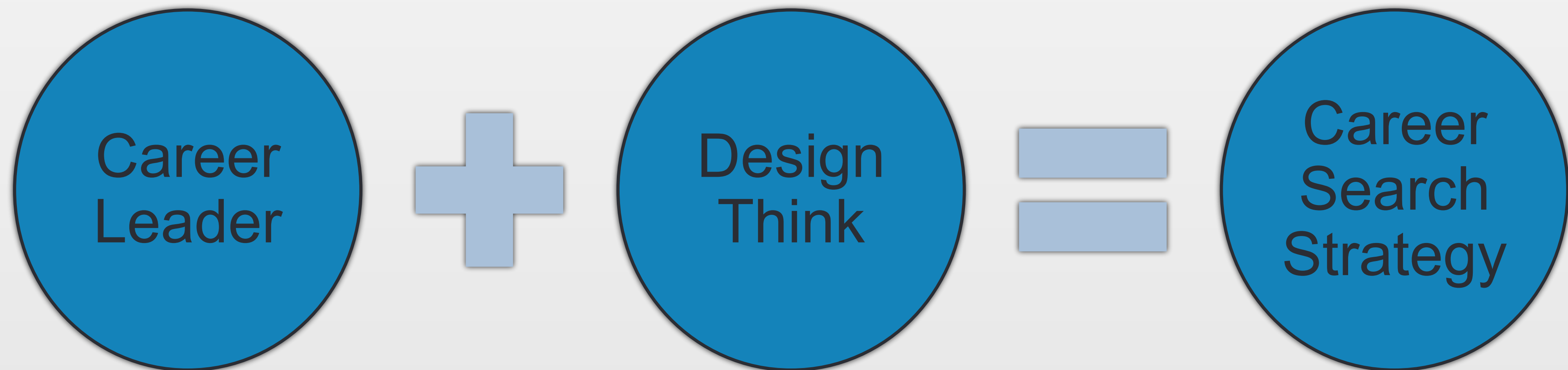


# Design Think Your Career

Career Development Office

# Goals

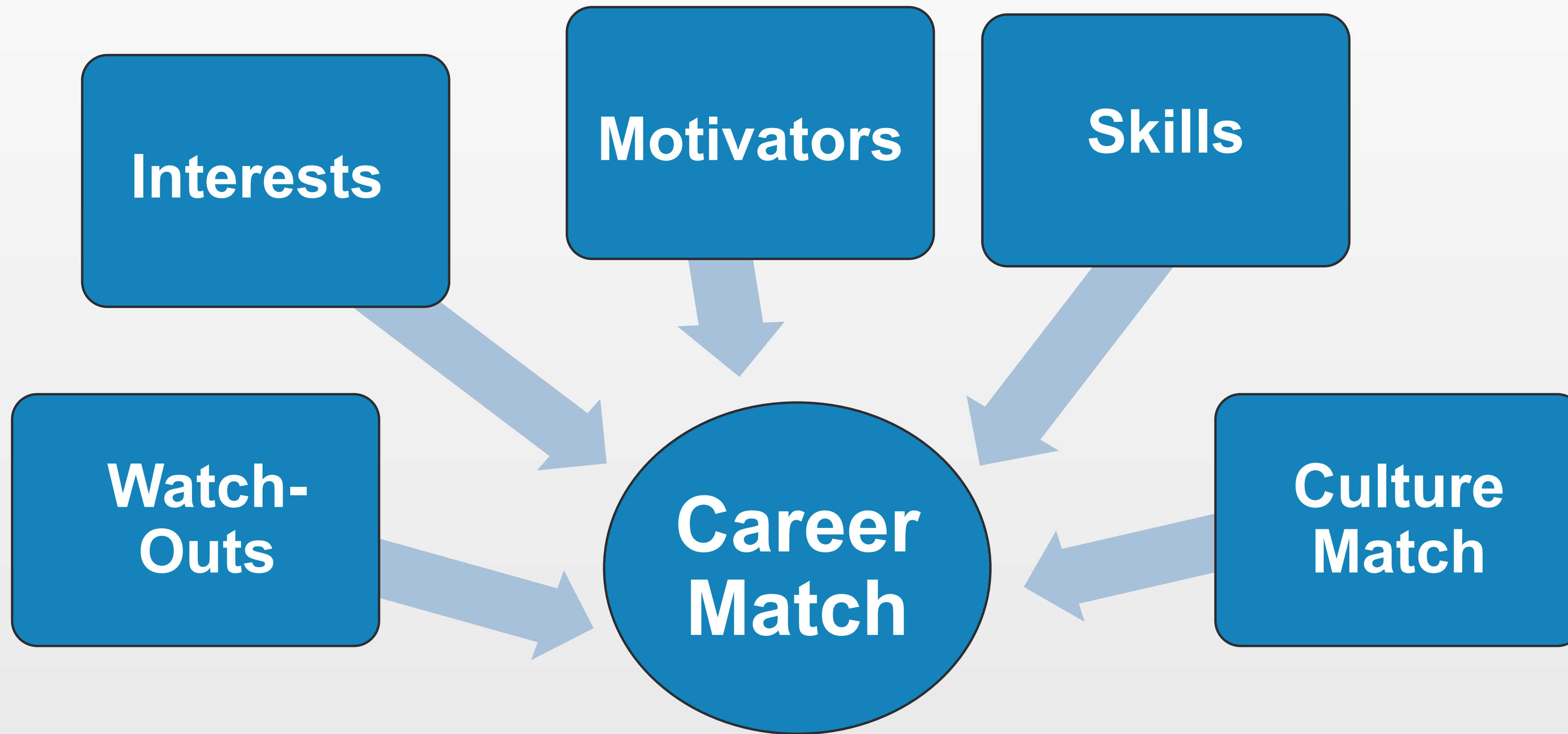
- Understand **CareerLeader**
- Using CareerLeader as a **Design Think** tool
- Apply it to your **career search strategy**



