Suggested Session Plan

TIME	Who	SESSION	CONTENT	PROCESS	RESOURCES
8:30- 9:00	Lynda	Preparation	Set-up	Prep room	
9:00- 9:10	Lynda	Introduction	Intro to facilitators & quick table introductions Workshop Aims Discussion of terms Outline of Process	Input (10")	Name tags Sign in sheet
9:10- 9:20	Lynda	Reflection	Reflect on work path to date	Drawing (5") Pair-share (5")	A4 paper Pens/textas
9:20- 9:35	Lynda	Finding Patterns	Understanding what the group does and does not know.	Sml group share Lge group share (15")	A5 paper & textas Blu tac
9:35- 10:00	Lynda	Adding Information	1. What is the work? 2. Myths about work: Thinking about career & current work trends → implications for work searches	Small group discussion (10") Theory input (15") + large group discussion	Job ads & wisdom of graduates PPT slides
10:00 – 10:40	Lachlan	Planning for action	Resume vs CV Crafting your narrative	45"	
10:40- 10:50	Lynda	Apply in action	7 steps you can take	5"	Next steps handout
10:50		Close			
11:00- 11:30	Lynda	Follow-up	• Note extensions for SOSC2288/ 7288 • Make notes available online		

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Resources & Preparation for workshop

- *Lynda: sign for students of SOSC2288/7288 – sign in sheet re assessment*

- *A4 Paper & coloured pens*

- *A5 paper*

- *Print off job ads in CD*

- *Print off graduate quotes*

- *Handouts (LS booklet of next steps)*

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With
Lynda Shevellar
(CD Lecturer)
&
Lachlan Kaye
(Career Development Learning
Advisor For HASS)

Week 12, 24 May 2019, 9-11AM
Room 343,
General Purpose South (78)

What does the
work look like?

What do you
need?

How do you find
it?

Is the pay really
that bad?

From CV to CD

Finding work in
Community Development

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*If you are in SOSC2288/7288 and
want a 24 extension for assessment
3 you MUST sign in.*

Workshop Aims

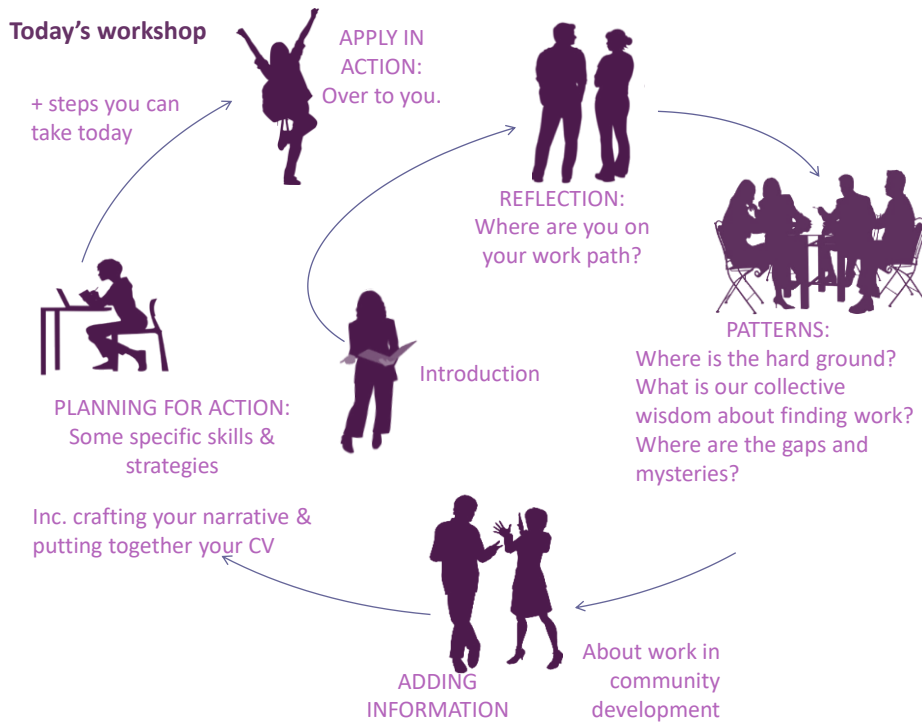| Rational Aims	Experiential Aims	Practical Aims
To challenge and broaden your understanding of what the "work" of CD is, where it is located and how to find it.	To feel confident that your work expectations are realistic and achievable.	To have links to relevant organisations and opportunities to step further into the CD world.
To develop pathways into work in CD.	To feel more optimistic about finding the work you want.	To have clear next steps to build into your ideas for work.
To expand your ideas about what you need to do to "get" work	To talk to other people about their CD plans and further your own ideas.	To take a first step.

