



Marketplace Realities

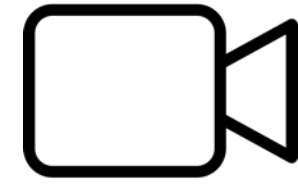
A 4-week Virtual Masterclass

Powered by Western Alumni and Careers & Experience



MUTE

Please stay muted in the main room.



VIDEO

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



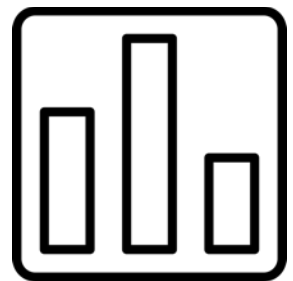
CHAT

Our team is here to answer your questions.



RAISE HAND

To take the pulse of the group.



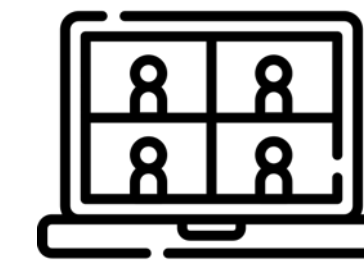
POLLS

To better understand your experiences and opinions.



WEB BROWSER/PHONE

Other participation tools:
Poll Everywhere + Padlet



BREAKOUTS

How you will participate and build community.



CLOSED CAPTIONS

You can turn this off and on, as required.

YOUR WESTERN LIFE DESIGN TEAM



SARAH
DAWSON

Alumni Relations &
Development



DAVID
FEENEY

Careers & Experience



STEPHANIE
HAYNE BEATTY

Careers & Experience



HEATHER
WAKELY

Careers & Experience



JEFF
WATSON

Careers & Experience



STEVE
ARSENAULT

Alumni Relations &
Development



JESSICA
CAPPUCCITTI

Careers & Experience



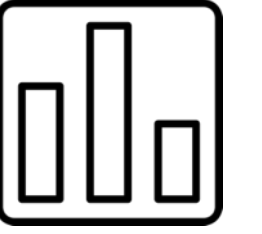
CAM
MALTHANER

Careers & Experience

MARKETPLACE REALITY #1

UNICORN HUNTING

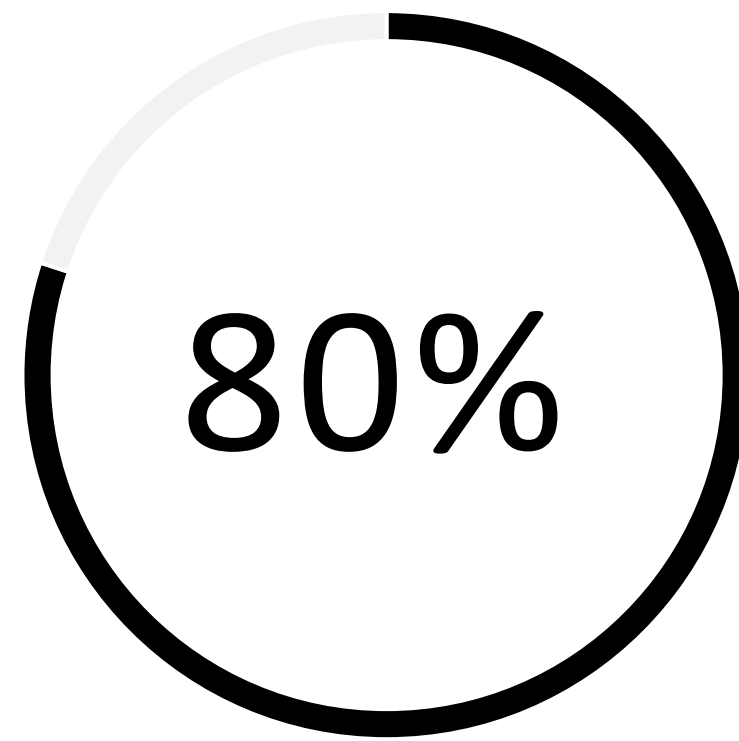




POLLS

A REAL PROBLEM

The “Iceberg Problem”



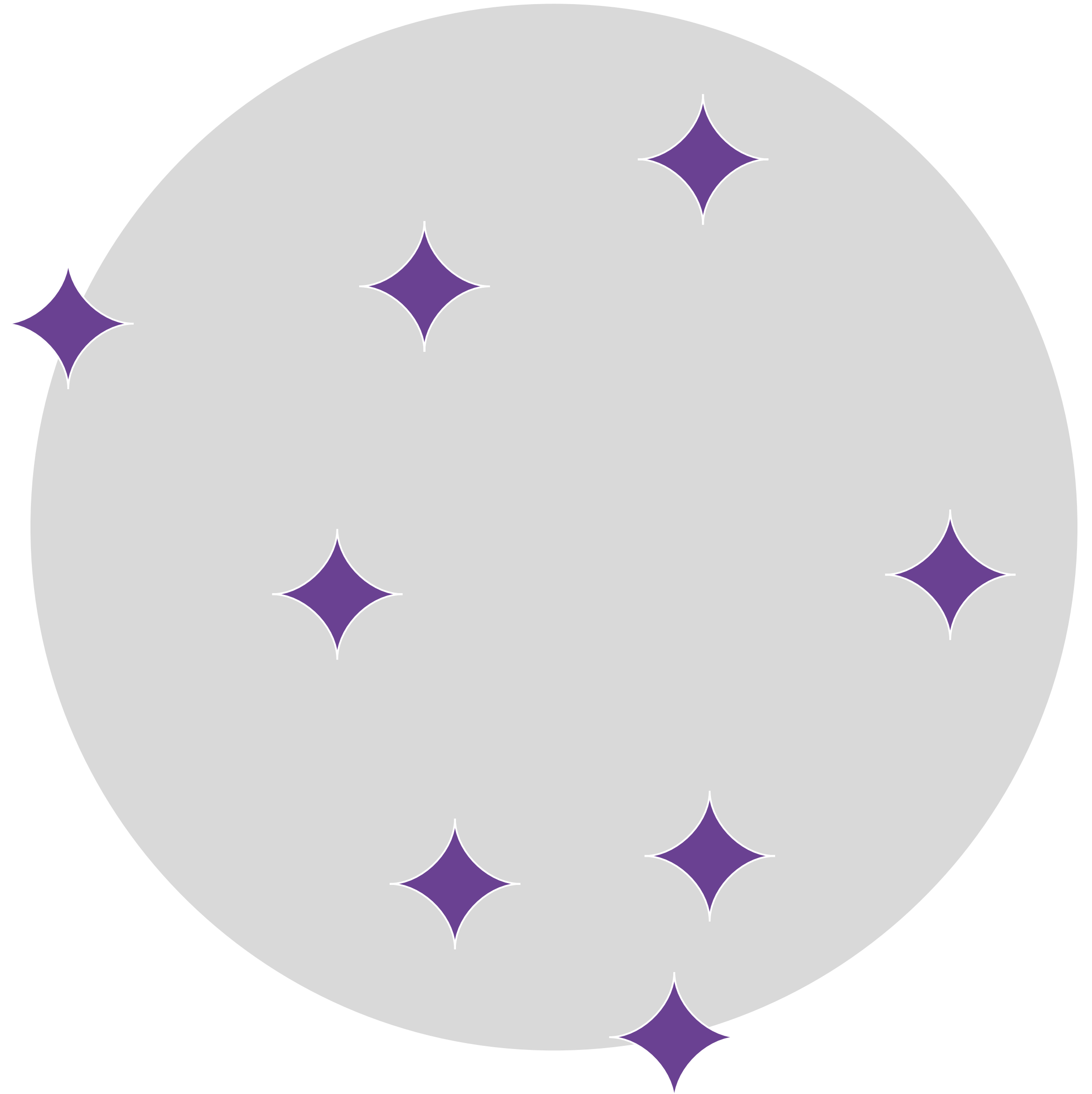
OF JOBS ARE NEVER LISTED PUBLICLY

* [varies by type of jobs]

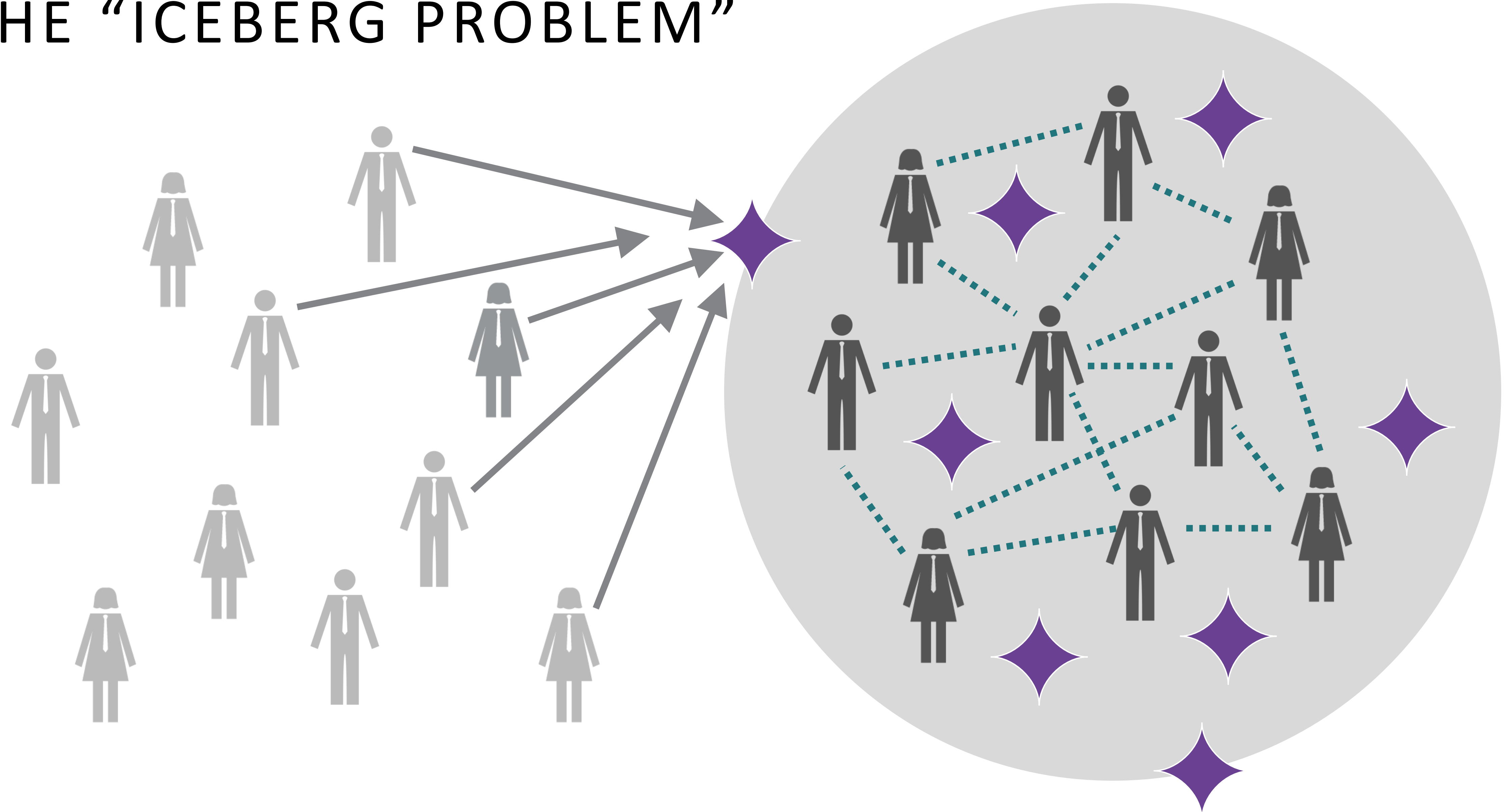


THE “ICEBERG PROBLEM”