# Understanding CareerLeader

- Designed for **business school students**
- *CareerLeader* then **compares responses** to those of "hundreds of thousands of business professionals" (500,000+)
- Highly **reliable** and **valid**
- Measure **Interests, Motivators, Skills, Career Match, Culture Match**

# Harnessing CareerLeader



# Review Career Leader Results

## Part 1: Top 3 Summary

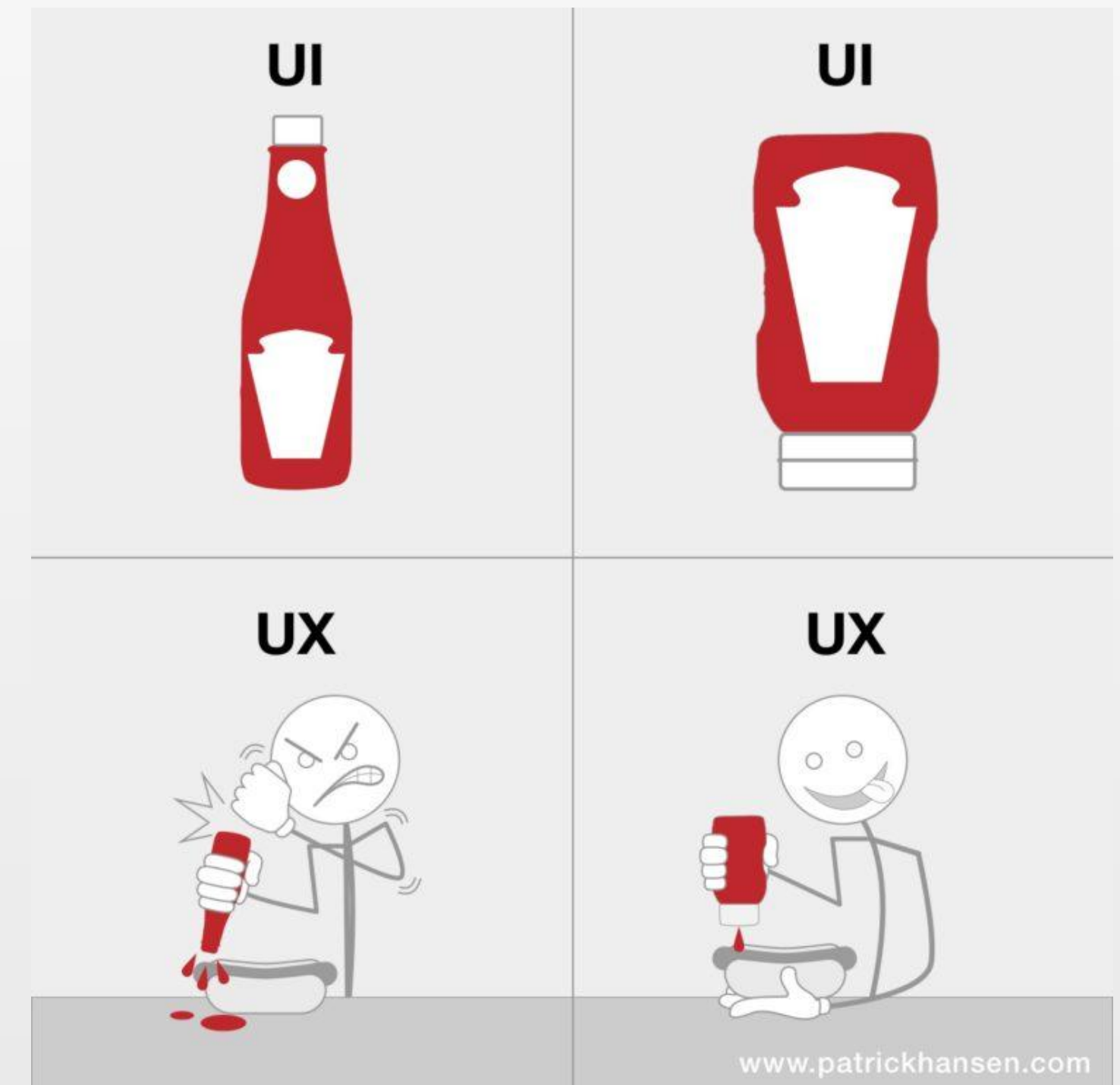
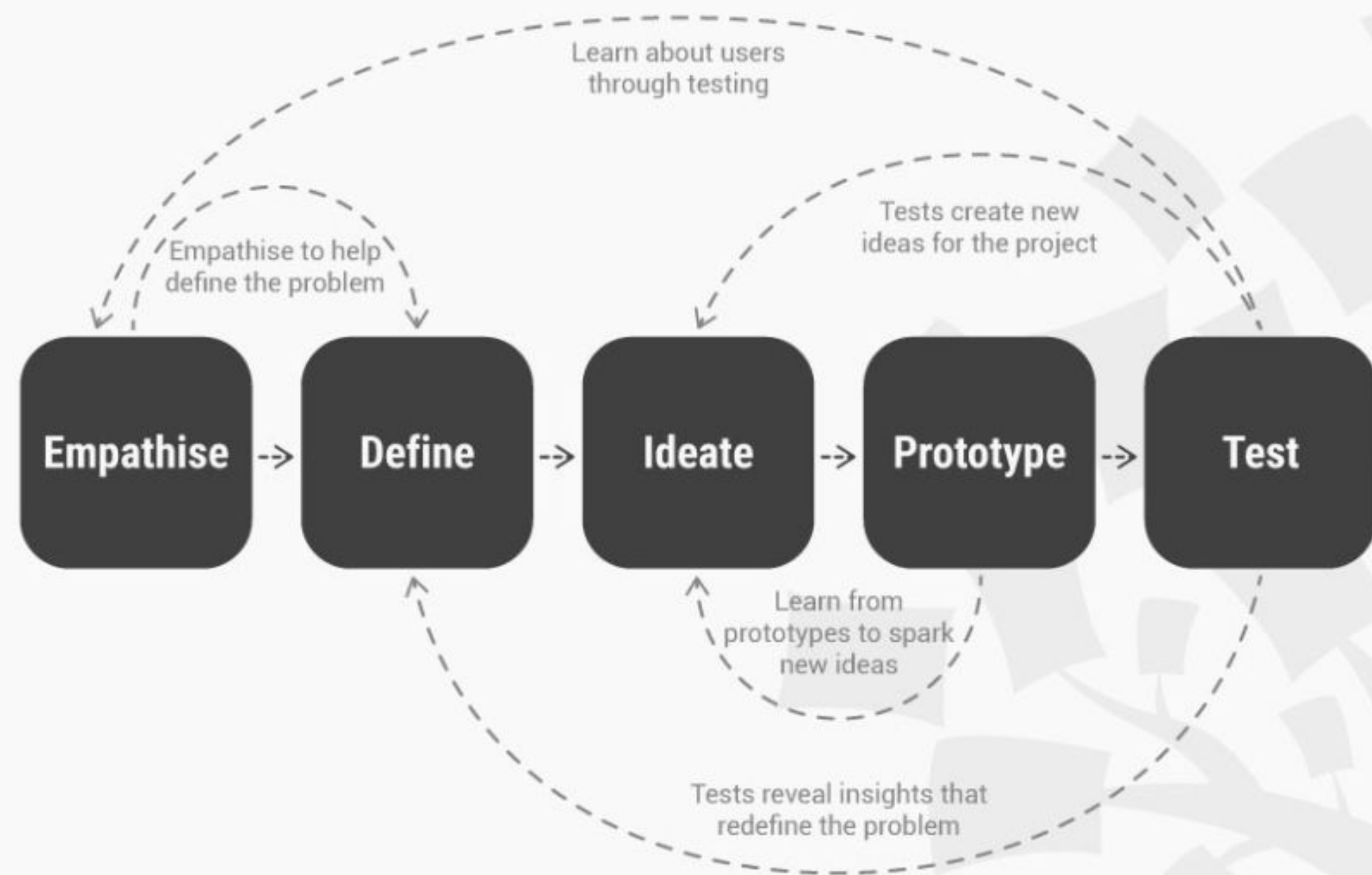
- Form groups of 4
- Individually fill out your worksheet (5 minutes)
- Discuss results with the group (10 minutes)