Before we begin: What are we actually talking about?

Our structure for today: The spiral model of learning

See: Prokopy, J. and Castelloe, P. (1999) Participatory development: Approaches from the global south and the United States, *Community Development,* **30**, (2), 213-231.

Today's workshop

+ steps you can take today

APPLY IN ACTION: Over to you.

REFLECTION: Where are you on your work path?

PATTERNS: Where is the hard ground? What is our collective wisdom about finding work? Where are the gaps and mysteries?

PLANNING FOR ACTION: Some specific skills & strategies

Introduction

Inc. crafting your narrative & putting together your CV

ADDING INFORMATION

About work in community development

Reflection

- Reflect on your experience of work and/or work in CD so far. If you were to draw this in some way, what would it look like? Take a few minutes to draw this. (5")

- Share your drawing with the person next to you, and reflect on the following (5"):
    - What have you found helpful in your thinking about work so far?
    - Where are the gaps, mysteries or roadblocks for you?

Finding Patterns

- Now turn to the people at your table and continue your conversation.

- Capture:
  - Your top 3 points of wisdom about finding work
  - The top 3 things you would like to explore

- Write each of these ideas (in large readable writing) on an A5 piece of paper.

Adding information:

What is the work?

- Around the room are recent job ads from two websites: "SEEK" and "ETHICAL JOBS" searched during May 2019. I used the search term "community development" and put in no other limitations – so these are literally from all over Australia.

- MOST have closed: this is about gaining a sense of the field – not applying for one of these today!

- Compare the ads at your table. What do you observe?

→ Large group discussion

Adding information:

Myth #1: You have to have a dream

"Americans on talent shows always talk about their dreams. Fine, if you have something that you've always dreamed of, like, in your heart, go for it! After all, it's something to do with your time… chasing a dream. And if it's a big enough one, it'll take you most of your life to achieve, so by the time you get to it and are staring into the abyss of the meaninglessness of your achievement, you'll be almost dead so it won't matter.

I never really had one of these big dreams. And so I advocate passionate dedication to the pursuit of short-term goals. <u>Be micro-ambitious.</u> Put your head down and work with pride on whatever is in front of you… you never know where you might end up.

Just be aware that the next worthy pursuit will probably appear in your periphery. Which is why you should be careful of long-term dreams. If you focus too far in front of you, you won't see the shiny thing out the corner of your eye."

Tim Minchin (2013). "9 life Lessons" Occasional Address at the University of Western Australia.
https://www.timminchin.com/2013/09/25/occasional-address/ (18:16)
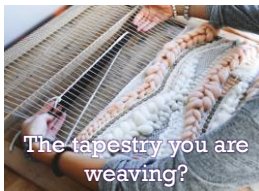
Adding information:

Myth #2: You are on a ladder (and you are probably already behind everyone else)

The Myth of the Career Ladder

+ How else might you think about your work?

Marathons and ladders are solo metaphors that might work well for competitive lone wolves – but we are community workers – so let's find some more appropriate (and healthier) metaphors. Is your career:

The steps you are dancing?

The banquet you are tasting?

