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| **logo-eac-flag-LLP_nl LLP Grundtvig MISSIONGATE C:\Users\knobbout\Pictures\Milano Nov 2011\PB190037.JPG E:\PCT info voor applicaties\scan PCT logo.jpg**  **Career Shift. How to plan an d develop a successful career, Bridget Wright**  Research on existing methods “How to find your mission in life” by Lucia Lelia Pop, trainee PCT. April 2012 |

1. **Method or Book**

Career Shift. How to plan and develop a successful career, Bridget Wright, London, 1999, ISBN 0-7499-1930-2

1. **Content description**

Four phases are representing the main content of the book. They contain the steps and the actions needed to be taken in order to improve yourself, your skills and your career.

Content:

* Acknowledgements, Preface, Introduction
* Phase one
  + Chapter 4: Self Knowledge
  + Chapter 5: Flipping it up-side down
* Phase two:
  + Chapter 6: Exploring your options
  + Chapter 7: Going it alone
* Phase 3:
  + Chapter 8: Action planning and basic communication skills
  + Chapter 9: Personal presentation
  + Chapter 10: Written communication skills
* Phase 4:
  + Chapter 11: Career Monitoring
  + Chapter 12: Career maintenance
  + Chapter 13: Brainpower for the future
* Epilogue, book list, resources guide and index.

1. **Summary of the method. Introduction**

Change is about taking risks. Maximizing the success and minimizing the loss is the key to a successful career, but I is it not an easy path. This book will support you upon how you decide to take this path. It is known that many people are not aware of their full potential. The process that is designed to help the clients to achieve their goals has been constructed as a process in 4 phases and is called career management. It is a process destined not only to help a client re-orientate in his career but it also meant to help it maintain in on the right course.

In order to obtain successful results, all following 4 phases should be worked trough:

* Phase 1 – is about taking stock, collecting knowledge about yourself and testing this against reality to ensure you are on the right track.
* Phase 2 – is about exploring options in a creative way, breaking down the traditional views about careers
* Phase 3 – is about setting about achieving objectives through communication, both verbal and written.
* Phase 4 – is the most important because it contains the key to success – monitoring and maintaining progress

The book is a guide that will support the trainers guide their trainees properly thought this process. Another option for the client is to proceed independently throughout this process.

1. **Basic assumptions of the method**

Career management is a process, a way of thinking that gross and develops with the client.

* Career management model – the trainer will support the client in:
  + Phase one – data collection
    - Analyze your skills and strengths, then decide what career path is most suited for you
    - Analyze your limitations and constrains – accept or turn them into strengths
    - Get phase one right so you avoid repair jobs that will cost time in the future
  + Phase two – Exploring options
    - After one has gained the knowledge about himself, he must do an market research and properly market his skills as a product
    - He can analyze the opportunities opened to him.
  + Phase 3 - Taking action
    - After he knows what he wants and what the market is offering, he can create a suitable condition
  + Phase 4 – maintaining progress
    - After he obtains success, he cannot neglect his career management and lose control over future events

1. **What is meant in the method or book by “finding your mission in life”**
   * Whatever your issues are, you can find a positive solution if you a prepared to take control.
   * Until you know what you are capable of, you cannot make valid choices, market yourself or negotiate to achieve what you want.
   * Until you know yourself, you can’t possibly make decisions about the best courses for you to follow and achieve results.
2. **Trainer Profile**

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| **Knowledge** | | **Motivation to find their new mission in life** | **Motivation to find their mission in their working life** | **Outsourcing process to for persons to find their new mission** |
| **Phase one** | | * Understanding your skills * Guide the client in his search for his areas of strength * Support the client into acknowledging his achievements * Support the client in searching for his skills * Support the client into finding his weak points | * Career values – assessing your values * Money and your career – hidden handcuffs * The client should consult his partner * Constrains * Balance work with fulfilment – life planning * Analyze the present job | * Support the client into acknowledging his achievements * Reality testing (feedback from outside person) * Outside view – how others see the clients * CV, career summery or resume |
| **Skills** | **Motivation to find their new mission in life** | | **Outsourcing process to for persons to find their new mission** | **Finding new work** |
| **Phase two** | * Dense writing and reading skills * Gut reaction (used when the final decision is made) * Lateral thinking ( view the problem from different angles) * Reading between the lines * Mind-mapping | | * Brainstorming * Desk research * Reading skills (identify the right path for you) * People research (networking) * Need to be focused (achieving maximum results) * Work experience (mostly students work in areas they desire career in) * Work shadowing (follow an expert all day to obtain information) * Interim management (temping for senior personnel or accepting job in companies in urgent need) * Information and referred networks | * Applying creative thinking to yourself ( orientate towards new avenues, new department company or position) * Have you got what it takes? (become self-employed – entrepreneur or consultant) * Time management (proper length in contract time and marketing process) * Writing your business plan |
| **Phase three** | * Non-verbal communication (body language has an important role in creating a first impression) * Professional dressing (your stile should define you, but fit in the line of your career) * Action speaks volume ( attentive to what you speak and the body language that accompanies it) | | * Action planning – SMART objectives * Beware of avoidance tactics * Basic communication skills (active listening, questioning, empathy, acceptance, reflection, silence , feedback, assertiveness, receptiveness | * Spoken communication (interview – attitude and preparation, questions, salary, keep your interview skills up to date, asses your interviewer, telephone techniques) * Letter writing * Application form |
| **Phase four** | * Monitoring actions: identify your avoidance behavior; honor your commitments * Self help * Your professional image (regularly asses you image, skills and goals) * Personal profile: communication skills, make your name known, become an expert, take care of yourself (hobbies, family and friends time, alone time, heath care) * Know how your brain functions * Positive thinking * Reframing | | * Mentoring (develop yourself as you help others to develop) * Role model (more distant then mentoring) | * Using dream power * Creative techniques * Imagination |