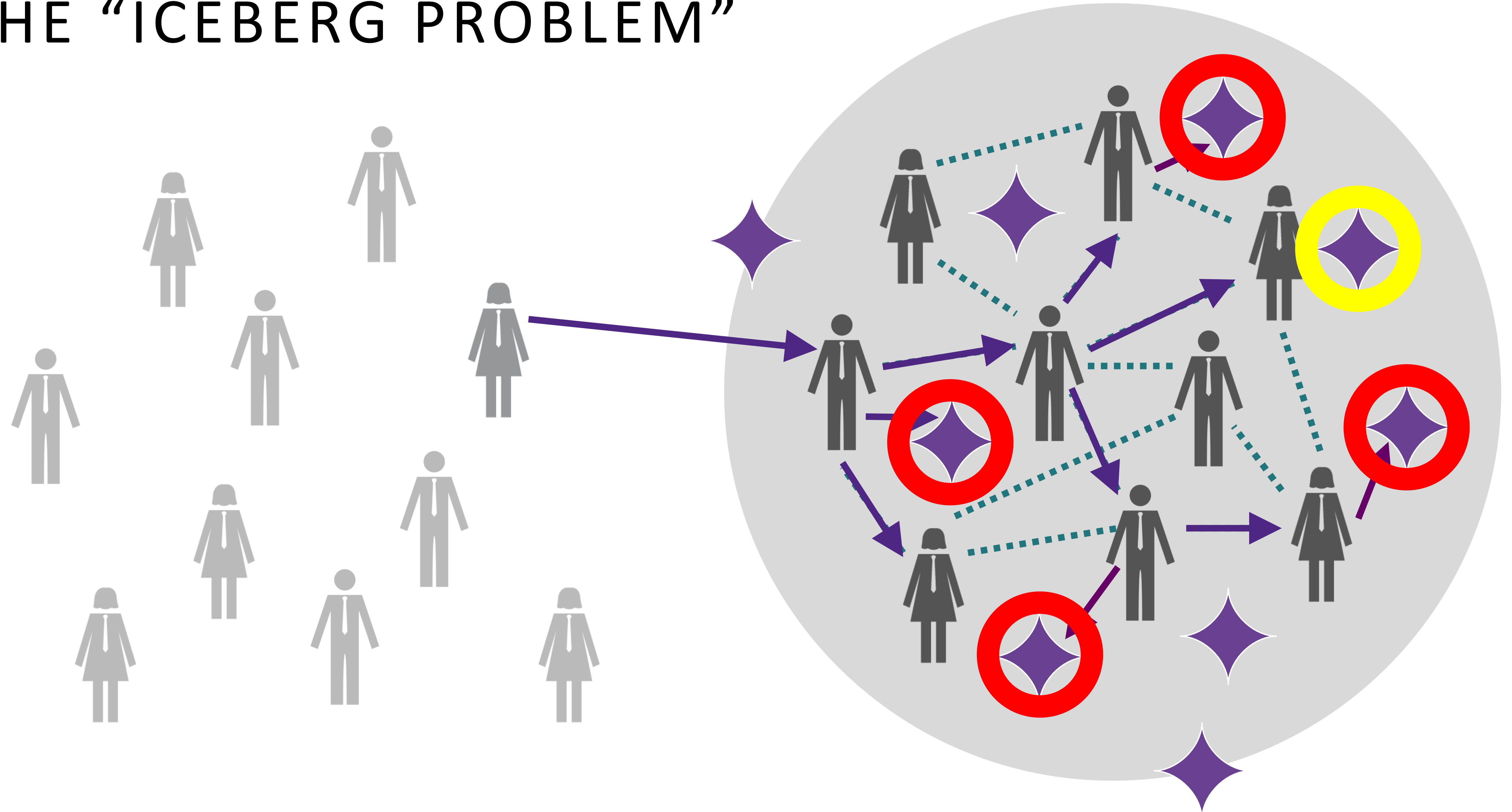
80% OF OPPORTUNITIES
ARE NEVER LISTED PUBLICLY.



THE “ICEBERG PROBLEM”



THE “ICEBERG PROBLEM”



THE “ICEBERG PROBLEM”

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

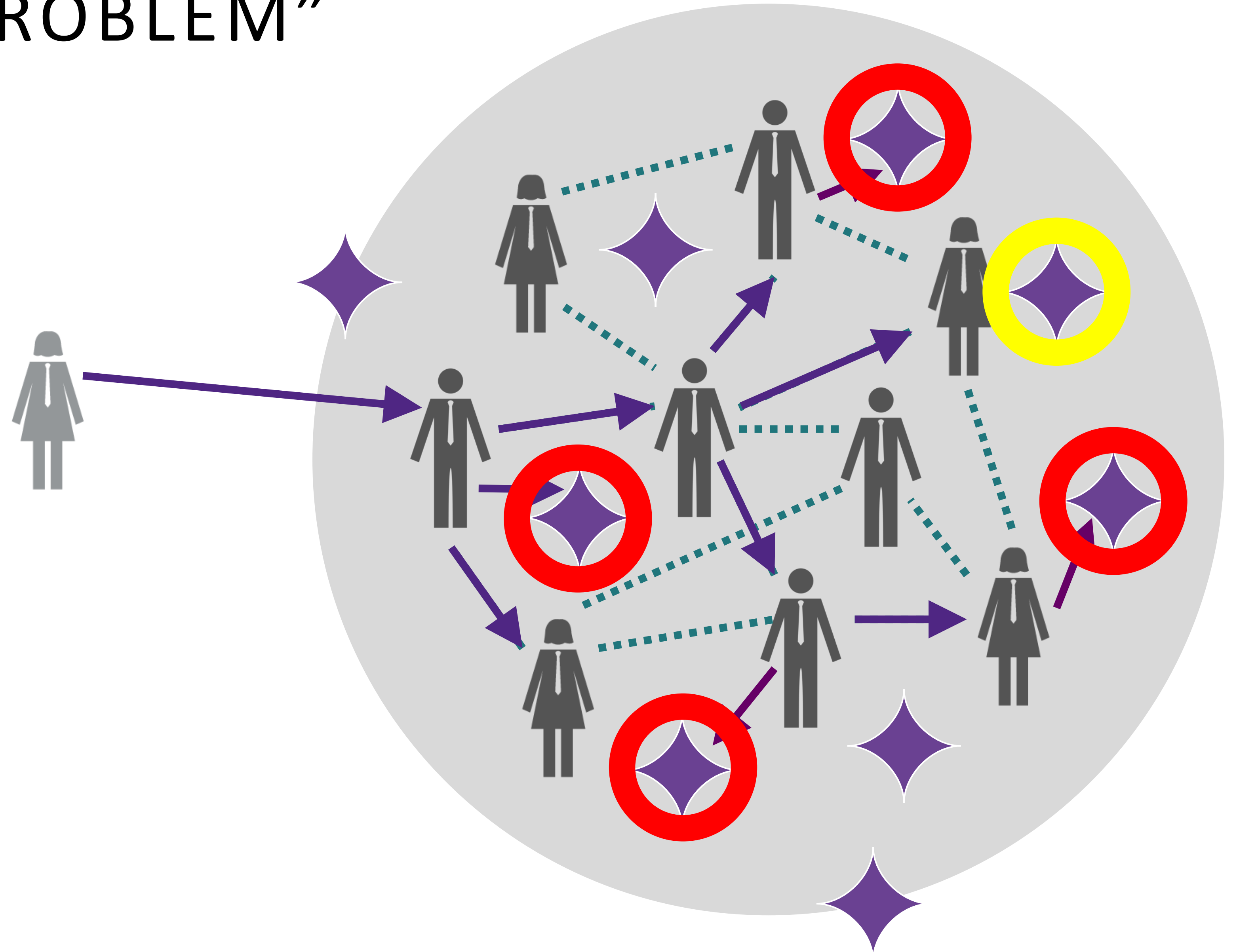
TO GET ACCESS,
YOU GOTTA BE
IN THE
CONVERSATION

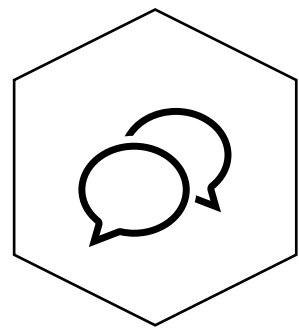
WE KNOW OF ONLY ONE WAY IN:

Information Interviews

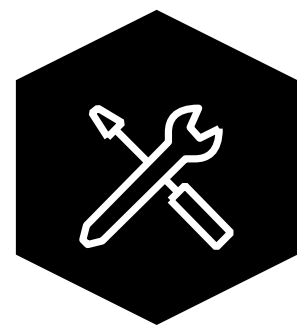
resulting in:

- domain empathy
- opportunity discovery
- opportunity creation





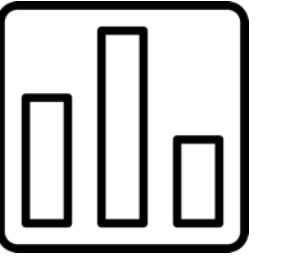
EMPATHIZE



PROTOTYPE

INFORMATION INTERVIEW

Getting the appointment



POLLS

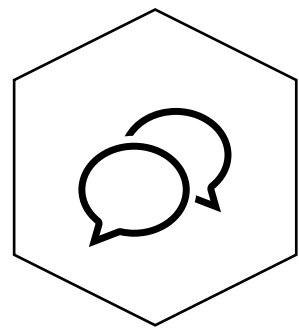
THE INTRO

“Hi! My name is Jeff Watson. Travis Barker gave me your name and number and said you were a person I should talk to.

