFUL CAREER CHOICE



The Career Selection Funk in America

Large Scale Failure of People to Choose the Right Career--(less than 15% love what they do).



62% of 25 year olds "hate their jobs" per 2007 Study

Underperformance and underutilization of a brilliant work force

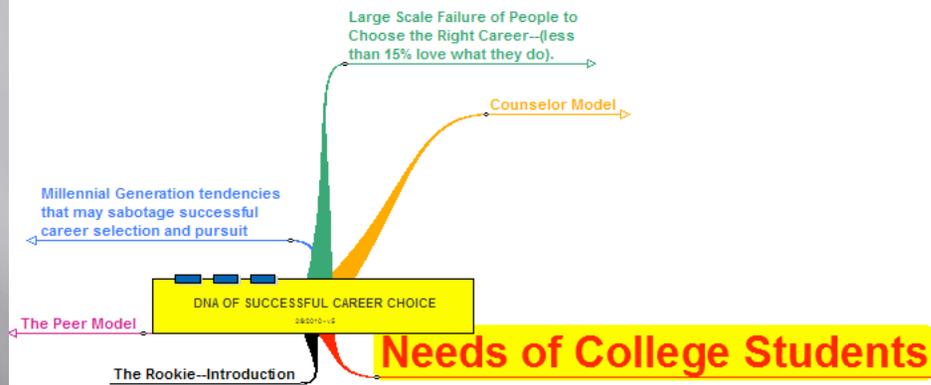
Underfunded colleges and universities in career planning departments

What state of consciousness are we in when we work each day? In our head, going through the motions or completely immersed and engaged in doing what we love?

Millennial Generation Saboteurs



Needs of College Students



Simple, clear process for discovering and applying the unique value they can contribute to the marketplace

Delivery Method that teaches them in the way they best learn and teaches through the process itself the very skills necessary to succeed in that chosen career

The right combo of support and accountability--tough love--so they can maximize chances of success in the perfect niche for them.

Counselor/ Teacher Model



Delivery Mode

- ▣ Counselor/Student
- ▣ ROP or Career Classes

Steps to getting the right job or career

- ▣ Personal assessment
- ▣ Exploration
- ▣ Decision Making
- ▣ Educational Planning
- ▣ Job & Career Search

Strengths

- ▣ ROP Classes
- ▣ Resources
- ▣ Counselor/Teacher generally has solid expertise and a network of professionals to draw on and learn best practices

Weaknesses

- ▣ Limited buy-in because of preconceived notions
- ▣ Limited accountability
- ▣ Expert/novice mode--shift of responsibility or blame to counselor/teacher
- ▣ Limited support because of high student to career counselor ratio

A MORE EXCELLENT WAY

- ▣ In-depth understanding of the filters through which we experience, interpret, and respond to our daily life experience
- ▣ Connect people to their dreams instead of just matching careers to skills and “likes”
- ▣ A more excellent process for erasing conflicting fears and beliefs instead of fighting them and making them even stronger
- ▣ The Ripple Effect
- ▣ Get their passion engaged, which will help them to press on when opposition is faced

PLUGGING INTO OUR DREAM CAREER: WHERE OUR HEART, MIND AND DNA ARE ALIGNED



- **Our DNA** is our core Drives, Needs and Aptitudes. Our dream career will naturally be in harmony with our DNA and will draw on the highest in us.
- **Our mind** needs to be challenged and stimulated if we're going to be happy in that career.
- **Our heart** is the center of our emotions. It is directly connected to the white hot flame. When it is engaged, we feel totally passionate about what we're doing. We glow with excitement and enthusiasm. It just feels right when we're doing it.

The 5 “DNA” Focused Steps to Career Selection

- ▣ Know your DNA and unique value
- ▣ Discover your true vocation or niche
- ▣ Chart and navigate path to true niche
- ▣ Identify and erase conflicting beliefs and fears
- ▣ Move past the dip

Source: The Missing Step: Complete Directions When Your Career Has Reached a Critical Crossroad

I'm talking about having dreams.



It's Your Turn!



DISCOVERING OUR NICHE IS A WHOLE BODY EXPERIENCE!



WAYS TO CONNECT WITH OUR TRUE NICHE

- ROP CLASS
- INTERNSHIP
- REMEMBER WHAT YOU LOVE ABOUT PAST OR CURRENT JOB
- OBSERVE WHERE WE “LIGHT UP”—SUBJECTS OR AREAS
- REMEMBER PAST EVENTS WHERE TIME FLEW SO FAST BECAUSE WE WERE SO ABSORBED IN SOMETHING WE WERE DOING
- OBSERVE AND RECORD WHAT YOU SEE ON T.V. THAT GETS US EXCITED (TOP CHEF, PROJECT RUNWAY, ANIMAL PLANET ETC.)
- SHADOW SOMEONE WHO WORKS IN A CAREER THAT SEEMS INTERESTING
- CHECK OUT MUSEUMS RELATED TO SOMETHING THAT INTERESTS US.

The Power of False Beliefs Handed Down to Us by Prior Generations



Supplanting Myths with True Principles

“It’s ok to think about what you want to do until it’s time to do what you’re meant to do.”

NEW PRINCIPLE

It is good to have a job and help others and yourself by doing what you think you have to do. But it is better, much better, to discover and pursue your true passion. You can bless so many more lives sharing the uniquely valuable talents you were born to share.