1. **Used method**

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| **Phases** | **Motivation to find their new mission in life** | **Motivation to find their mission in their working life** | **Outsourcing process to for persons to find their new mission** |
| **Phase one** | * Understand your skills – Write your bibliography, drawing a lifeline, Career path * Areas of strength – yes/no test developed to indentify them * Acknowledge his/her achievements – identify and chronologically order them * Searching for his skills – take the 8 achievements and tick the skills from a given grid that correspond with the achievements. The same it is to be done with the strengths * Weak points - list strengths and weak points in two columns, identify which correspond, concentrate on developing your lesser strengths, | * Career values – assessing your values – divide you values in columns (very important, important, important to avoid) * Money and your career – hidden handcuffs – the client is given a set of questions that will help clarify his financial situation * Consult his partner – before taking a decision , the client should be advised to consult his life/business partner * Constrains – make a list of constrains and see which can be overcome throughout negotiation or thought * Balance work with fulfillment – life planning – answerer “Who I am?” “Where I am now?”, then draw a career lifeline . * Analyze the present job – list the positive factors and negative factors of your job. The client can remove or add facts to the written list. | * Reality testing (feedback from outside person) - show the skills and strengths to two close persons and ask for their feedback * Outside view – to be asked a person who the client trusts and ask his opinion on the client * CV, career summery or resume |
| **Phase two** | * Dense writing and reading skills – in everyday life the client should be more observant and look at the details he normally dismisses * Reading between the lines – when looking to a poster, the client should analyze also other details then the writing to get additional information * Mind-mapping – from a center word, draw lines (main directions) and branches on them (example: jobs) | * Brainstorming – on a big piece of paper, the client should write big job in the center and write any job that crosses his mind. * Desk research – visit to a business section to a local library * Reading skills – save and scan and skim though the articles of interest * People research (networking) – list 200 names, tick those in areas of interest and select 6 you know best and contact them firstly * Work - Work experience (mostly students work in areas they desire career in) and work shadowing (follow an expert all day to obtain information) * Interim management – definition and main areas of focus are given * Information and referred networks – no specific exercise is given | * Applying creative thinking to yourself * Have you got what it takes? – yes and no test to indentify the traits of an entrepreneur or consultant the client posses * Time management (proper length in contract time and marketing process) * Writing your business plan – no specific action is given |
| **Phase three** | * Non-verbal communication – no specific action * Professional dressing - a point will be given for each right element in the client’s professional dressing * Action speaks volume – no specific action is given | * Action planning – SMART objectives – the client should be capable of setting specific objectives * Basic communication skills - a specific action is given for each skill | * Spoken communication – a set of questions is given to the client that will help him better prepare for an interview as well scenarios for telephone interviews * Letter writing – write a cover letter and a summary for the company of interest * Application form, CV – write them and always send himself a copy |
| **Phase four** | * Monitoring actions: make a 6 month diary to monitor his actions and to indentify his delaying behavior * Self help – no action is given * Professional image - regularly asses the client’s image, skills and goals * Personal profile: no specific actions are given; * Taking care of yourself – yes/no test “Are you committed to work” * Know how the brain functions – gentle brain toning (think of positive situations or funny contexts) can help deal with difficult situations * Positive thinking – to achieve this skill, the client can start by recalling past good memories * Reframing – make the client change to context of some bad situations | * Mentoring – no action is given * Role model – no action is given | * Using dream power - the client should think of his problems before going to sleep, record his dream and interpret it. * Creative techniques - control your breathing, select in your mind a very relaxing spot with care and practice every day at a specific time * Imagination – the client should imagine how it will be if the problem he has would be gone. New ideas will be formed |

1. **Motivation**

8. 1. Definition of motivation – not mentioned

8.2. Definitions of motivational factors – not mentioned

8.3. Models of motivation used or referred to – not mentioned

8.4. What motivates (un) employed person to find a new mission in life – not mentioned

8.5. How does the trainer handle this kind of motivation? – not mentioned

1. **Target group**

Any client who desires a change in their career

**10. European context**

Because the contexts of this book it has no specific target group, industry or area, it can be applied in any country, to any person from different economic areas.

**11. Literature references**

* For the clients who desire to know more, the book as a book list of all literature used grouped in following main subjects: Career management, Assertiveness, Marketing yourself, Self presentation. Counseling, Starting your own business, Miscellaneous.
* For the clients or trainers that may need help or expert advice, the book offers a resource guide with contact addresses of professionals in career counseling/ mentoring/coaching, professional counseling, career coaching and training, image and presentation consultancy, interim management and more subjects.
* A list of professional web sites is offered as well.