

FUTURE CAREER TOOLKIT

**IMPROVISING
CAREERS**

SUCCEED AT JOBS THAT DON'T EXIST YET

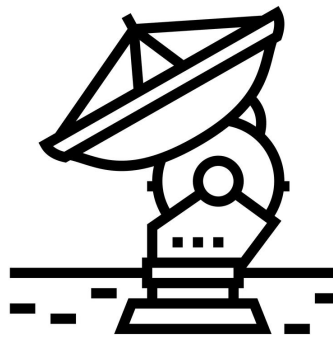
FUTURE CAREER TOOLKIT

1. **VOICE** - defining your own brand
2. **ANTENNA** – finding conversations of interest to you
3. **MESH** – connecting with people who share your interests

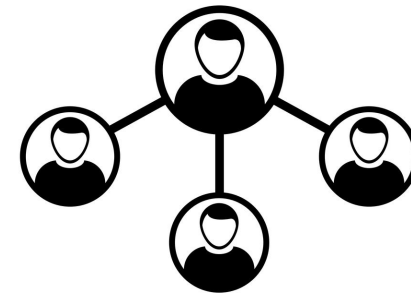
VOICE



ANTENNA



MESH



FUTURE CAREER TOOL #1

VOICE



OBJECTIVE: Define your “uniqueness”

- What qualities make you stand out?
- What skills and experience make up your personal brand?

Keep in mind: your VOICE will change and evolve over your work life

EXERCISE

- *Pick a favorite movie, book, TV show, game – current or from your childhood*
- *What do you like about it? Write down 2-3 aspects that you relate to*

FAVORITE	TOPIC

FUTURE CAREER TOOL #1

VOICE



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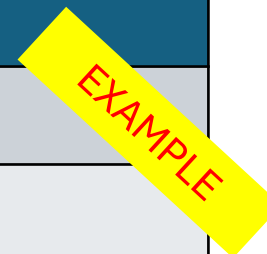
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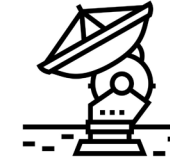
FAVORITE	TOPIC
MOVIE - <i>Blade Runner 2049</i>	Future culture, technology
BOOK - <i>MORE: The World Economy from the Iron Age to the Information Age-Philip Coggin</i>	Economics, global business





FUTURE CAREER TOOL #2

ANTENNA



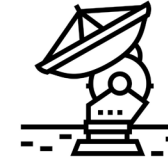
Tracking culture, business, society, politics, technology

- *Research 1-2 sources for each **VOICE** topic*
- *Pick a range of sources, media, channels*
- *Assign a frequency – how often will you check?*