Part 1.  
Top 3 Summary

<b>Motivators</b>	<b>Culture Match</b>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
<b>Interests</b>	<b>Career Match</b>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
<b>Skills</b>	<b>Reactions</b>
1. _____	
2. _____	
3. _____	

# Understanding Design Think

## DESIGN THINKING: A NON-LINEAR PROCESS



# Apply Design Thinking to CareerLeader

## Part 2: Career Self Reflection

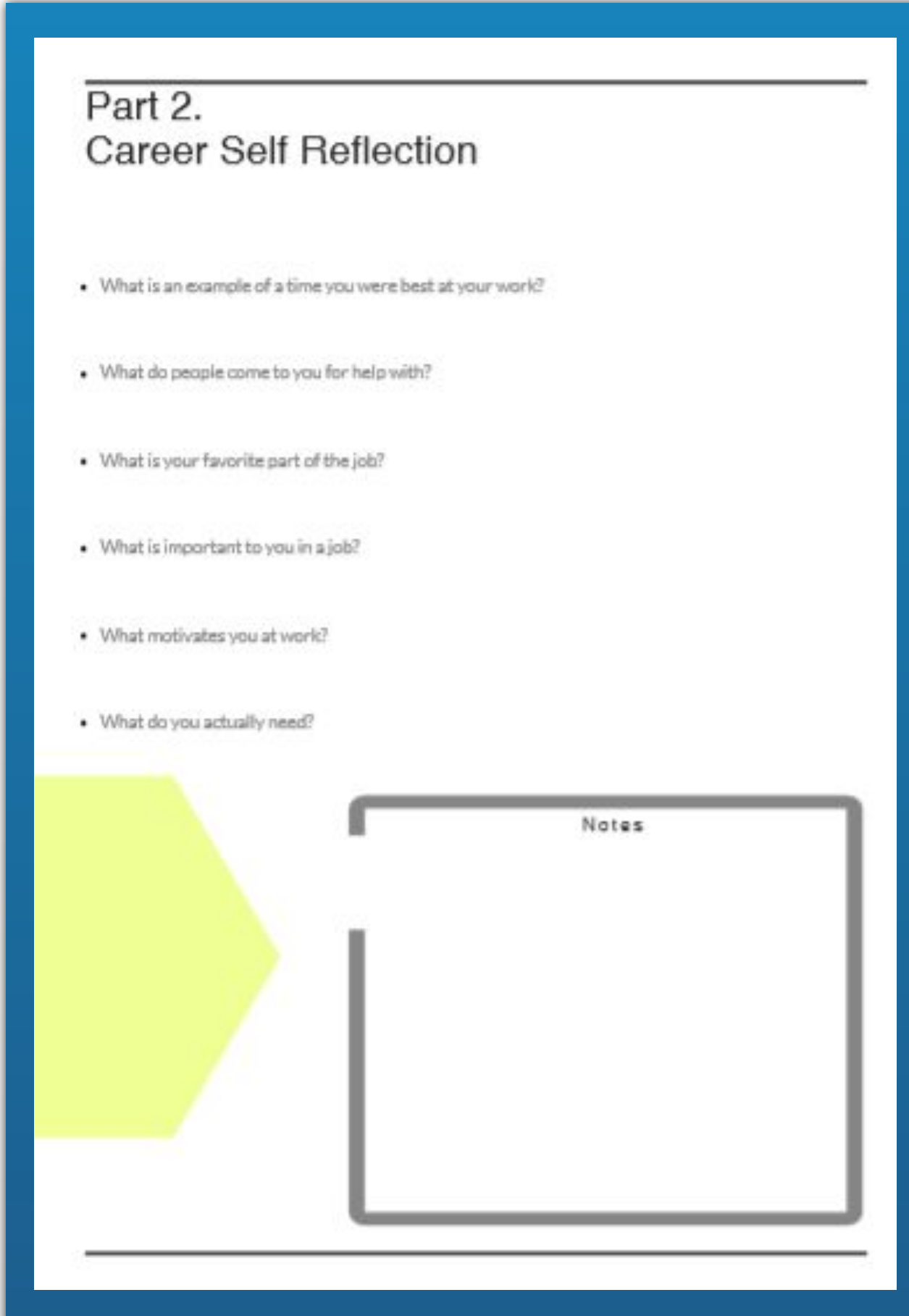
- Review Key Motivators for Insight
- Review Other Categories
- What Elicits a Strong Reaction?

