Marketplace Realities

A 4-week Virtual Masterclass
Powered by Western Alumni and Careers & Experience
Please stay muted in the main room.

We want to see you! Please turn on your video if comfortable.

Our team is here to answer your questions.

To take the pulse of the group.

To better understand your experiences and opinions.

Other participation tools: Poll Everywhere + Padlet

How you will participate and build community.

You can turn this off and on, as required.
YOUR WESTERN LIFE DESIGN TEAM

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MARKETPLACE REALITY #1
UNICORN HUNTING
A REAL PROBLEM

The “Iceberg Problem”

80%

OF JOBS ARE NEVER LISTED PUBLICLY

* [varies by type of jobs]
THE “ICEBERG PROBLEM”

80% OF OPPORTUNITIES ARE NEVER LISTED PUBLICLY.
THE “ICEBERG PROBLEM”
THE “ICEBERG PROBLEM”
THE “ICEBERG PROBLEM”

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

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“Hi! My name is Jeff Watson. Travis Barker gave me your name and number and said you were a person I should talk to. I’m a Western student/alum interested in your field and I’d like the chance to hear about your work experience and your organization’s activity.”

“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 Jeff Watson. Travis Barker gave me your name and number and said you were a person I should talk to. I’m a Western student/alum interested in your field and 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

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 > Zoom > 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
To get these Information interviews...

you’ll need to NETWORK.
But who do I network with?

Where do I start?
MARKETPLACE REALITY #2
THE MAJOR-CAREER LINKAGE?
THE MAJOR-CAREER LINKAGE

- ELECTRICAL ENGINEERING → Electrical Engineer
- COMPUTER SCIENCE → Programmer
- PSYCHOLOGY → Psychologist
- ENGLISH → Writer
- ECONOMICS → Investment Banker
- BIOLOGY → Doctor
- POLITICAL SCIENCE → Lawyer
THE MAJOR-CAREER LINKAGE

How many majors does Western offer?  
How many jobs are there in the world?

The world is organized around what it is doing!
THE MAJOR-CAREER LINKAGE

Some major-careers are tightly linked

Liz Trinnear
TV Personality
INFORMATION & MEDIA STUDIES

Roberta Bondar
Canada's first female astronaut and the first neurologist in space
SCIENCE

Shuman Ghosemajumder
Chief Technology Officer for Shape Security and the former click fraud czar at Google
COMPUTER SCIENCE

Kim Bolan
International Reporter
JOURNALISM
THE MAJOR-CAREER LINKAGE
Some major-careers are loosely linked

Jagmeet Singh
Canadian lawyer and politician serving as leader of the New Democratic Party

Brian Baeumler
Canada’s #1 DIY Expert

Lainey Lui
Blogger and TV Personality

Cameron Bailey
Artistic Director & Co-Head of the Toronto International Film Festival

Simu Liu
Actor and Marvel superhero

BIOLOGY
POLITICAL SCIENCE
HISTORY AND FRENCH
ENGLISH
BUSINESS
THE MAJOR-CAREER LINKAGE

Loud Luxury: Joe Depace and Andrew Fedyk

POPULAR MUSIC STUDIES

POLITICAL SCIENCE
But, how are we going to draw outside the lines?

We need to NETWORK.
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

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NETWORKING

Getting the Referral

THE INTRO

“Hi! My name is Sarah, we haven't met but I also work at Western, and I’m very interested in

[FASCINATING THING GOES HERE].

I understand you may know [NAME] or some people working in that area.”

THE ASK

“Could you refer me to someone there, I am wanting to learn more about their work?”

OR – “Do you know anyone who knows anything about that area?”

If yes, great! If not... “What would you do next if you were me?”
“Don’t ask people what they want to be when they grow up. Ask them what problem they want to solve and what they need to learn to build the knowledge, skills, and abilities to solve that problem.”

Jaime Casap, Education Evangelist at Google
“The old system of career development was built for the industrial economy. We need to focus beyond job titles and focus on teaching young people to solve the challenges of today and the future.”

J.P. Michel, Spark Path
YOUR CHALLENGES AT WORK

I’m very interested in [CHALLENGE GOES HERE].

“Do you know anything about this challenge?”

“What would you do next if you were me?”
Room 1 - Your Challenges at Work

Post one or two challenges you are interesting in learning more about, giving more context if you can. Then start reading through the other challenges posted. Help generate ideas by adding a comment to answer questions 1 or 2.

