

A woman with curly hair, wearing a white blouse and a necklace, is smiling and looking towards a man whose back is to the camera. They are sitting at a wooden table in a cafe. There is a green cup of coffee on a tray in front of the woman and a dark coffee cup in front of the man. The background shows a window with bright light and some decorative items on the table.

Career Engagement Module 4

# Career Enhancing Conversations

Own Your Future – Career Engagement Module 4

# Power Skills

Self-Reflection

Networking

Engaging Effectively in Job Searches

Articulating and Applying Your Knowledge

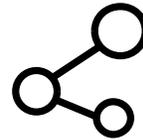
TODAY'S SESSION

# WHAT WE WILL COVER

DESIGN  
THINKING



REALITIES OF  
THE JOB  
MARKET



NETWORKING +  
INTENTIONAL  
CONVERSATIONS



TALKING  
ABOUT  
YOURSELF

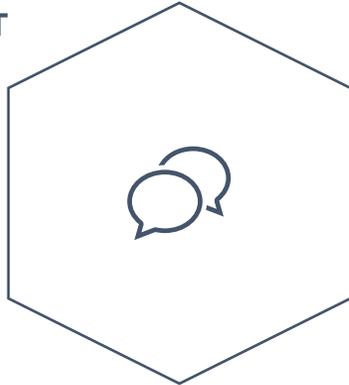


We don't see what we're looking **at**  
We see what we are looking **for**



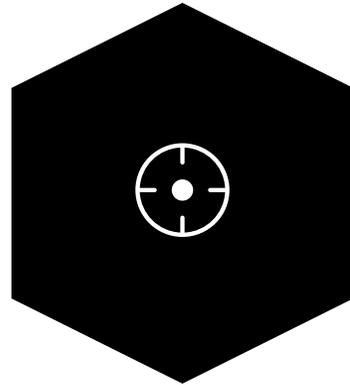
**ACCEPT**

# DESIGN THINKING PROCESS



**EMPATHIZE**

Developing an understanding of ourselves - through guided self assessment and reflection and supporting others by listening and ideating together.



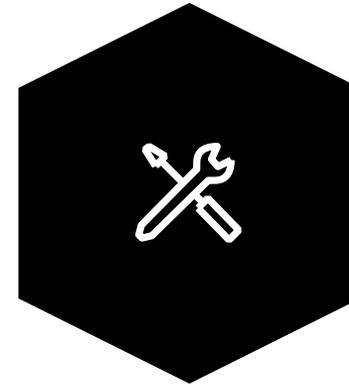
**DEFINE**

Finding the problem. Through the process of iterating, refining and reframing, real problems are found and can be used as jumping off points for ideating and prototyping.



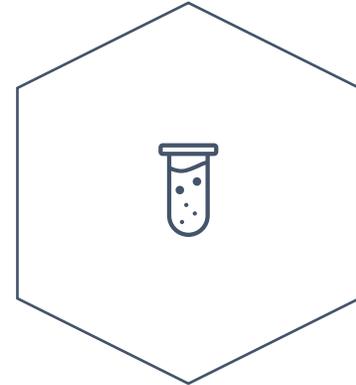
**IDEATE**

Idea generation. Provides both the fuel and also the source material for building prototypes



**PROTOTYPE**

This is where we build our way forward - quickly working through ideas, failing and iterating to get the data we need for the next prototype.



**TEST**

An experience of shadowing someone, taking an internship, interviewing people in the field, etc. It's an iterative process, trying something, gathering feedback and refining, iterating or trying something new.

# THE 5 MIND-SETS



## REFRAMING

Step back to examine assumptions that have you stuck and unable to move forward. Reframe beliefs to get unstuck.



## RADICAL COLLABORATION

You are not alone. Design is a collaborative process and some of the best ideas may come from other people. Ask for help!



## MINDFULNESS OF PROCESS

An important part of the process is to let go of the end goal and get messy - experimenting with new ideas for your life.



## BIAS TOWARD ACTION

Try stuff, test it out, learn from failure and focus on what happens next - not the final result.



## CURIOSITY

invites exploration and keeps us open to possibilities. Get good at being lucky - there are opportunities everywhere!



# Getting a Job & Making Connections

## **DYSFUNCTIONAL BELIEFS**

(things that we believe that  
aren't true or useful)