The melody you are composing?

The tapestry you are weaving?

The garden you are cultivating?

The craft you are honing?

Adding information

1. Career (noun)

"an occupation undertaken for a significant period of a person's life and with opportunities for progress".

2. Career (verb)

"move swiftly and in an uncontrolled way".

This paradoxical observation is actually helpful because it enables us to frame what we are doing as not merely assisting a short term view of employability, but equipping students in their ability to negotiate a rapidly changing world throughout their lifetime (Walsh, 2015).

Lynda's career playground (so far)

Adding Information:

Current work trends

- We are seeing a rapid growth in technology that is fundamentally changing the nature of employment and our relationship to it

- Pathways to work are generally becoming **more uncertain and less linear.**

- Current predictions are that a 15-year-old today will experience **a portfolio career**, potentially having 17 different jobs over five careers in their lifetime.

- Historically labour has been a transaction of the employee's time and effort for money, however young people increasingly define themselves – and are defined by employers – as **a business with a brand** (Gershon, 2017).

+ Branding yourself?

- "Branding yourself means to develop a unique professional identity and coherent message that sets you apart from others either in your company or in your industry" (Drenton, 2013)

- "People who deny they have a personal brand simply end up with a very bad one" (Waldman, 2013)

But if not that…then what?

- While being entrepreneurial is not a bad thing, risk and responsibility is transferred to individual entrepreneurs (Walsh, 2015).

- AND not all people want to be their own boss.

- Walsh (2015) suggests that if young people are not thinking about themselves as a business, then in the current climate and associated policy appetite for "agility", cultivating enterprise skills in young Australians such as **digital literacy, critical thinking and presentation skills** will be important.

- How might studying CD be useful for "equipping students in their ability to negotiate a rapidly changing world throughout their lifetime"?

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Planning for Action

Lachlan Kaye,
HASS Career Development Learning
Advisor
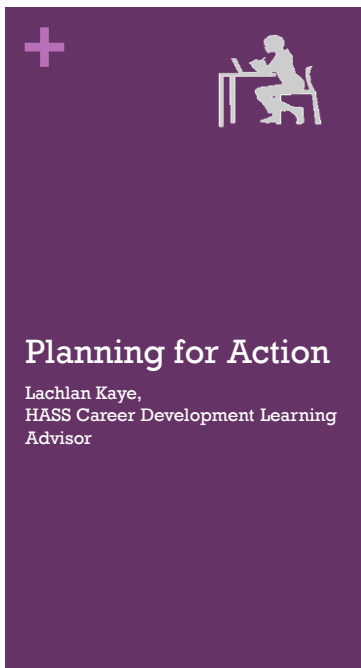
- CV vs Resume – is there a difference?

- How to craft and share your narrative

- The elevator pitch – an essential networking skill

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Articulating your experience

- In groups, discuss some of the skills you've developed throughout university, employment or extra curricular activities that would be most appealing to employers in the community development sector.

- Record your top three on the butchers paper

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Articulating your experience

- Look at your top three again:
  - Are they specific
  - Do they provide enough detail
  - Do they make sense to someone who doesn't have a CD background?
  - How would you change them?

+ Crafting your narrative

- A distinct narrative will help set you apart

- It will help you construct meaningful responses

- It helps you to articulate your value

+ Crafting your narrative

- Build your narrative through:
  - Resumes
  - Cover letters/Responses to Selection Criteria
  - LinkedIn and your online presence
  - Networking
  - Experiences

+ Crafting your narrative

- Start with your one word descriptor
  - What do you want to be known for?
  - A word that ends in *or/er*
  - Not a job or profession
    - Connector
    - Builder
    - Energiser
    - Maximiser
    - Accelerator
    - Leader
    - Explorer
    - Alligator

+ Crafting your narrative

- Brainstorm words that are associated with your or/er word and note them down

- Discuss with the person next to you why you've chosen those words

+ Crafting your narrative

- These words are the basis of your narrative

- Make sure you use them in your resumes, cover letters etc.