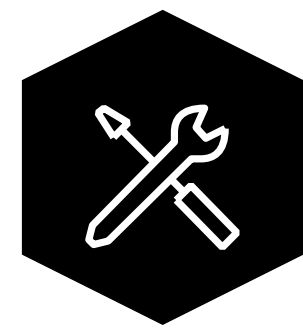
I’m a Western student/alum interested in your field and I’d like the chance to hear about your work experience and your organization’s activity.”

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.”



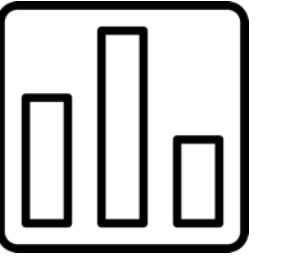
EMPATHIZE



PROTOTYPE

INFORMATION INTERVIEW

Getting the appointment



POLLS

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!



CURIOSITY



BIAS TOWARD
ACTION

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

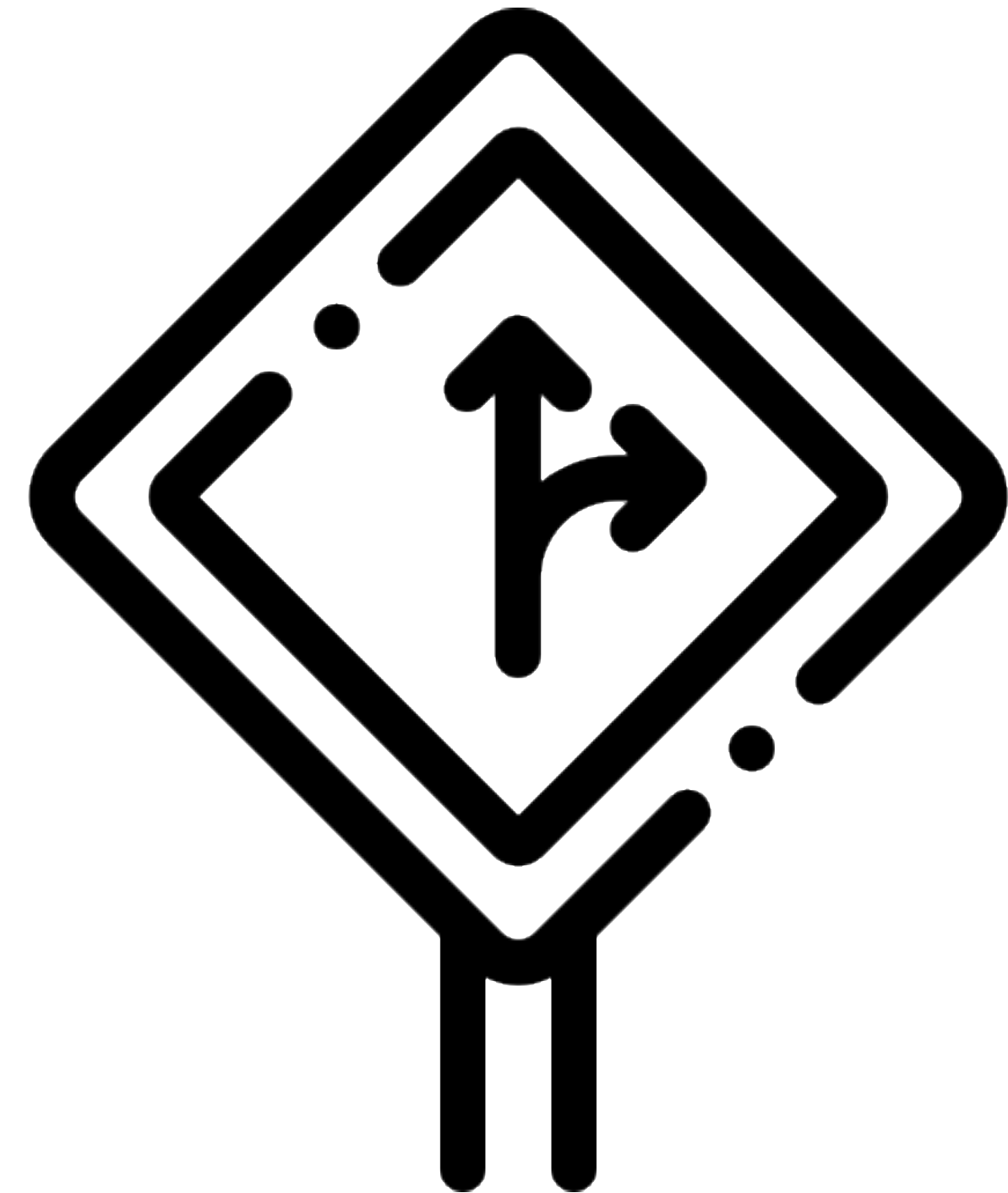
- Thank You note/message to info interviewee
- Cycle back to referrer with outcome report & Thank You

To get these
Information interviews...
you'll need to **NETWORK.**



But who do I network with?

Where do I start?



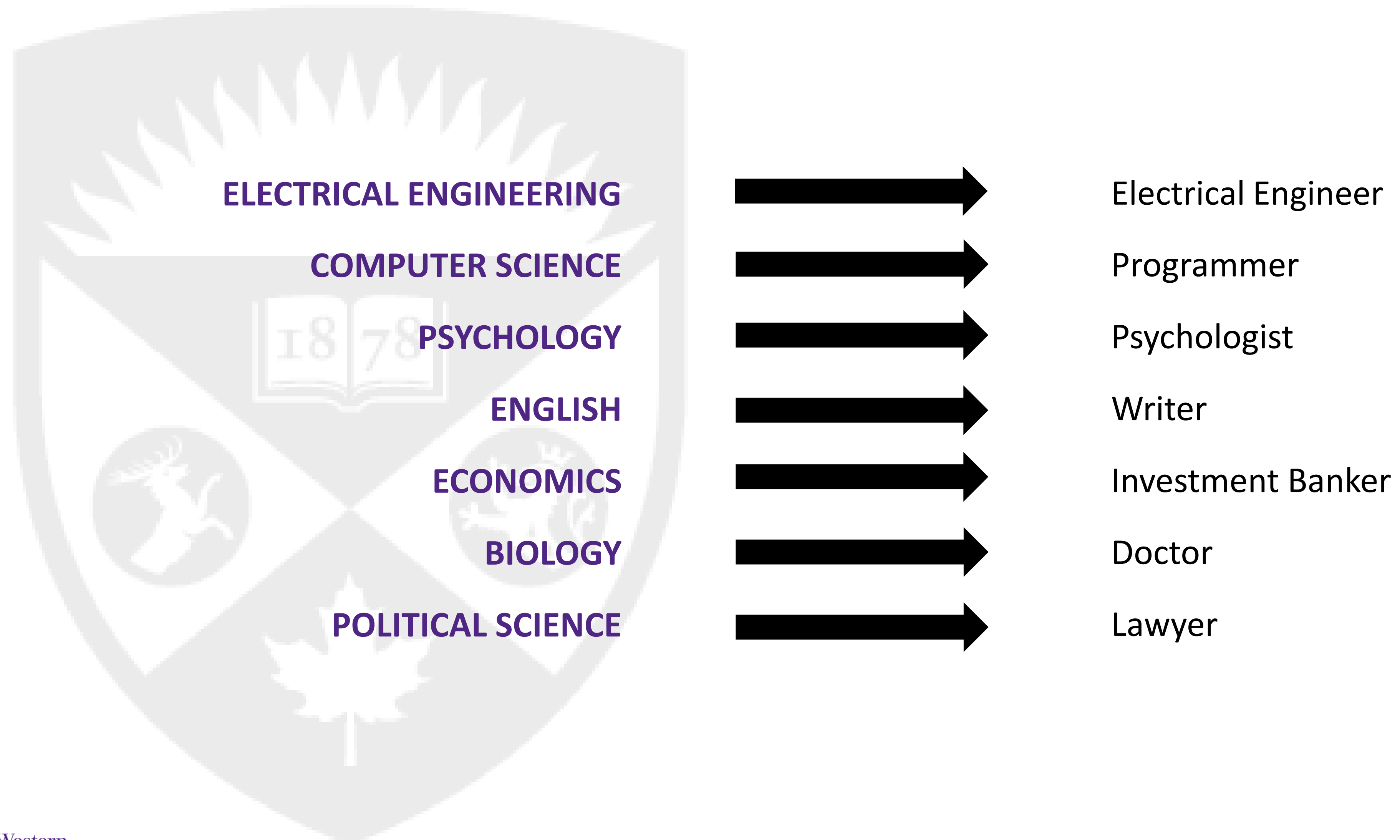


RAISE HAND

MARKETPLACE REALITY #2

THE MAJOR-CAREER LINKAGE?

THE MAJOR-CAREER LINKAGE



THE MAJOR-CAREER LINKAGE

How many majors does Western offer?

How many jobs are there in the world?