# A REAL PROBLEM: The “Iceberg Problem”

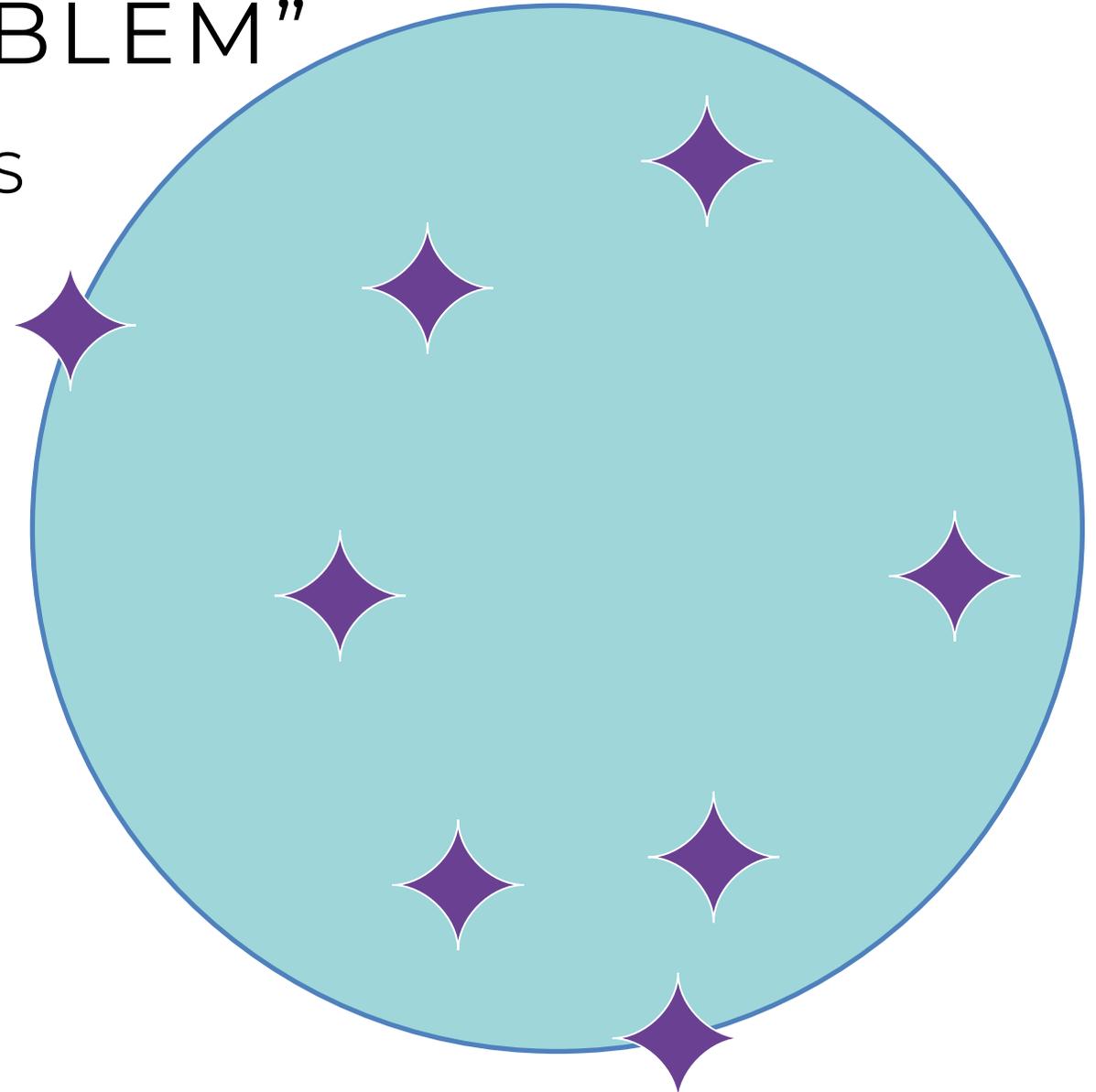
**80%**  
OF JOBS ARE NEVER  
LISTED PUBLICLY.

\* [varies by type of jobs]