You Can't Eat Dreams. Or Can You?



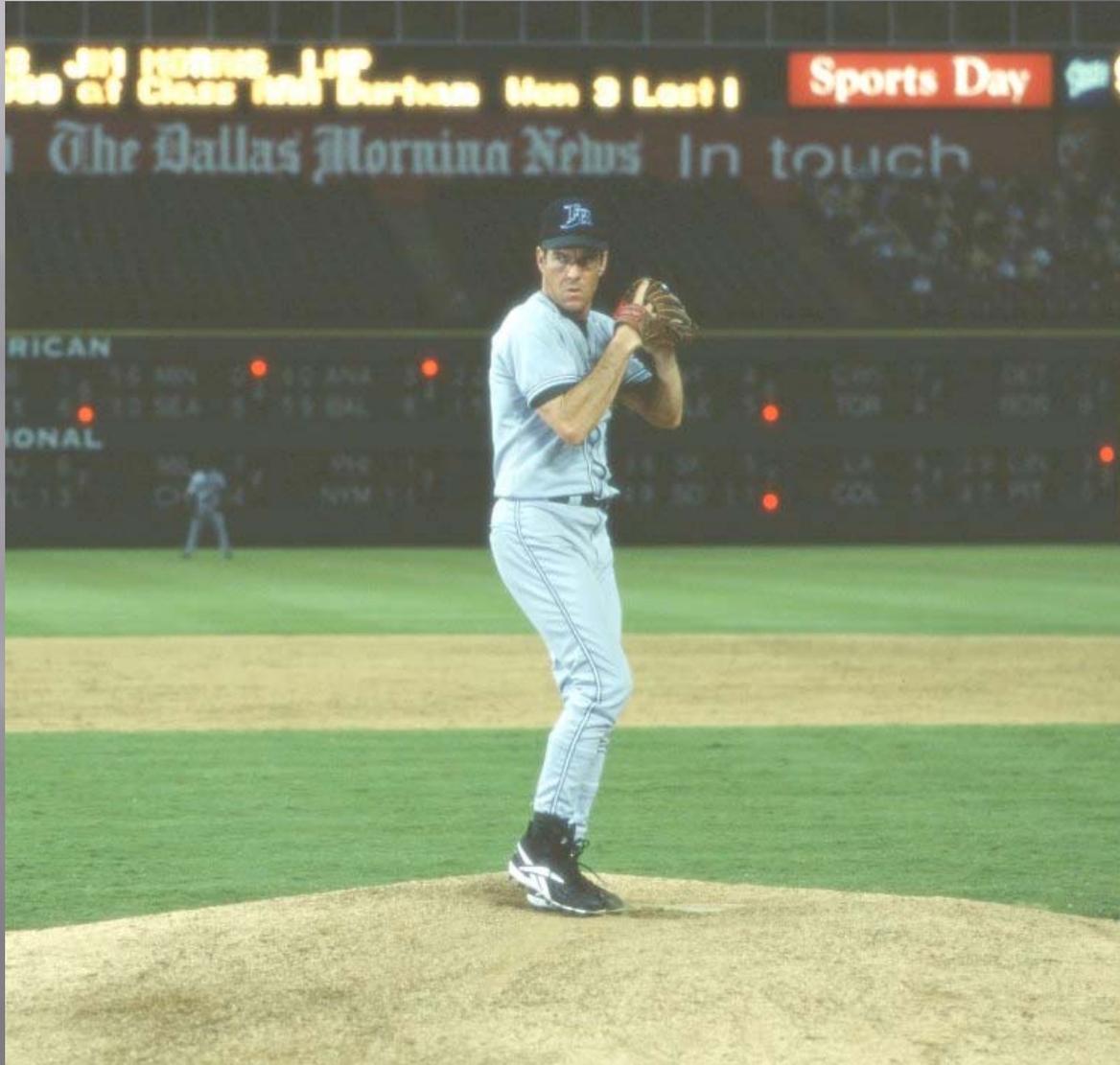
Remember the Ripple Effect



Testing Our Faith in Our Dream



The Dream Becomes Reality



The Rookie

Break Past the Dip (Passion--Willingness to Endure Pain)

Be the one who sees in others what they don't see in themselves--help them connect with their passion

We Are Meant to Do What We Love to Do

The Rookie

It's Our Turn

2/12/2010 - v2

Our Dreams and How We Go After Them Have a Major Ripple Effect on All Around Us and on Future Generations

We're Most Valuable to the Marketplace When We Do What We Love, But the Value May Not Appear for Awhile--Pay our Dues First

HOW CAN WE HELP THEM TO DISCOVER AND THEN TO MOVE TOWARDS THEIR DREAM?

- Peer Triads Can Play To The Strengths Of The Millennial Generation And Help Them With Their Weaknesses.
- Peer Triads Offer Support And Accountability From Sources From Whom They Are Most Willing To Learn.
- Peer Triads Best Prepare Them to Excel in the Marketplace Because They Have Been Proven in that Arena
- Peer Triads Are Not Used in The Career Selection Arena.

Strengths of Peer Triads

- ▣ Effective learning
- ▣ Learn key skills as engage in process
- ▣ User friendly
- ▣ Learn to give and receive
- ▣ Better accountability and support
- ▣ Better penetration
- ▣ More cost effective
- ▣ More interactive

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