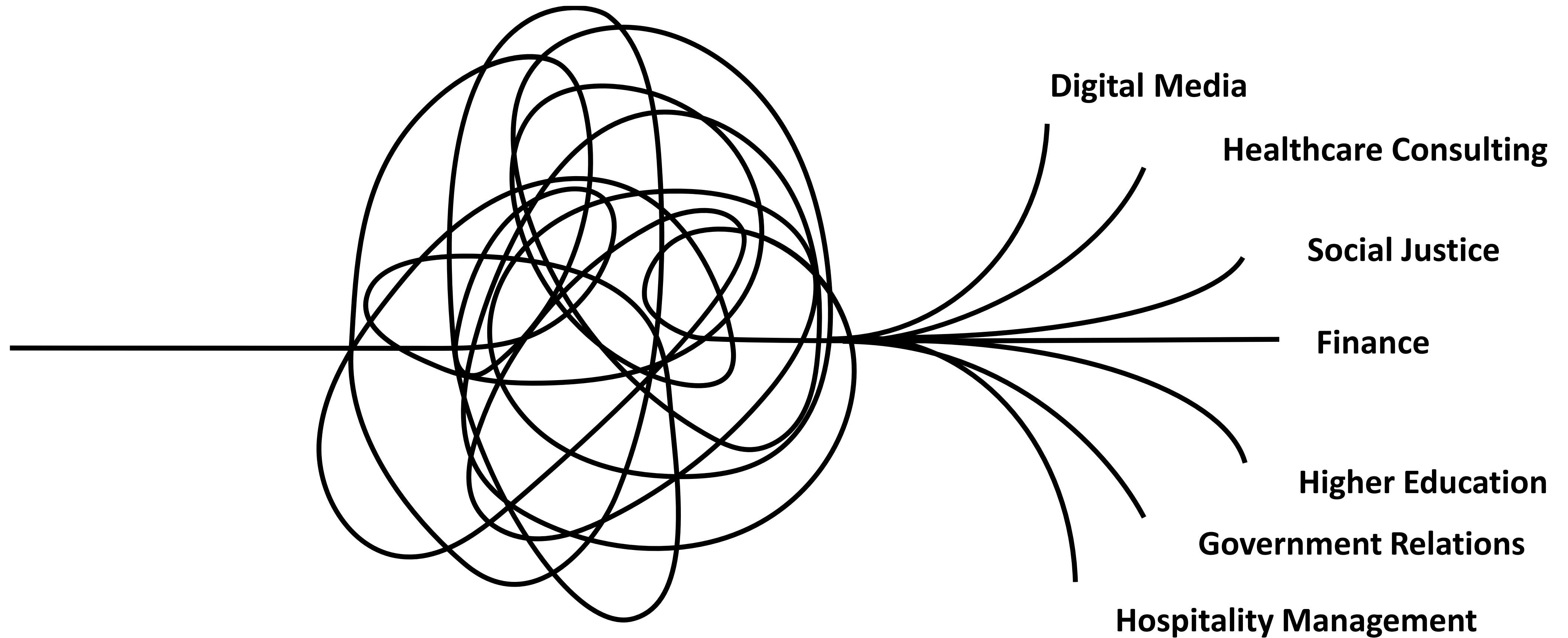


:



The world is organized around what it is doing!

THE MAJOR-CAREER LINKAGE



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

BIOLOGY



Brian
Baeumler

Canada's #1 DIY
Expert

POLITICAL SCIENCE



Lainey
Lui

Blogger and TV
Personality

**HISTORY AND
FRENCH**



Cameron
Bailey

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

ENGLISH



Simu
Liu

Actor and Marvel
superhero

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.**





NETWORKING REFRAME

REFRAMING

Just asking for
directions.

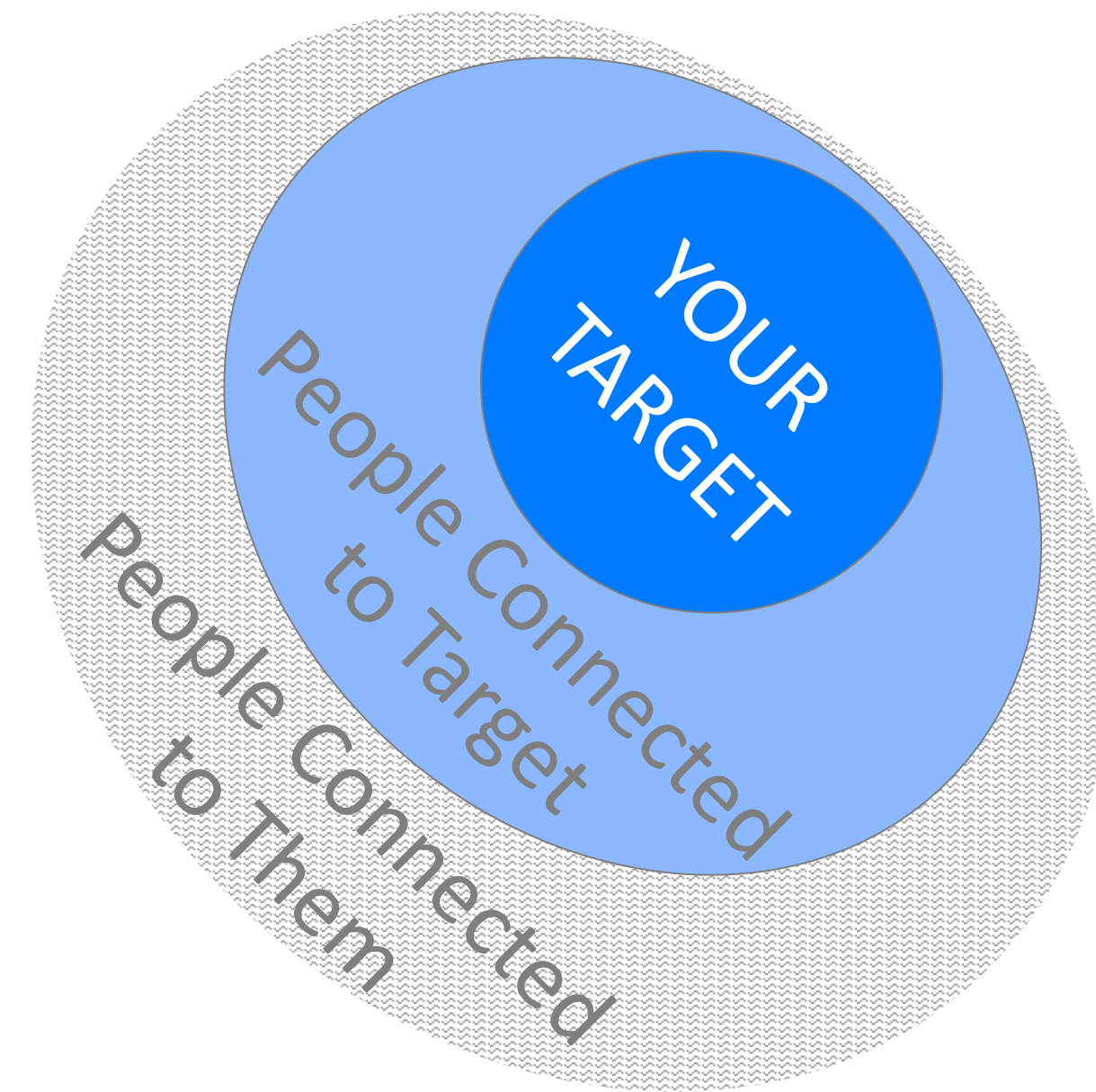
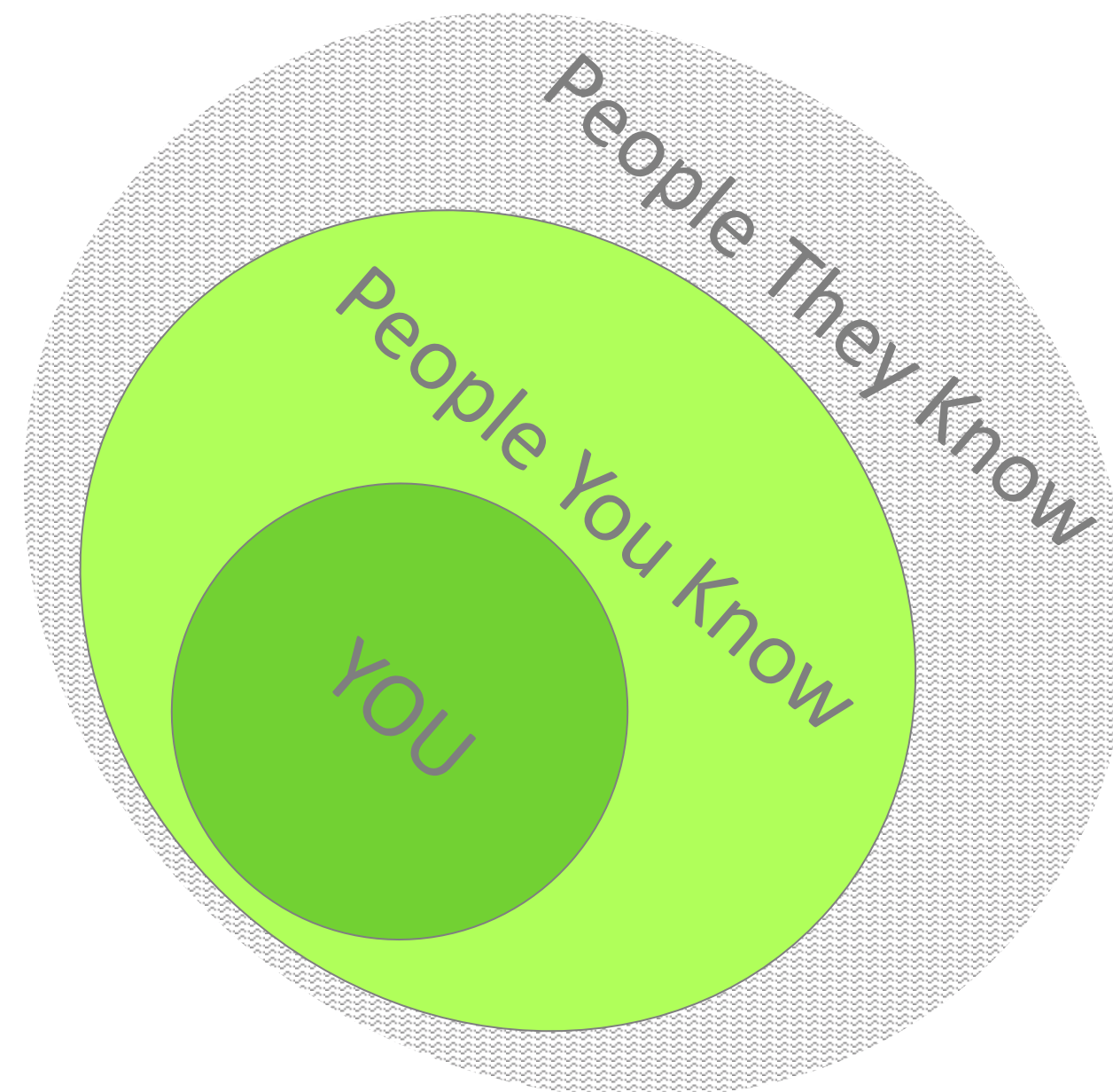


NETWORKING

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

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].