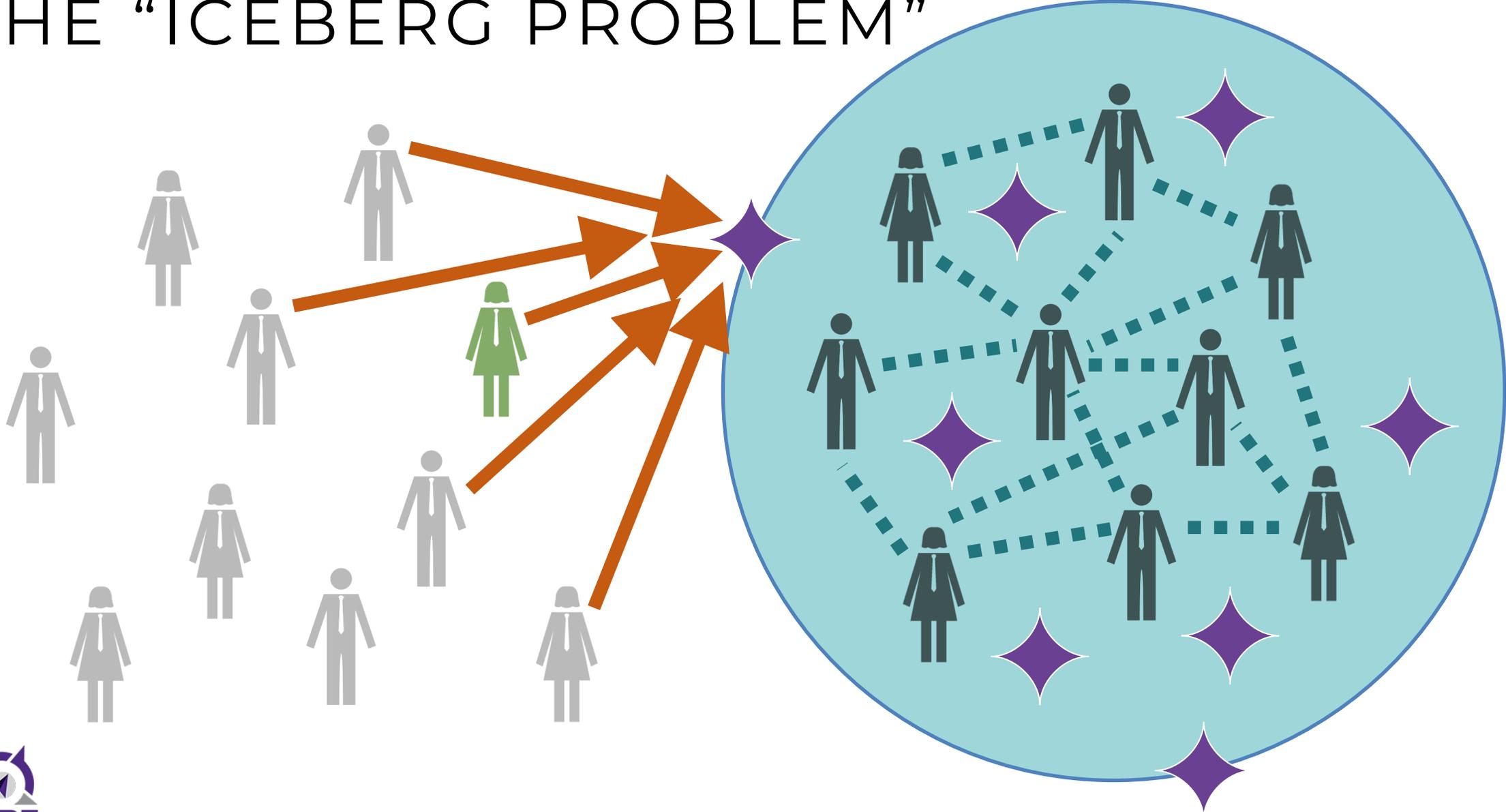


# THE “ICEBERG PROBLEM”

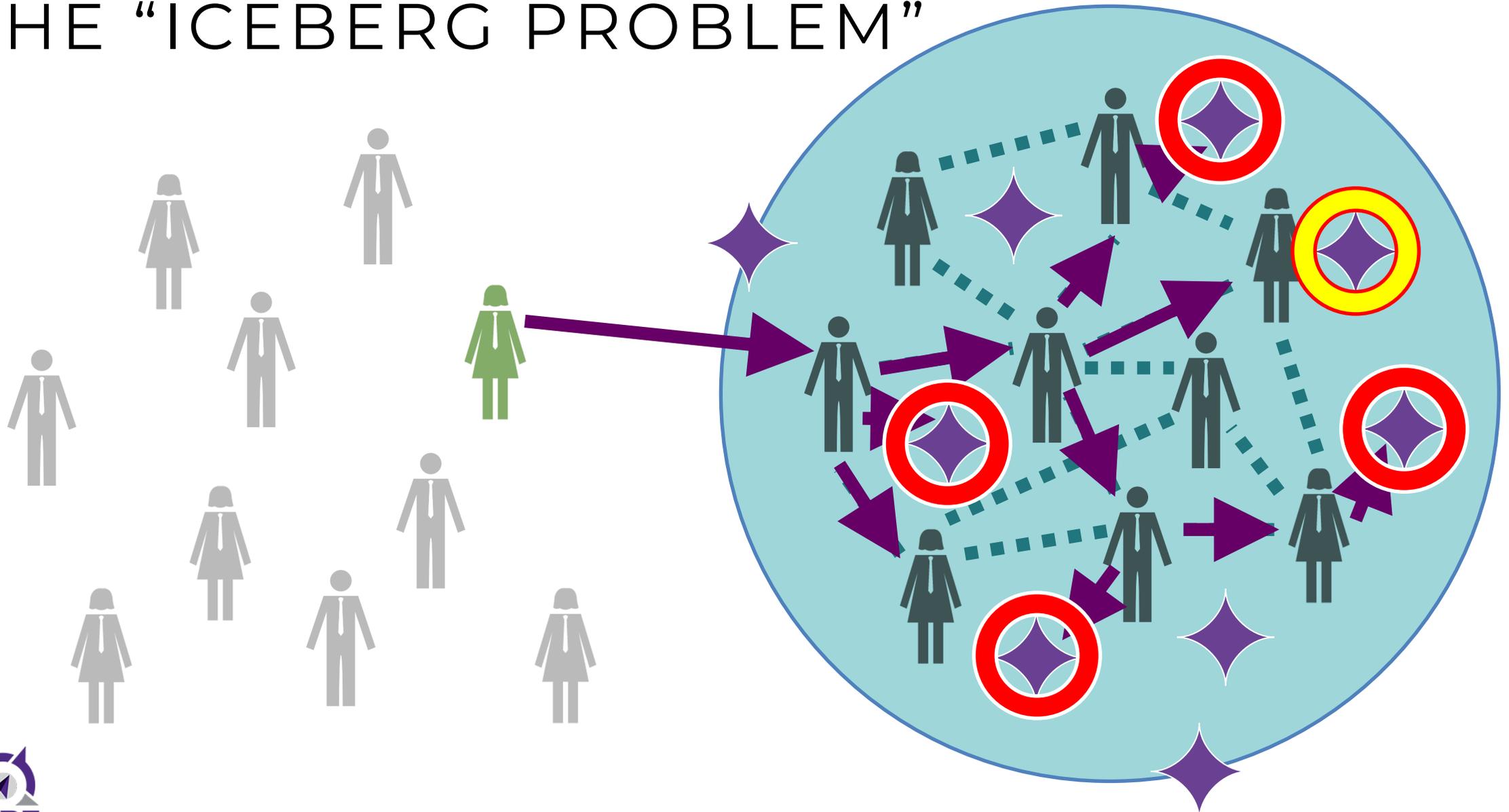
**80%** OF OPPORTUNITIES  