- Seek out and share articles online that discuss or highlight these terms

Planning for Action

Lynda's tips for finding work in CD (See handout)

1. Reflect on stuff
2. Join stuff
3. Turn up to stuff
4. Network and share stuff
5. Enrol in stuff

6. Explore stuff
7. Read stuff
8. Travel & attend stuff
9. Search for stuff
10. Create stuff

+ Apply in Action

Over to you

- Tim Minchin advocates passionate dedication to the pursuit of short-term goals. When it comes to working in CD, what's your micro-ambition?

- What micro-steps would be helpful?

> - *IF you would like a copy of these slides please add your name to the list and tick the box.*
>
> - *IF you are in SOSC2288/7288 and want a 24 extension for assessment 3 you MUST sign in. Post workshop emails will not be accepted.*

+ Useful Job Search Sites

- In Australia: ethicaljobs.com: http://www.ethicaljobs.com.au
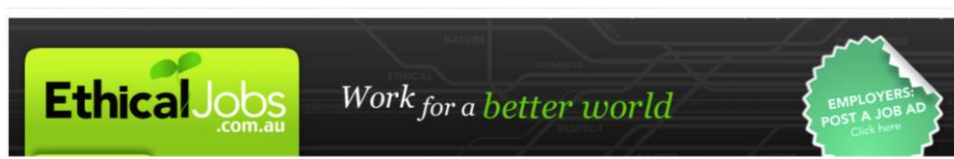
- International: idealist.org

+ Some good sites to explore about finding purpose and working well:

- https://80000hours.org/career-guide/job-satisfaction/
- https://www.ridefreefearlessmoney.com/blog/2018/07/design-a-new-job-values-mapping/?mc_cid=61b332735b&mc_eid=c77706335b
- Don't wait, find your Ikigai | Gangadharan Menon | TEDxSIESCASC
- How to Ikigai Tim Tamashiro TEDxYYC
- Find your dream job without ever looking at your resume | Laura Berman Fortgang | TEDxBocaRaton

  "Career satisfaction does not come from what you do. It comes who you get to be while you're doing it."

- For the wisdom of our alumni – see my padlet site: https://padlet.com/shevellar1/CV_2_CD
- https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are
- For students wanting to work closer with Australian First Nations : http://theblackcardlearningportal.com.au/mod/book/view.php?id=11&chapterid=48

+ Thinking about yourself as a "brand"

Some sites to explore:

- Brand Awareness: You Can't Help But Be a Brand http://www.lynxfirm.com/cant-help-be-brand/
- Being a person vs being a brand https://gogo.promogogo.com/announcement/being-a-person-vs-being-a-brand/4e4ba989
- 11 personal branding tips: https://www.socialmediatoday.com/content/make-name-yourself-11-personal-branding-power-tips
- 5 Ways To Create A Consistent Brand https://www.workitdaily.com/create-consistent-brand
- Drenton, J. (2013). How branding yourself is important for your career and companyhttp://www.sbnonline.com/article/how-branding-yourself-is-important-for-your-career-and-company/
- Waldman, J. (2013). How to create a personal brand without being a jerk. https://www.workitdaily.com/create-personal-brand-jerk

+ References

The Foundation for Young Australians (FYA). (2017). *The new work smarts: Thriving in the new work order.* https://www.fya.org.au/wp-content/uploads/2017/07/FYA_TheNewWorkSmarts_July2017.pdf

Prokopy, J. and Castelloe, P. (1999) Participatory development: Approaches from the global south and the United States, *Community Development, 30,* (2), 213-231.

Gerson, I. (2017). *Down and out in the new economy: How people find (or don't find) work today.* Chicago: University of Chicago Press.

Walsh, L. (2015). *Educating generation next: Young people, teachers and schooling in transition.* New York: Palgrave Macmillan.