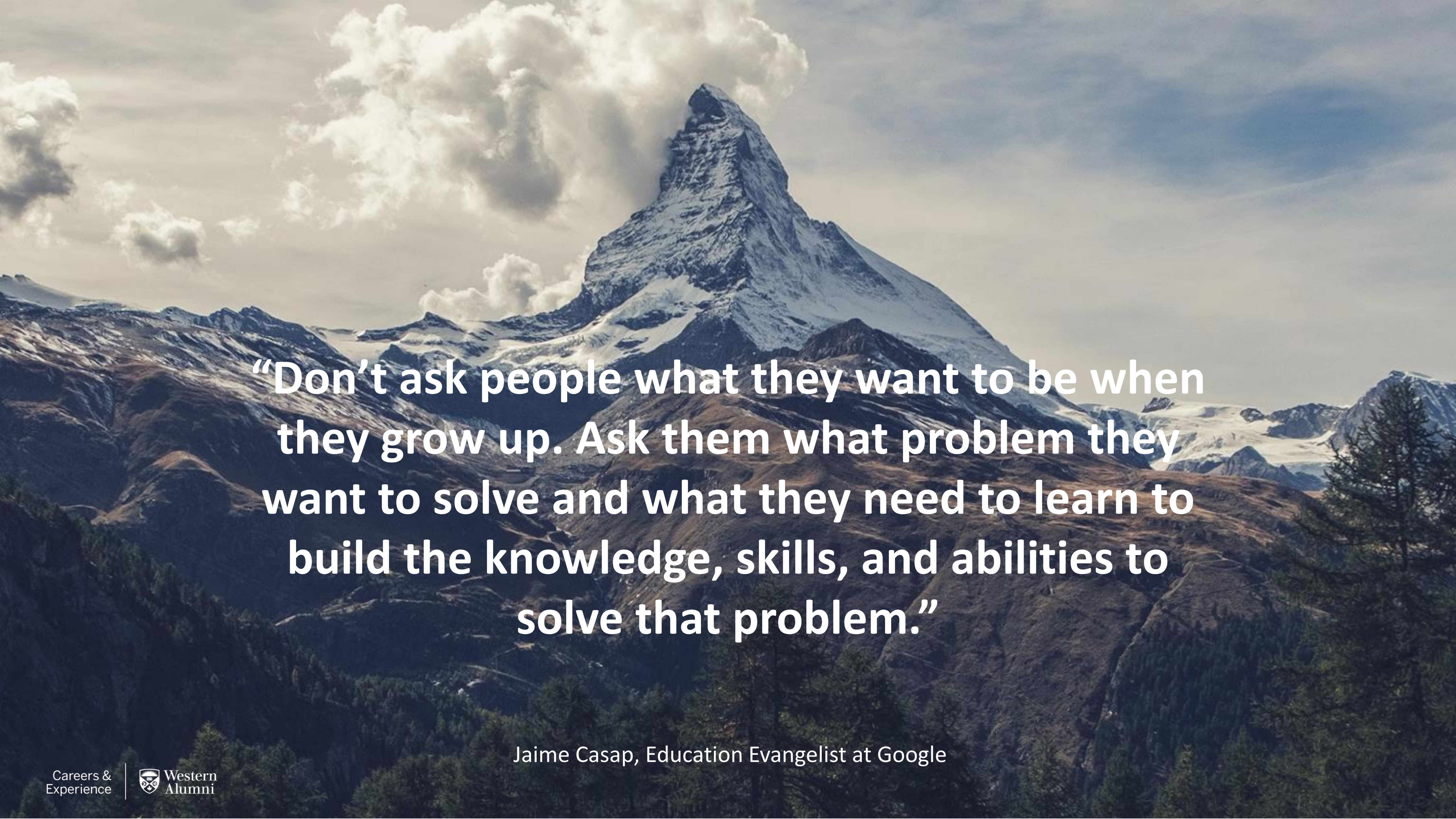
I understand you may know **[NAME]** or some people working in that area.”

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.”

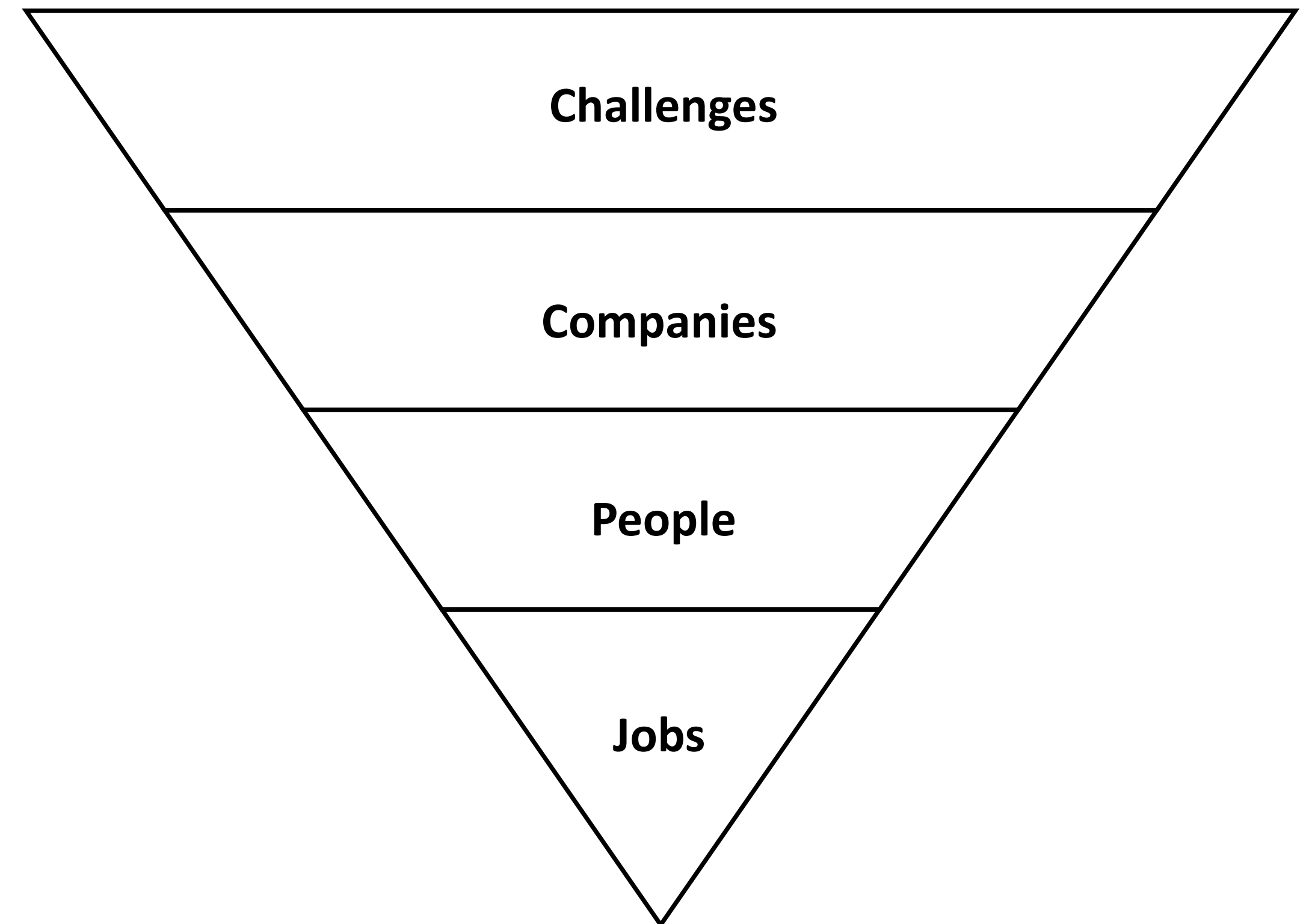
Jaime Casap, Education Evangelist at Google



THE CHALLENGE METHOD

“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





PRE-WORK

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?



Add comment





CURIOSITY



RADICAL
COLLABORATION

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

JOB VS OFFERS



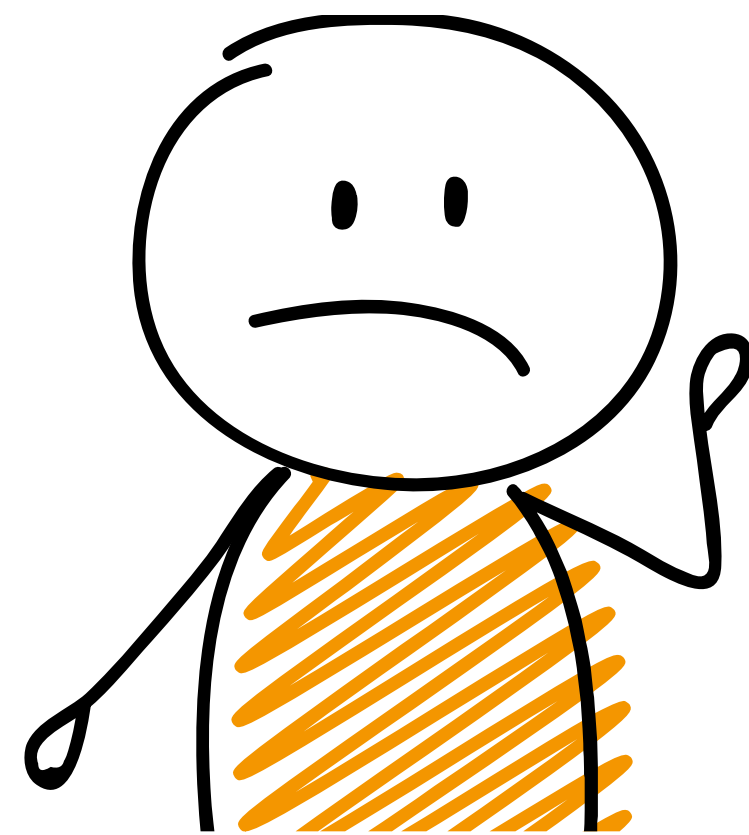
CURIOSITY



REFRAMING

JOB VS OFFERS

"They're all wrong!"



STUCK

"I wonder what that would be like!"