Take 8 minutes to fill out Self Reflection

Part 2.  
Career Self Reflection

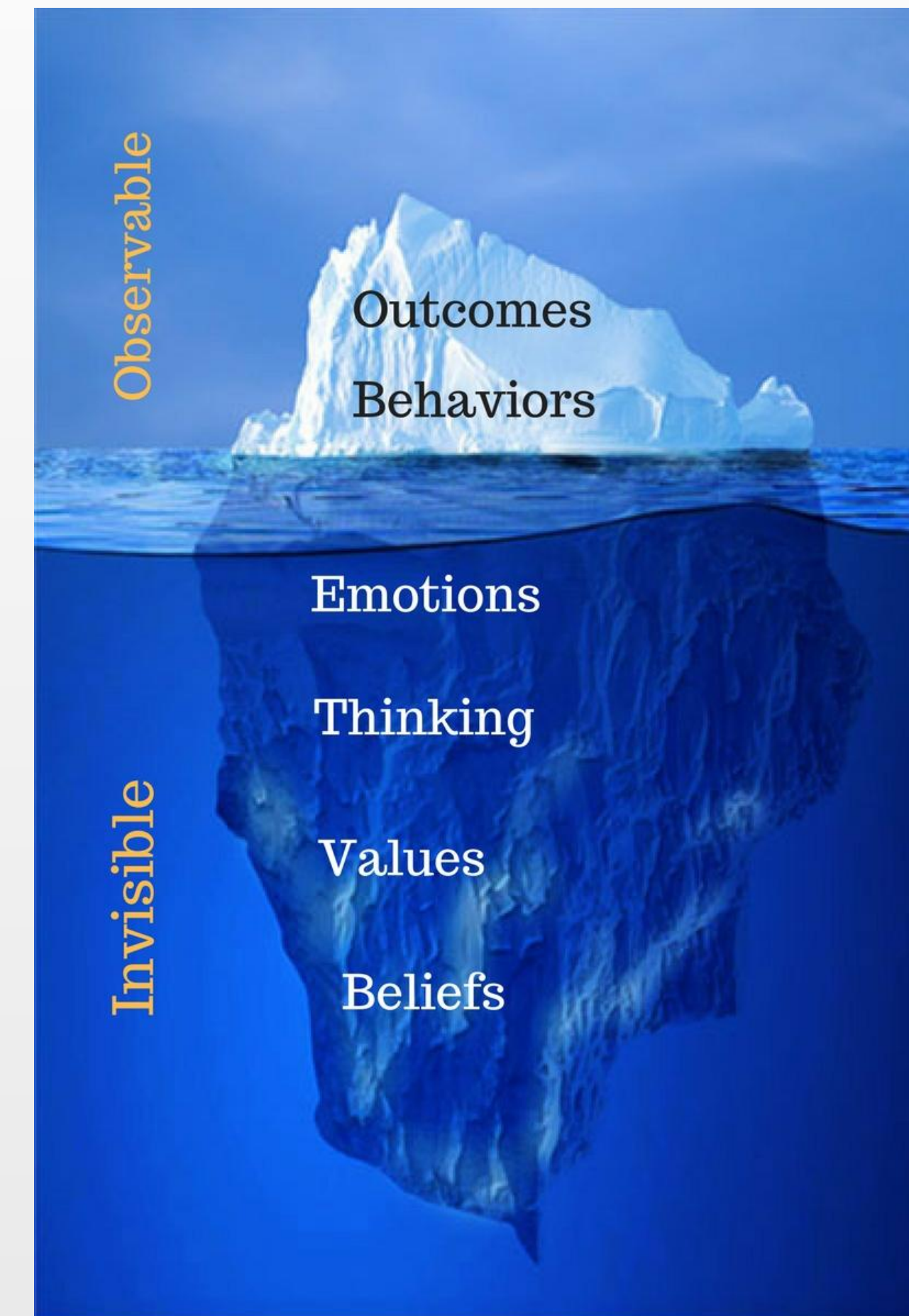
- What is an example of a time you were best at your work?
- What do people come to you for help with?
- What is your favorite part of the job?
- What is important to you in a job?
- What motivates you at work?
- What do you actually need?