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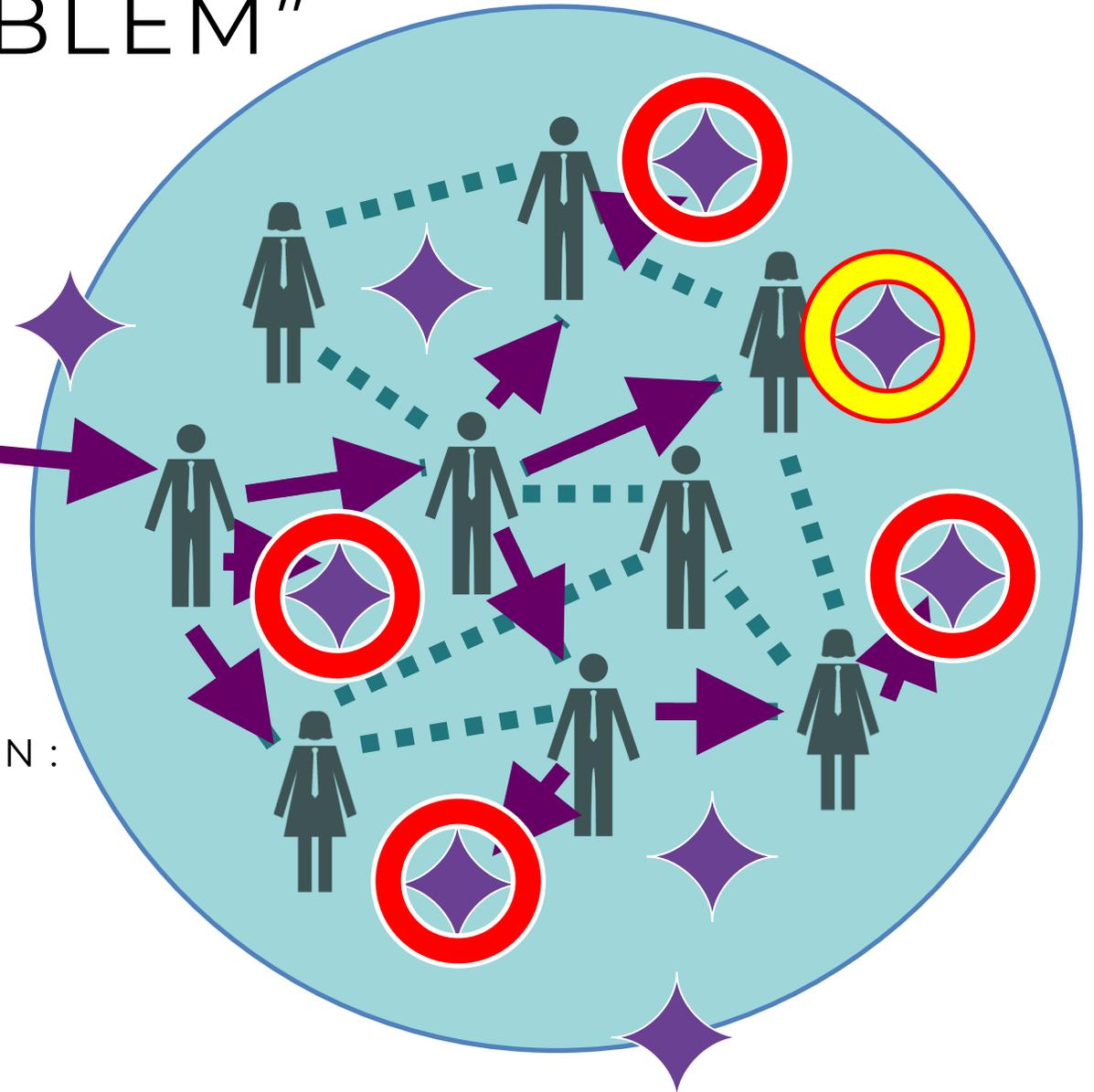
80% OF OPPORTUNITIES ARE UNLISTED (or pre-connected).