Voice attribute	Source	Description	Frequency

FUTURE CAREER TOOL #2

ANTENNA



Tracking culture, business, society, politics, technology

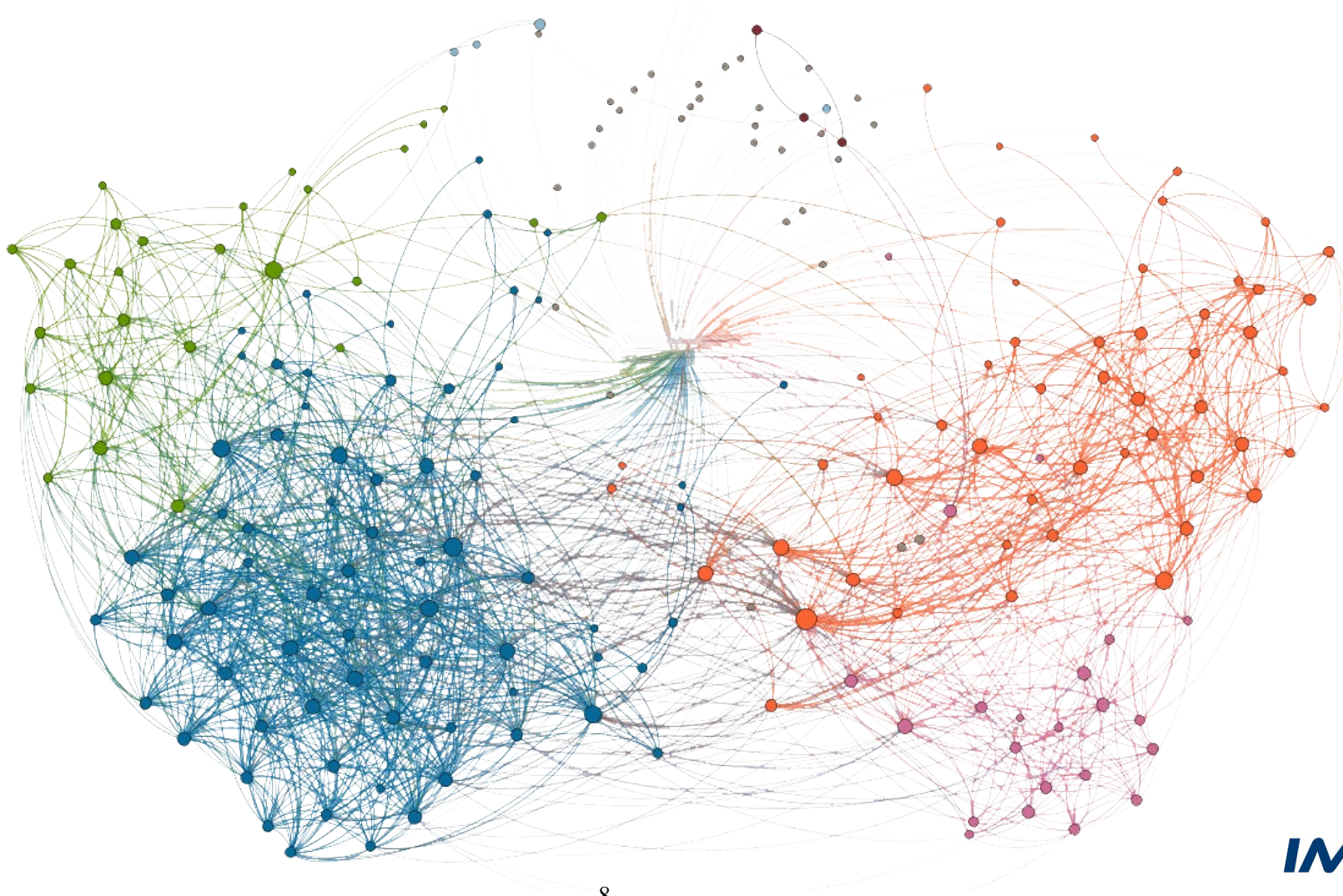
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Voice attribute	Source	Description	Frequency
Future culture	Futurism	Newsletter, Web site	Daily
	The Futures Agency	Webinars	Periodically
Tech	Silicon Valley Business Journal	Print newspaper	Weekly
	BBC Click	YouTube, Twitter	Weekly, twice a day
Global business	Bloomberg Tech	TV show	Weekly
	Espresso (Economist)	App	Twice daily

EXAMPLE

FUTURE CAREER TOOL #3

MESH



FUTURE CAREER TOOL #3

MESH



- Using criteria defined in the **VOICE** exercise and sources from the **ANTENNA** activity, search on LinkedIn for people and groups.
- Pick **1 to 3 people** to “Connect” with based on shared interest
- Find **one group** to join based on your topic
- Do it again next week!

PEOPLE

Voice attribute	Name	Role	Company
Future culture	Gerd Leonhardt	CEO	Futures Agency
Tech	Krysta Svore	GM, Quantum Software	Microsoft
Global business	Thomas Malone	Professor, author	MIT Sloan

EXAMPLE

GROUP

Future culture	Institute for the Future	https://www.linkedin.com/groups/2359154/
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Putting it all together...

- **VOICE** continually reflect on what makes you unique – know that it will evolve
- **ANTENNA** be diligent about monitoring information sources and finding new ones
- **MESH** add five people a week to your profile – reach for them when you are ready to move to your next job