CHOICES



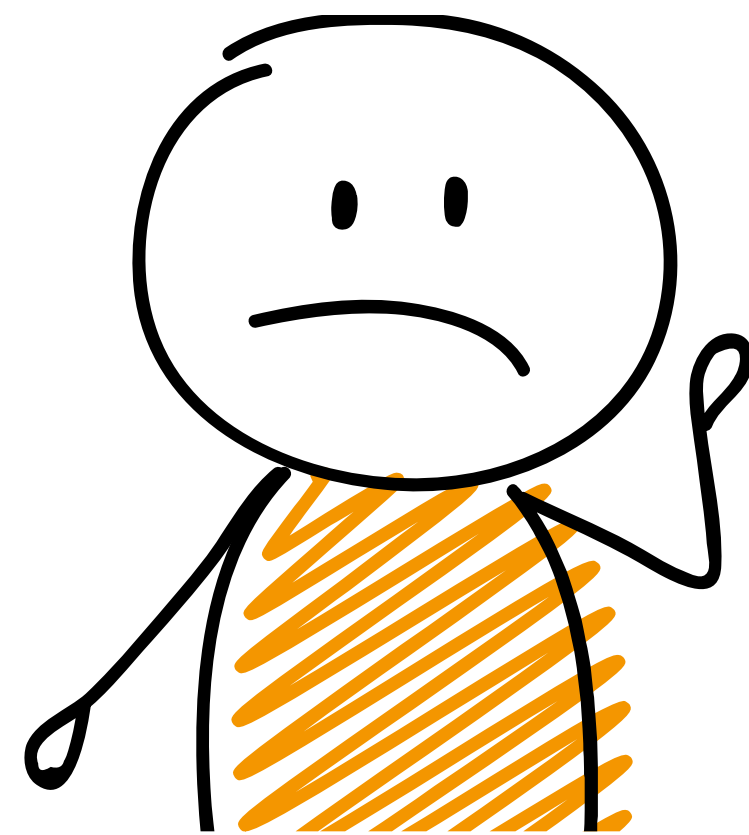
CURIOSITY



REFRAMING

JOB VS OFFERS

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



STUCK

"Why wouldn't I talk to
them – just to find out
if something interests me?
I'm under no obligation!"



CHOICES



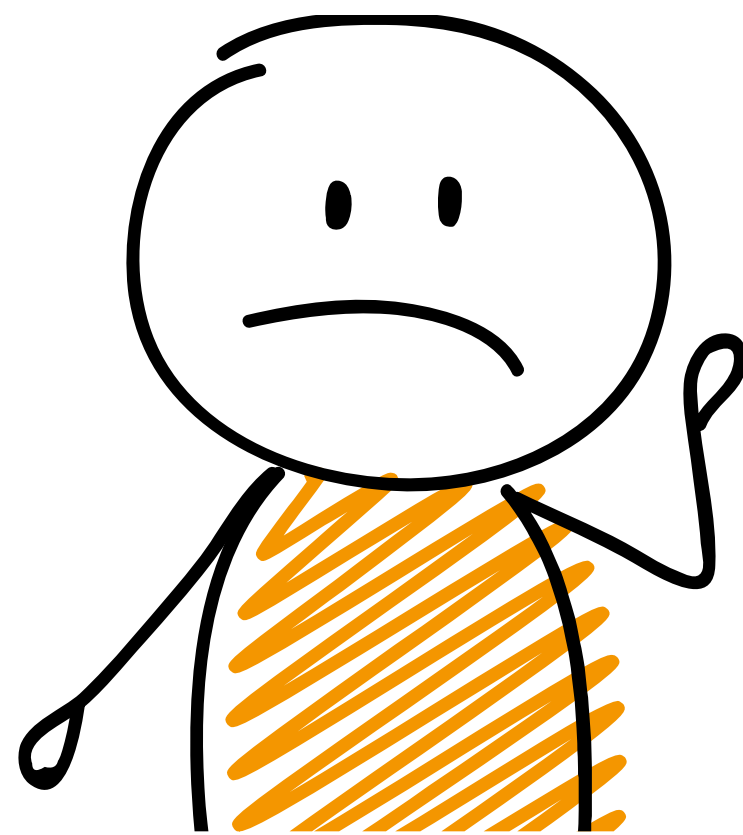
CURIOSITY



REFRAMING

JOB VS OFFERS

"They'll know I'm unsure.
It's better I don't go."



STUCK

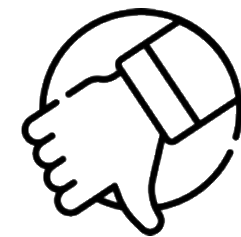
"I'll go learn about the job and
see what they have to offer."



CHOICES

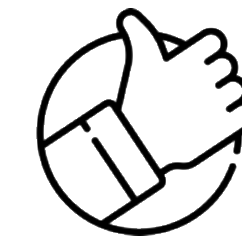
JOB VS OFFERS

The Reframe



PURSUING A JOB
=
NO CONTROL

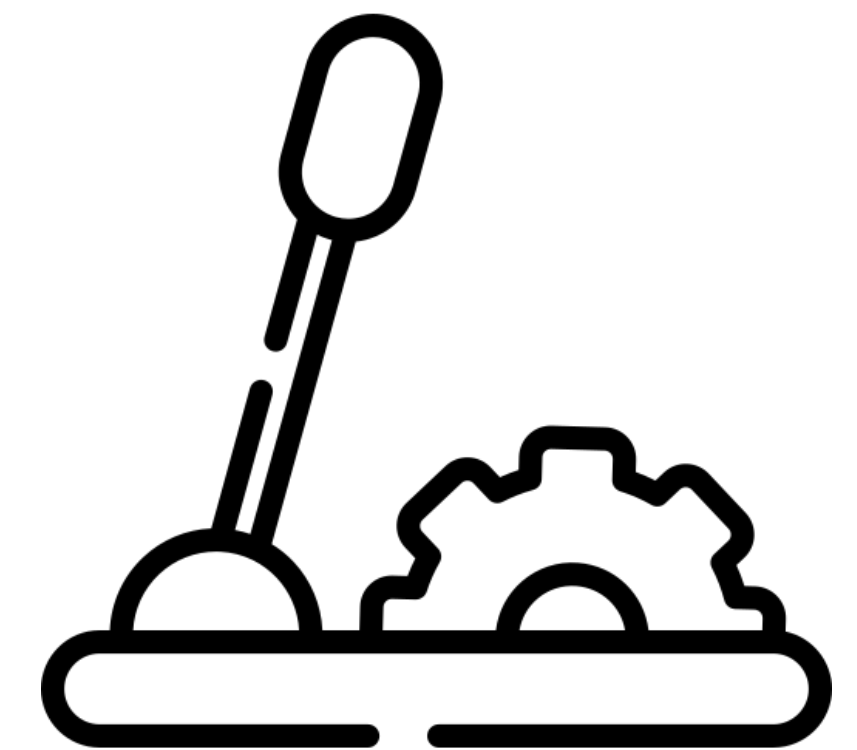
Must want to work there.
Identify & resolve objections.
Only get one.
Must convince them to hire you!



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...



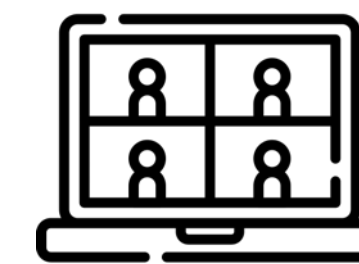
COHERENCE

If you can connect these three things, your chance of experiencing a meaningful life increases.





PRE-WORK
+ FILES



BREAKOUTS

YOUR WORLDVIEW

EACH PERSON READ WORLDVIEW
– JUST READ IT!

LISTENERS CAPTURE:

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

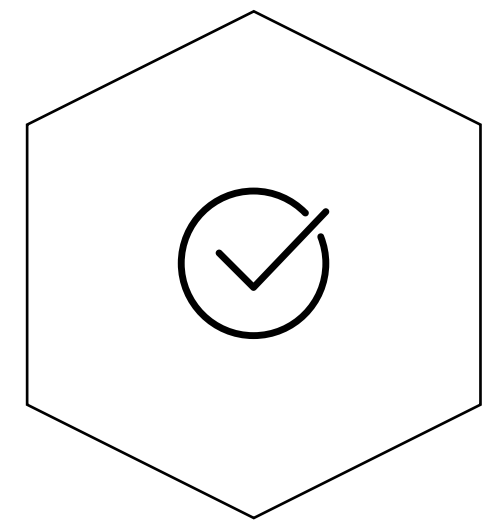
What stood out to you about their
worldview?

TAKEAWAYS

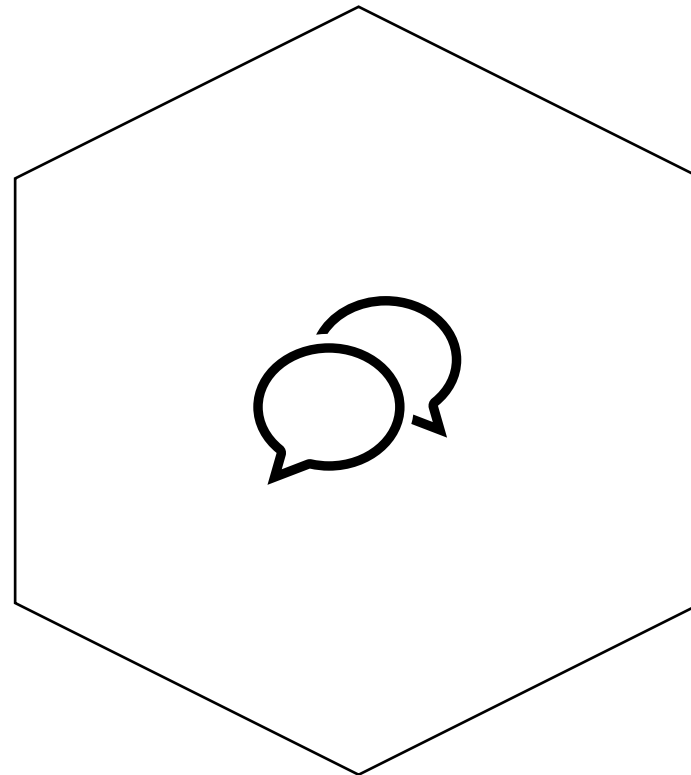
Articulating what you believe increases ownership