TO GET ACCESS, YOU GOTTA BE IN THE CONVERSATION

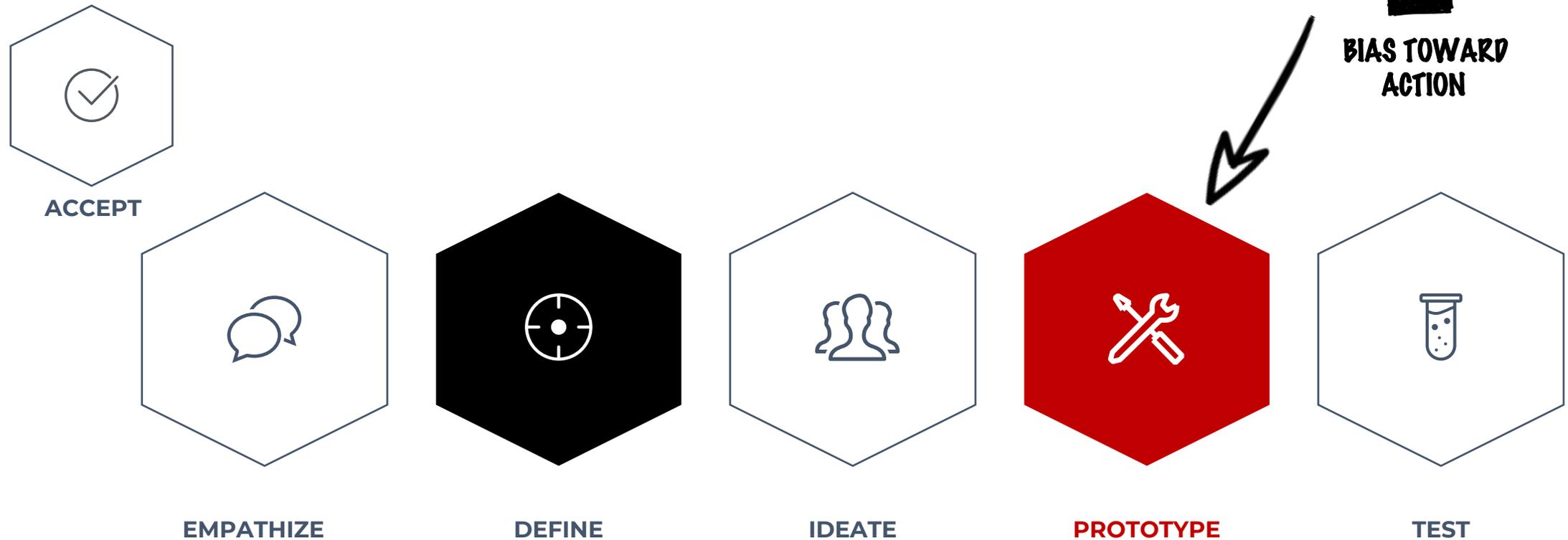
WE KNOW OF ONLY ONE WAY IN:

*Information Interviews* resulting in:

- domain empathy
- opportunity discovery
- opportunity creation

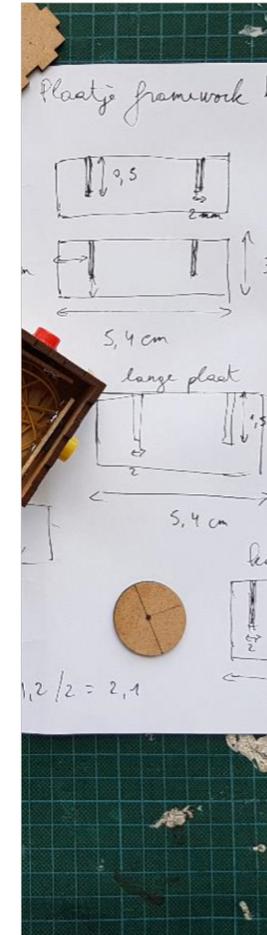
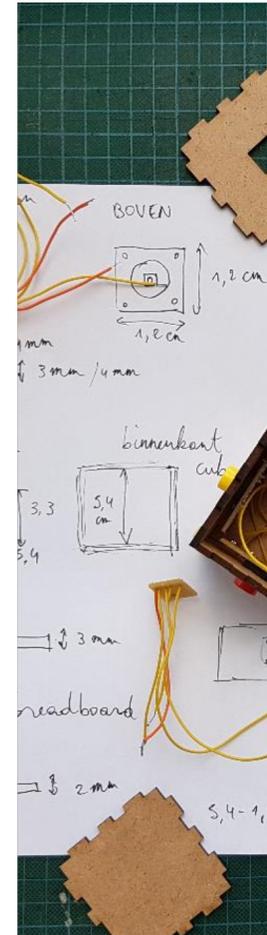
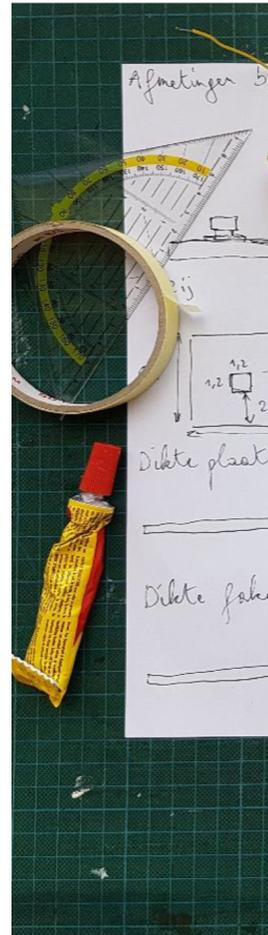