Notes

The image shows a worksheet titled 'Part 2: Career Self Reflection'. It contains a list of six reflection questions, each preceded by a bullet point. Below the questions is a large rectangular box labeled 'Notes' with a light blue arrow pointing towards it from the left. The entire worksheet is enclosed in a blue border.

# Ask Yourself (Honestly)

- What is an example of a time you were best at your work?
- What do people come to you for help with?
- What is your favorite part of the job?
- What is important to you in a job?
- What motivates you at work?
- What do you actually need?





# Apply Design Thinking to CareerLeader

## Part 3: Career Problem Statement

- A single question
- Broad enough for creative thinking
- Narrow enough to be manageable

Take 5 minutes to create Problem Statement

Part 3.  
Career Problem Statement

- Use your self reflection results to create a single question for you as an individual regarding your career
- Broad enough for creative thinking but narrow enough to be manageable

\_\_\_\_\_ needs \_\_\_\_\_  
(You) (Specific Career Need)

because \_\_\_\_\_  
(Surprising Career Insights)

Notes

# Problem Statement

## Examples

A driven MBA student craves intensely challenging work, on the West Coast and wants flexibility in hours to attain the work/life integration that is motivating to them. Needs sponsorship.

A curious MBA student highly values financial gain and positioning for their next role. Has a family to consider. Targeting Energy in Houston, but is new to the industry.