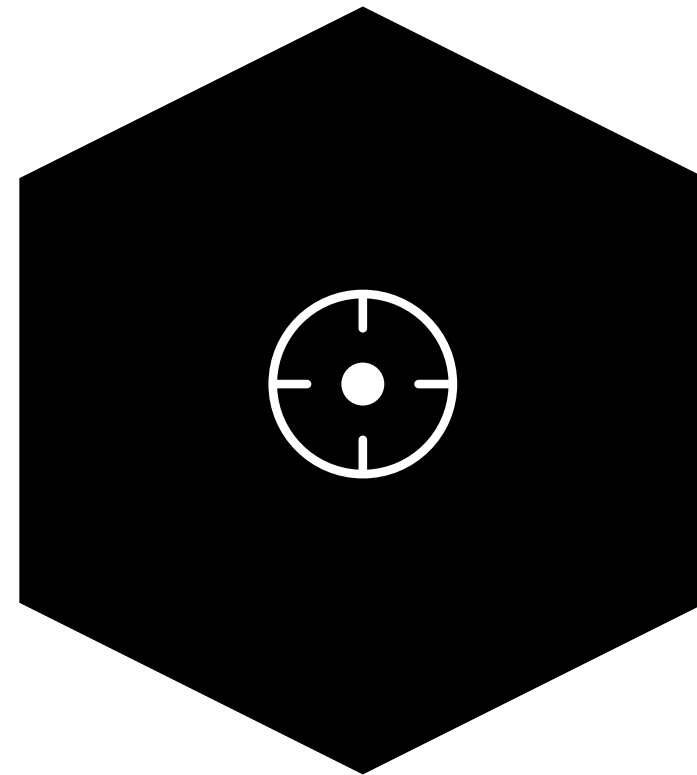
DESIGN THINKING PROCESS



ACCEPT



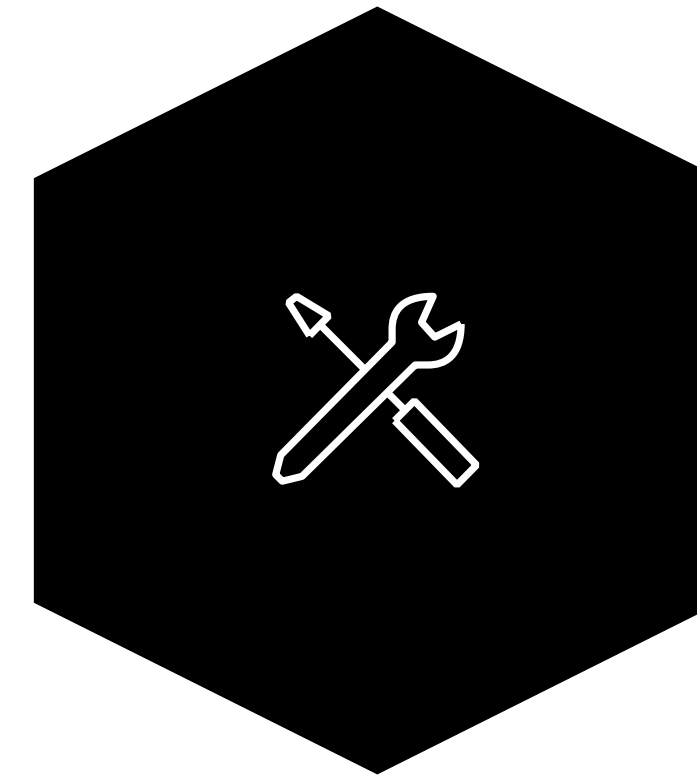
EMPATHIZE



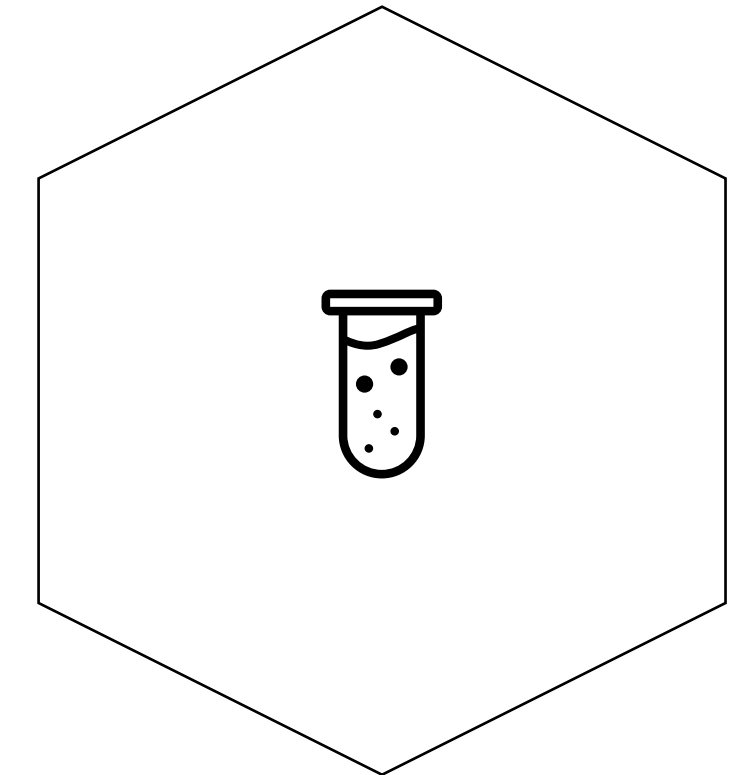
DEFINE



IDEATE



PROTOTYPE

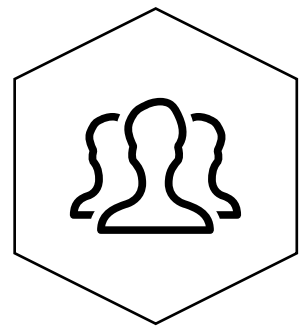


TEST



(c) 2010 Daniel J. Simons

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



IDEATE



CURIOSITY

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?

ODYSSEY PLANNING

0	1	2	3	4	5

Alternative Plan # _____

6 word title:



RESOURCES



I LIKE IT



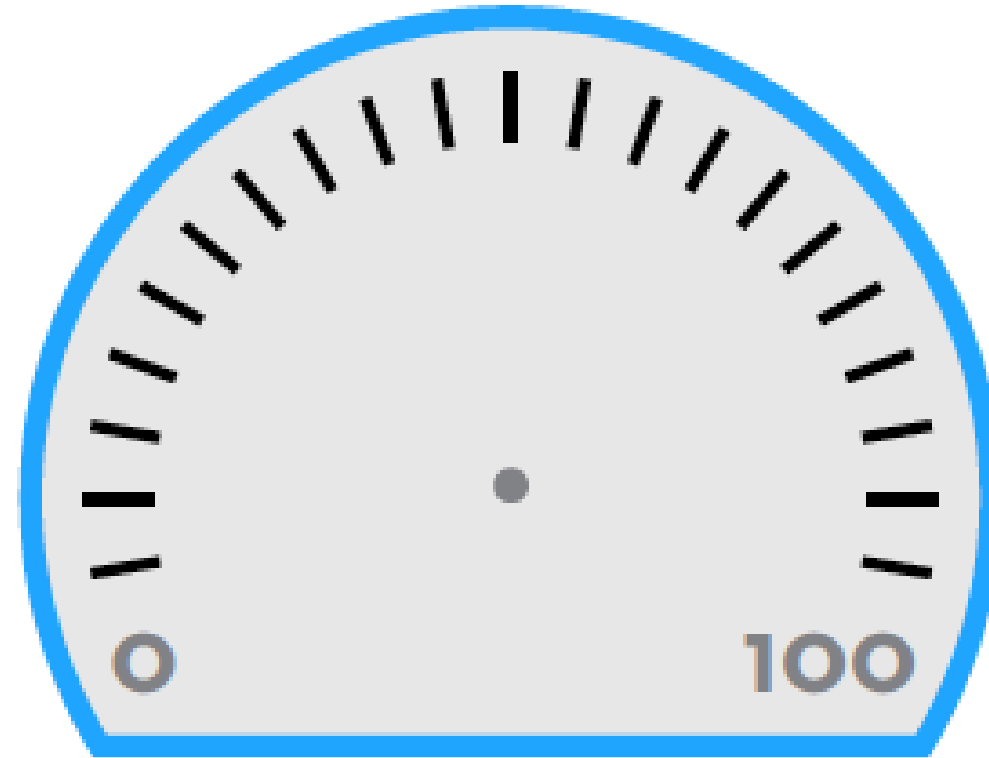
CONFIDENCE



COHERENCE

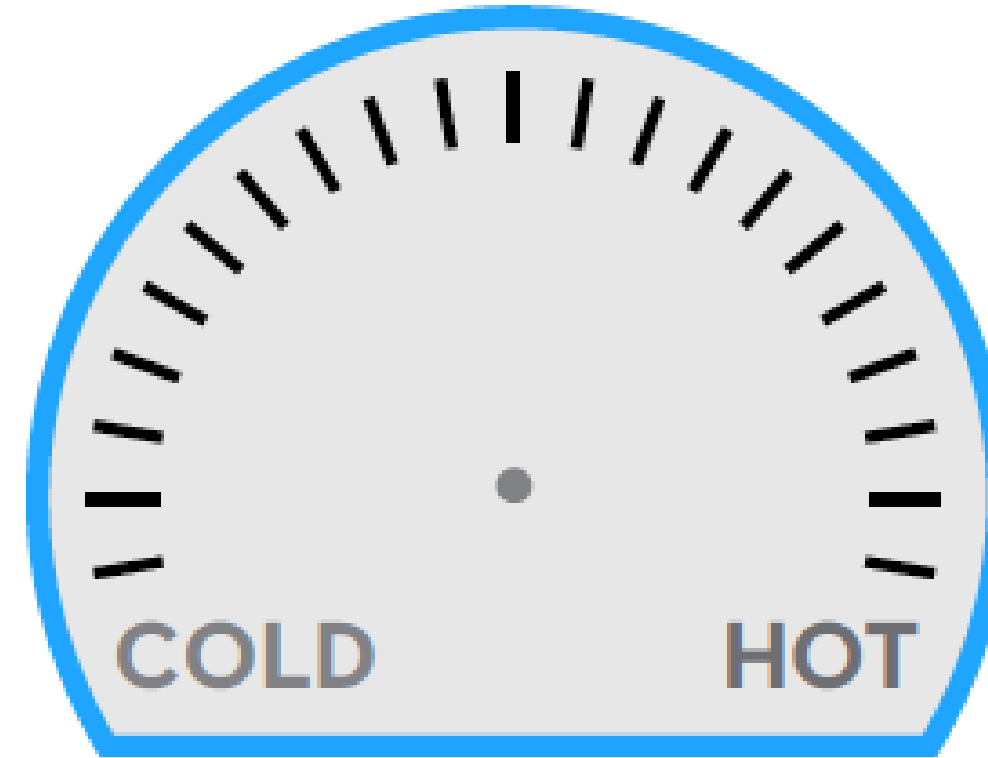
Questions this plan addresses:

THE DASHBOARD



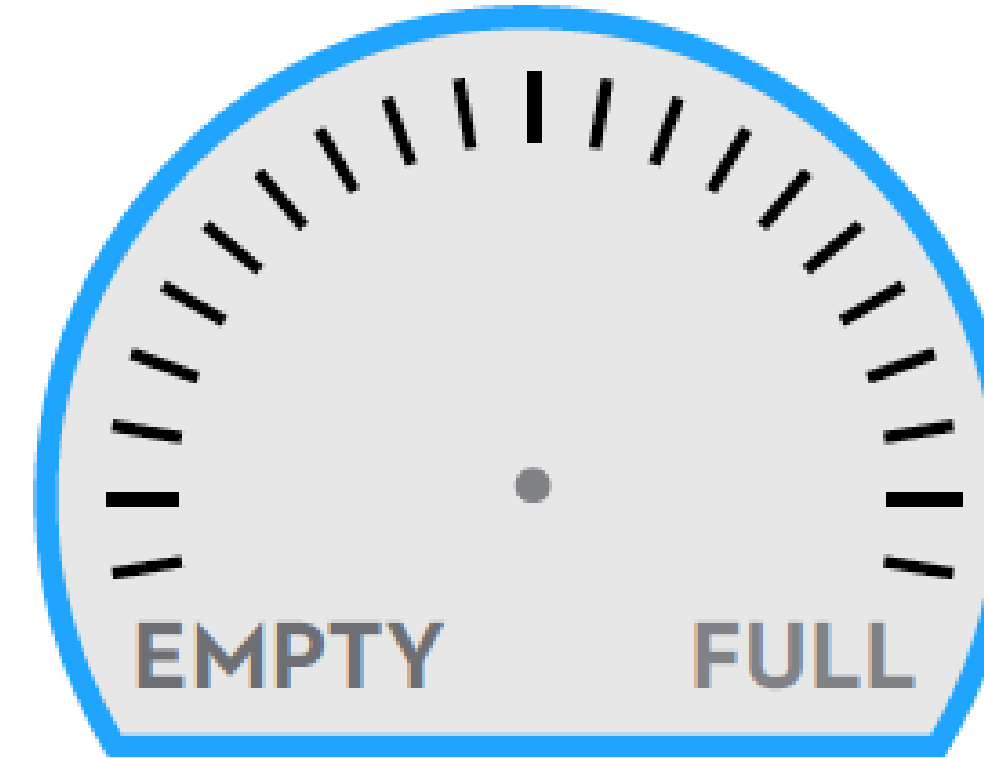
RESOURCES

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



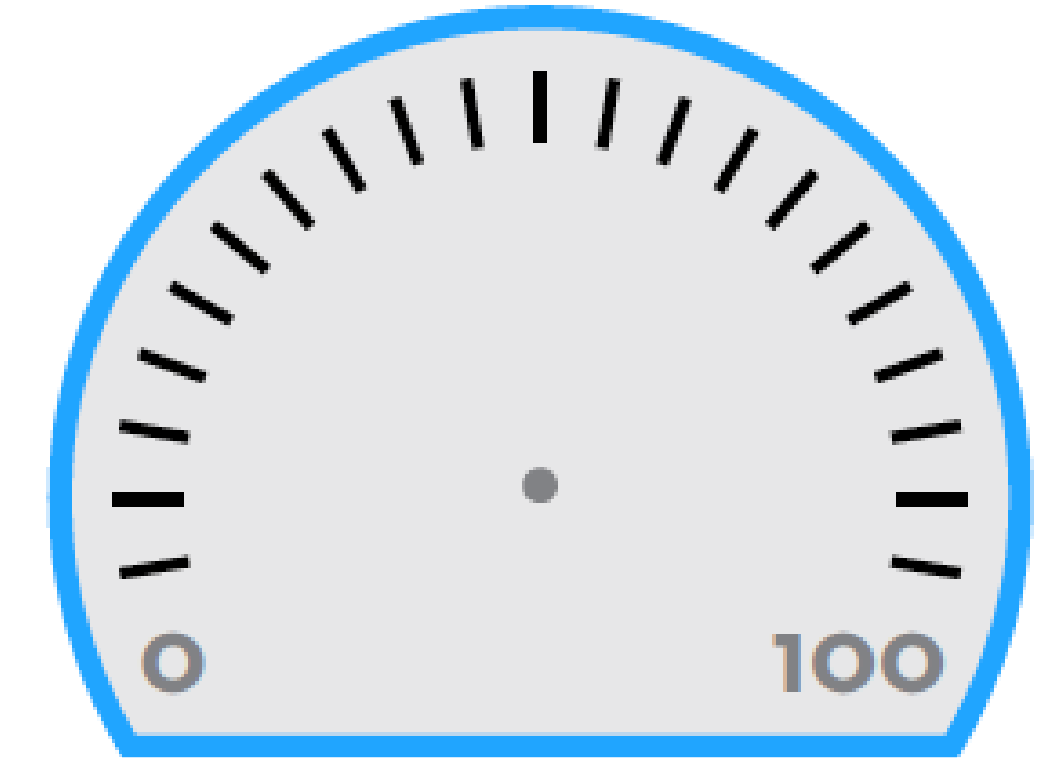
I LIKE IT

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 workview, and your worldview?

ODYSSEY PLAN EXAMPLE

FULFILLING EXPECTATIONS: BECOMING A CORPORATE LAWYER

1	2	3	4	5
Law school at McGill	Law school year 2	Law school year 3	Start work at a firm	First-year associate
Quit job at non-profit	Work as an LSAT tutor for extra money	Take the Bar exam	Get married	Buy a place in Montreal
Move to Montreal		Trip to Spain		

Alternative Plan #1

Resources
I Like It
Confidence
Coherence

6 Word Title: Fulfilling Expectations: becoming a corporate lawyer

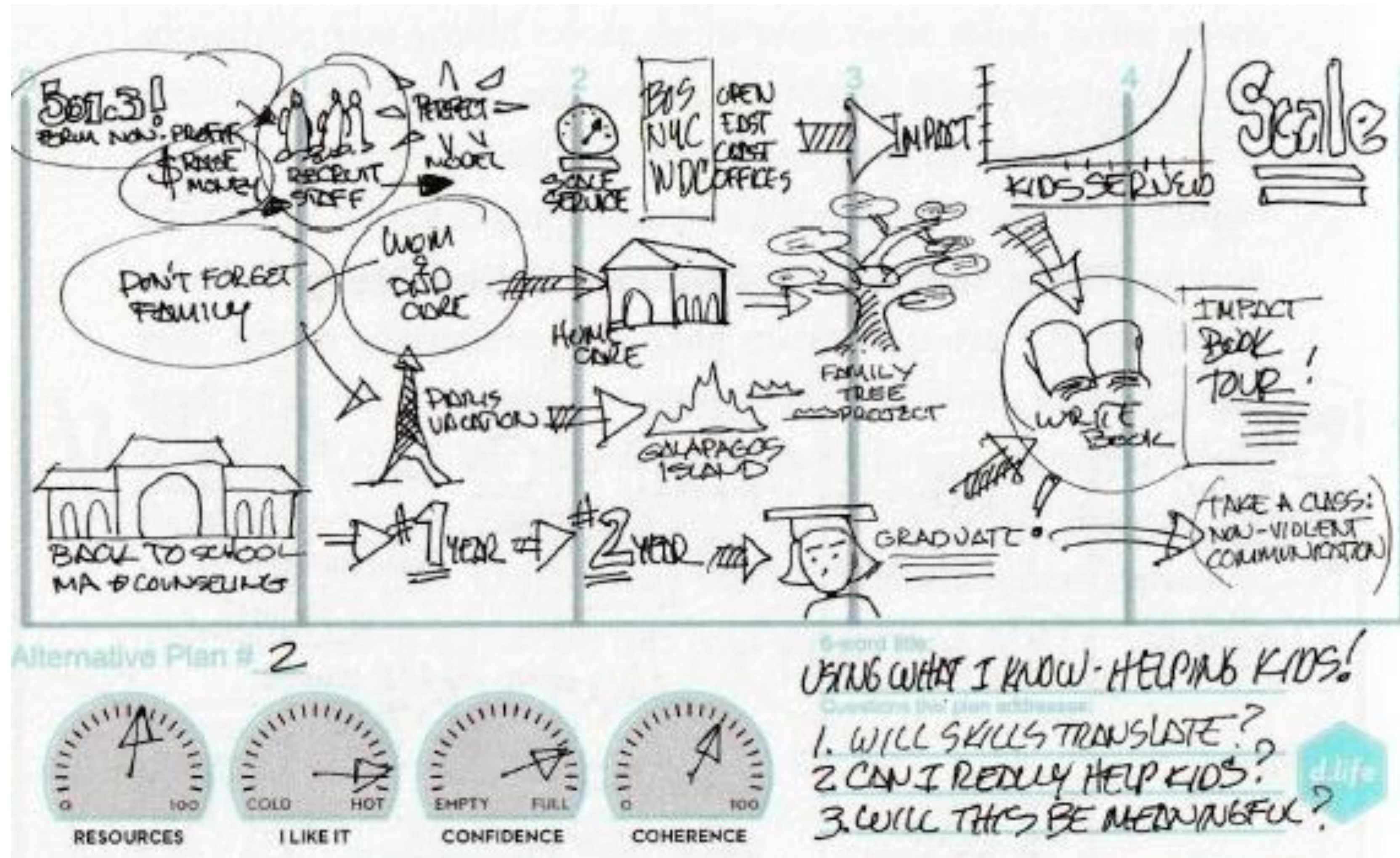
Questions this plan addresses:

- Do I want to take on debt?
- Will I find the work fulfilling?
- Will my partner want to live in Montreal?

SOURCE: Bill Burnett and Dave Evans, "Designing Your Life"

BUSINESS INSIDER

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!

Build a Meaningful Life & Career

How do I network?



1