# DESIGN THINKING PROCESS



# WHY PROTOTYPE

- Ask interesting questions
- Expose assumptions
- Involve others with your ideas
- Sneak up on the future
- Reduce risk





## GOOD PROTOTYPES: Cheap, Quick, Easy

- ✓ Conversations
- ✓ Experiences

To get your prototype  
conversations...

you'll need to **NETWORK.**

Umm, that's  
seems a bit  
sleazy – not  
really my  
style.





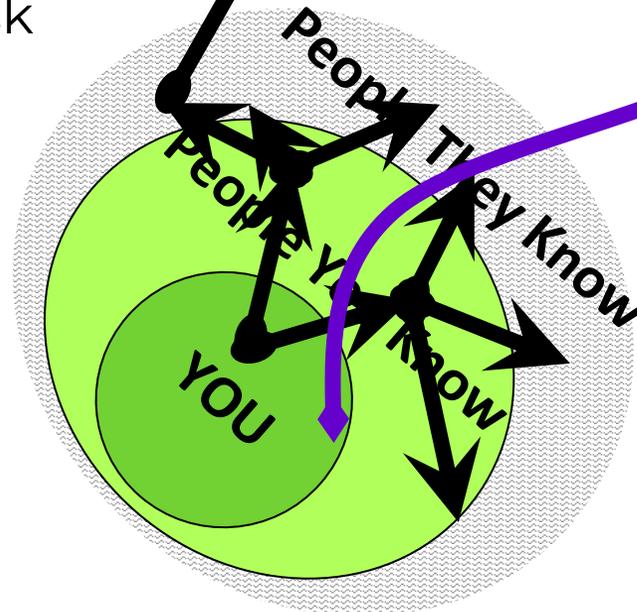
Just asking for directions.

# NETWORKING

## Making the connection

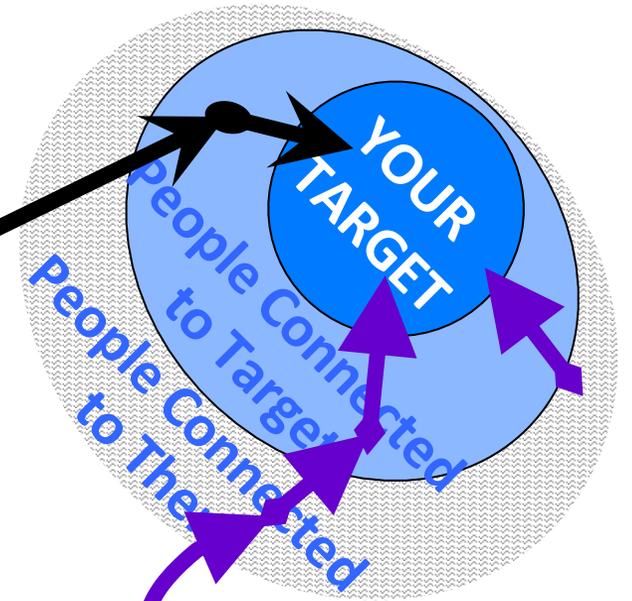
### OUTBOUND

- Easy access - lower threat
- May be slower (may not)
- Personal or professional referral
- Highly random
- Contact fatigue risk



### INBOUND

- Takes creativity
- More cold calls, threatening
- Fast when it works
- Professional referrals
- Impresses the Target
- Learning en route – get better questions for Target





Let's give it a try.  
The "Ask"

# NETWORKING

## Getting the referral

### THE INTRO

“Hi! My name is Morgan, I’m a student at Western, and I’m very interested in [FASCINATING THING GOES HERE]. I understand you may know [NAME] or some people in that field.