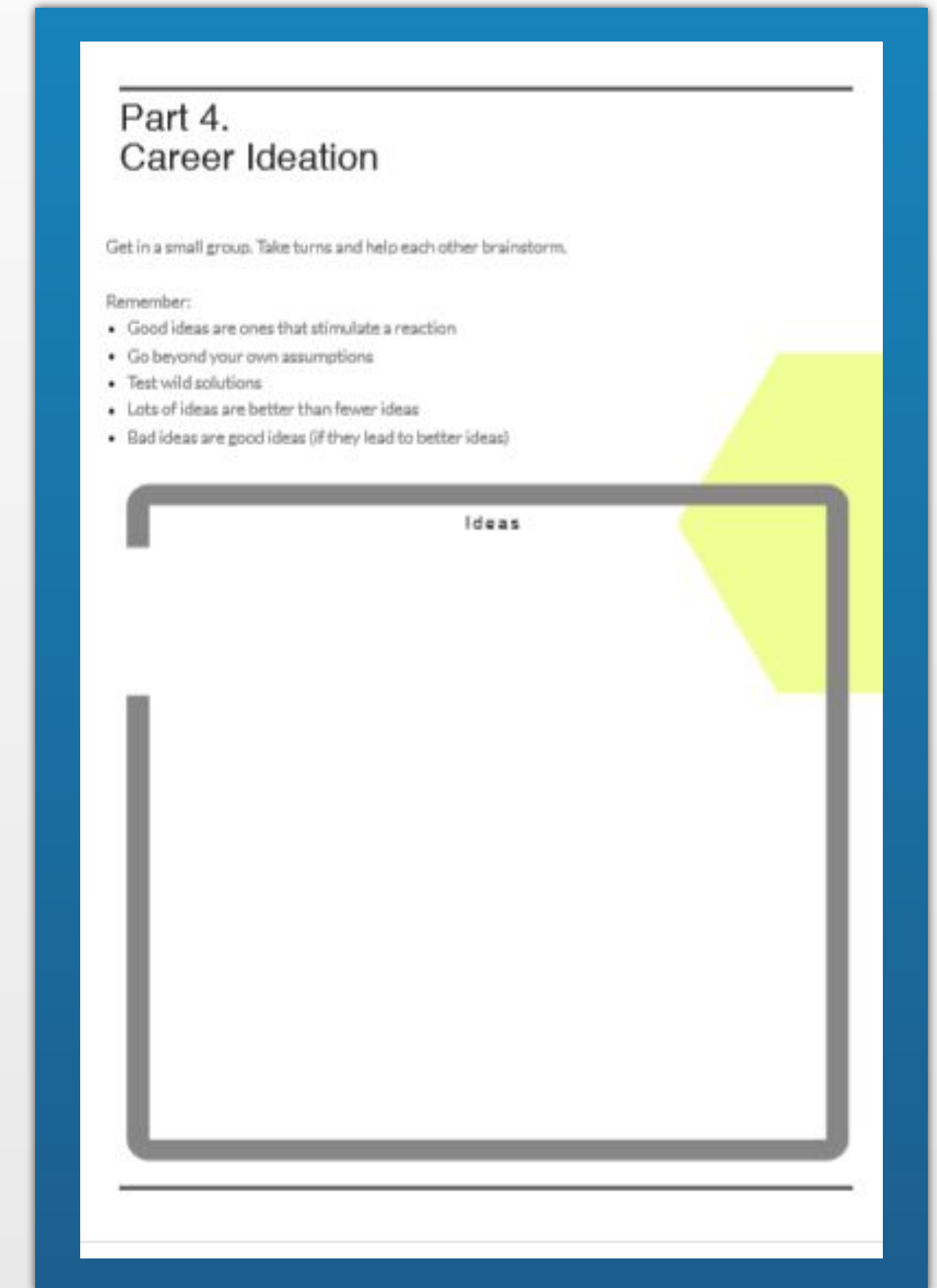
A unsure MBA student with great work ethic and one of their key skills is influencing others. Wants to explore a startup, but has only worked for large companies in the past.

# Apply Design Thinking to CareerLeader

## Part 4: Career Ideation

- Get into small groups
- Take turns and help each other brainstorm
- No bad ideas!

Take 15 minutes to work in groups



# What Can You Do to Test (and Fail)

## Campus Offerings

- Coffee Chats
- Info Sessions
- Action Learning Project (ALP)/Capstone
- Team Projects
- Clubs

## Self Driven

- Coffee Chats
- Research and Career Leader Results (360 Feedback)
- Read Books
- Listen to Podcasts/Interviews
- Shadow People
- Intern



# Apply Design Thinking to CareerLeader

## Part 5: Career Action Plan

- Test using those actionable plans
- Start now so you can fail fast and learn quickly
- Use the Career Matches section to determine which ones you want to research further

Part 5.  
Career Action Plan

Look at your ideas. Which ones are testable now? What can you do to start testing them?

- Test using those actionable plans
- Start now so you can fail fast and learn quickly
- Use the Career Matches section to determine which ones you want to research further
- Bring this packet to your next advising session at the CDO or show your mentor

After you get some insight, start again. What do you want to learn? How can you test it? How does this change your idea? Iteration!

Action Plan

- 1.
- 2.
- 3.
- 4.
- 5.

Take 5 minutes to develop an Action Plan - Share your plan with your group

# Next Steps

- **Find** an accountability partner
- **Complete** action plan
- **Revisit** CareerLeader results periodically
- **Bring** packet with you to your Career Advising Appointments

# Questions?



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# Feedback Survey



Scan the QR Code

OR

<https://bit.ly/36ZSIFB>

Use the above link