WesternU 4d

I'm very interested in [CHALLENGE(S) GOES HERE]. *add extra context if needed.

1. Do you know of a person/company/organization/group who is working on this?
2. What steps could I take to learn more?
YOUR CHALLENGES AT WORK

✓ 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.
MARKETPLACE REALITY #3

JOBS VS OFFERS
JOBS VS OFFERS

"They're all wrong!"

"I wonder what that would be like!"

STUCK

CHOICES
JOBS VS OFFERS

CURIOSITY

STUCK

CHOICES

"What's the point if I know I'd never work there."

"Why wouldn't I talk to them – just to find out if something interests me? I'm under no obligation!"
"They’ll know I’m unsure. It’s better I don’t go."

"I'll go learn about the job and see what they have to offer."
JOBS VS OFFERS

The Reframe

Pursuing a job = No control

- Must want to work there.
- Identify & resolve objections.
- Only get one.
- Must convince them to hire you!

Pursuing offers = Choice and freedom

- Only need a glimmer of possibility.
- Hunt for latent wonderfulness.
- Be yourself & curious about them.
- Defer issues until after the offer.
- Pursue many!
Time to switch gears...
If you can connect these three things, your chance of experiencing a meaningful life increases.

YOUR WORLDVIEW

EACH PERSON READ WORLDVIEW – JUST READ IT!

LISTENERS CAPTURE:

When did the reader seem most authentic/joyful/passionate?

What stood out to you about their worldview?
TAKEAWAYS

Articulating what you believe increases ownership

What you LOVE
Delight and fullness, but no wealth

What you PASSION
Satisfaction but feeling of uselessness

What the world MISSION
Excitement and complacency, but sense of urgency

What you are IKIGAI
What the world NEEDS
Comfortable but feeling of emptiness

What you are GOOD AT
What you can be PAID FOR
DESIGN THINKING PROCESS

- ACCEPT
- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST

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We don’t see what we’re looking **at**. We see what we’re looking **for**.
TIME TO IDEATE
ALTERNATIVE FUTURES
Three Alternative Odyssey Plans
ODYSSEY PLANNING

THREE VERSIONS OF MY FUTURE SELF

THING #1

What are you currently doing?
Where would you like to see that go?

THING #2

What happens if thing #1 goes away? What else could you do?

THING #3

The other. If money or reputation were no object, what would you do?
THE DASHBOARD

RESOURCES
Do you have the objective resources (time, money, skill, contacts) you need to pull off your plan?

I LIKE IT
Are you hot or cold or warm about your plan?

CONFIDENCE
Are you feeling full of confidence or pretty empty about pulling this off?

COHERENCE
Does the plan make sense within itself? And is it consistent with you, your worldview, and your worldview?

**ODYSSEY PLAN EXAMPLE**

### FULFILLING EXPECTATIONS: BECOMING A CORPORATE LAWYER

1. Law school at McGill
   - Quit job at non-profit
   - Move to Montreal

2. Law school year 2
   - Work as an LSAT tutor for extra money

3. Law school year 3
   - Take the Bar exam
   - Trip to Spain

4. Start work at a firm
   - Get married

5. First-year associate
   - Buy a place in Montreal

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**Alternative Plan #1**

<table>
<thead>
<tr>
<th>Resources</th>
<th>I Like It</th>
<th>Confidence</th>
<th>Coherence</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>100</td>
<td>COLD</td>
<td>HOT</td>
</tr>
<tr>
<td>FULL</td>
<td>EMPTY</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

**6 Word Title:** Fulfilling Expectations: becoming a corporate lawyer

**Questions this plan addresses:**

1. Do I want to take on debt?
2. Will I find the work fulfilling?
3. Will my partner want to live in Montreal?

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**SOURCE:** Bill Burnett and Dave Evans, "Designing Your Life"
ODYSSEY PLAN EXAMPLE

B E F O R E
N E X T T I M E

WRITE
3 Odyssey Plans

READ
Making the Connection - “Good” Networking

READ
Networking and Information Interviewing

OPTIONAL READING:
1) How to Persuade Anyone of Anything in Ten Seconds
2) The Right Way to Ask, ‘Can I Pick Your Brain?’
Question Board - Where you can post the questions you would like us to answer!

How do I network?

❤ 1