### THE ASK

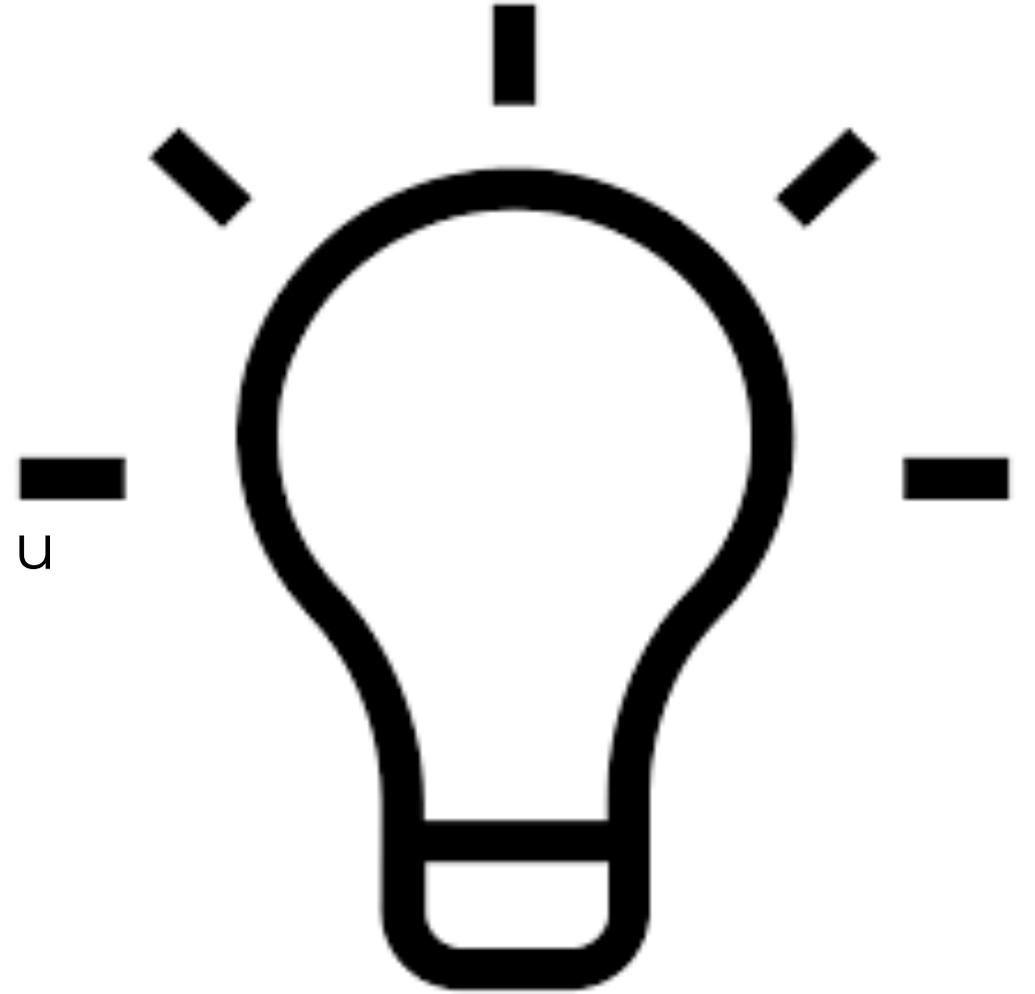
Could you refer me to them to learn more about their work?”  
OR – “Do you know anyone who knows anything about that field?”  
If yes, great! If not...

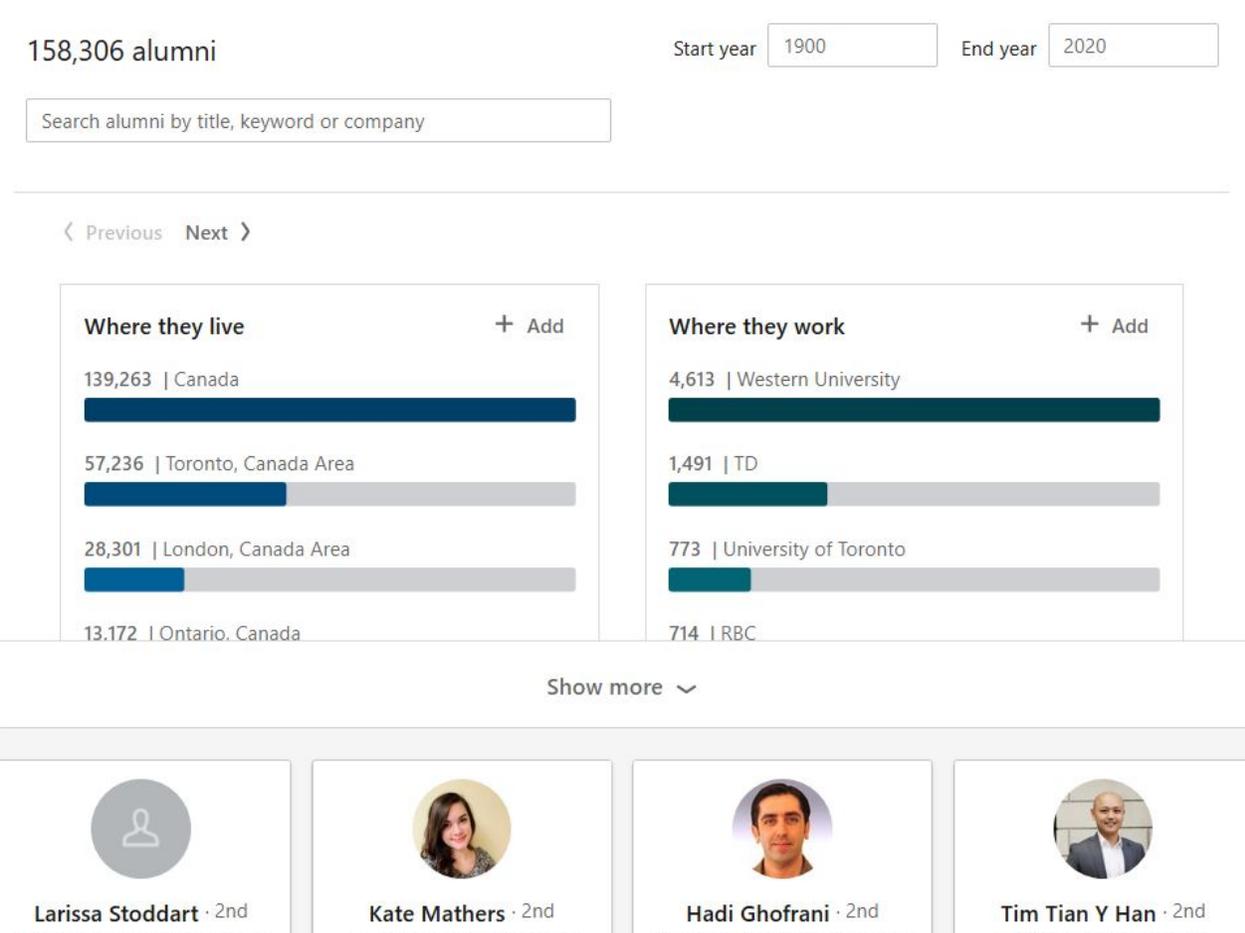
“What would you do next if you were me?”



# TAKEAWAYS

- ✓ You are surrounded by referral sources!
- ✓ People will help you – you just have to ask (a lot).
- ✓ You're just looking for some directional help.
- ✓ You will help someone, someday, too.





# Getting an informational interview

LinkedIn is a great resource to network & research companies and employers of interest. Start locating [informational interview](#) contacts and use our helpful [networking tracking tool](#) (xlsx) to keep yourself organized.

Hi Heidi. I'm a current Western student and found your profile as I was searching for graduates working in the field of broadcasting. I'm interested in connecting with you and learning more about your work and career post-Western.

# The Unspoken LinkedIn ETIQUETTE

The information you include in your profile is professional, period.

It is not "creepy" to look at a person's profile who is unknown to you – that's the purpose!

Adding someone to your network. Add a "Note" to your connection request.

Hi Jennifer, I attended your OYF Session today at and found it really helpful! Hope to stay connected!



# INFORMATION INTERVIEW

## Getting the appointment

### THE INTRO

“Hi! My name is Megan. Travis Barker gave me your name and number and said you were the person I really needed to talk to.

I’m a Western student interested in your field. I’d like the chance to hear about your work experience and your organization’s activity.

### THE ASK

May I buy you a cup of coffee and meet for perhaps 30 minutes some time convenient to you to discuss your work and career? I would love to have a chance to hear your story and learn from your experience.”

# INFORMATION INTERVIEW

## Getting the appointment

### THE INTRO

“Hi! My name is Megan. **Travis Barker** gave me your name and number and said you were the person I really needed to talk to.

I’m a **Western student** interested in your field. I’d like the chance to hear about your work experience and your organization’s activity.

### THE ASK

May I **buy you** a cup of **coffee** and meet for perhaps **30 minutes** some time convenient to you to discuss your work and career? I would love to have a chance to **hear your story** and learn from your experience.”

# INFORMATION INTERVIEW: WHAT IS IT?



Job Interview

So, how might you fit in here?



That's so interesting!

Conversation

**KEY#1:** YOU ARE **NOT** LOOKING FOR A JOB!

# INFORMATION INTERVIEW

## Doing it well

### **THE INTERVIEW**

Be genuinely curious (do your homework, get up for it).

In person > than by phone

Offer to buy the coffee/lunch (try at least 3x).

Ask for 3 more referrals (keep the ball in play).

### **AFTER**

Thank You note/message to info interviewee

Cycle back to referrer with outcome report & Thank You



# ELEVATOR PITCH – LET’S TRY IT!

- What are your goals and intentions?
- What are your skills, and what results have you produced?
- What unique experiences have you had?
- How do these elements of your story relate to the person you will be speaking with?



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