The Career is Dead... Long Live the Career

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The evolving sequence of a person's work experiences overtime

1. Form & Content
2. Technological Development & Artificial Intelligence
3. The Public Gaze

1. FORM & CONTENT

- Traditional career forms – working for an employer/organization, demonstrating loyalty in return for rewards…. A mutually beneficial (longstanding?) relationship.

Donald Super Developmental self-concept

Donald Super's career model is based on the belief that self-concept changes over time and develops as a result of experience.
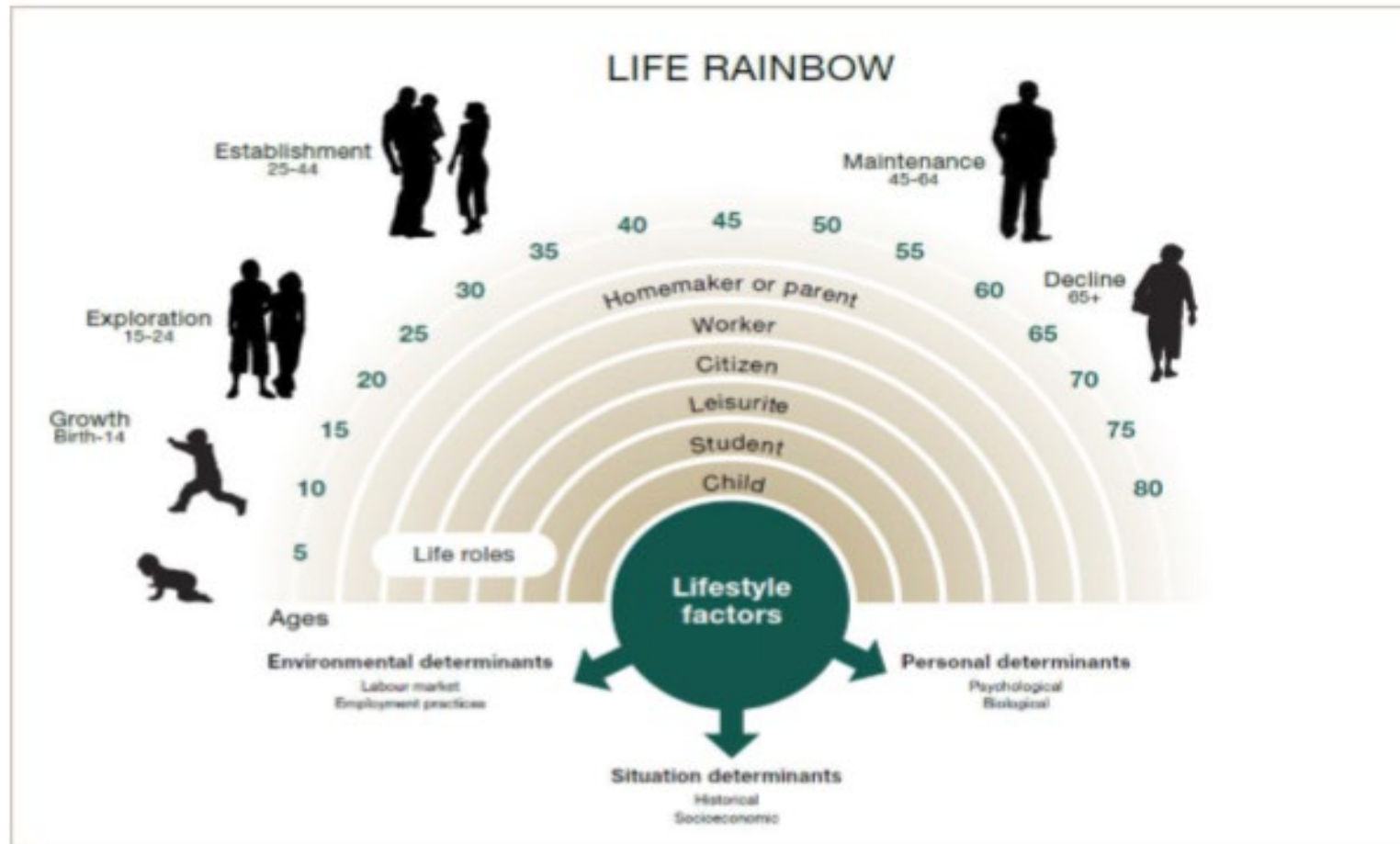
1. FORM & CONTENT

- Expanded use of contractors, doing task-specialized work, more flexibility in work relationships (BCEC, 2018, FYA, 2018; PWC, 2019; WEF, 2017).

- Today's 15 year olds will likely navigate 17 changes in employer across 5 different careers (FYA, 2015); Millennials will have seven times as many jobs as their grandparents' generation.

- Organizations are less likely to want to train extant employees – more likely to recruit workers with requisite skills (WEF, 2018).
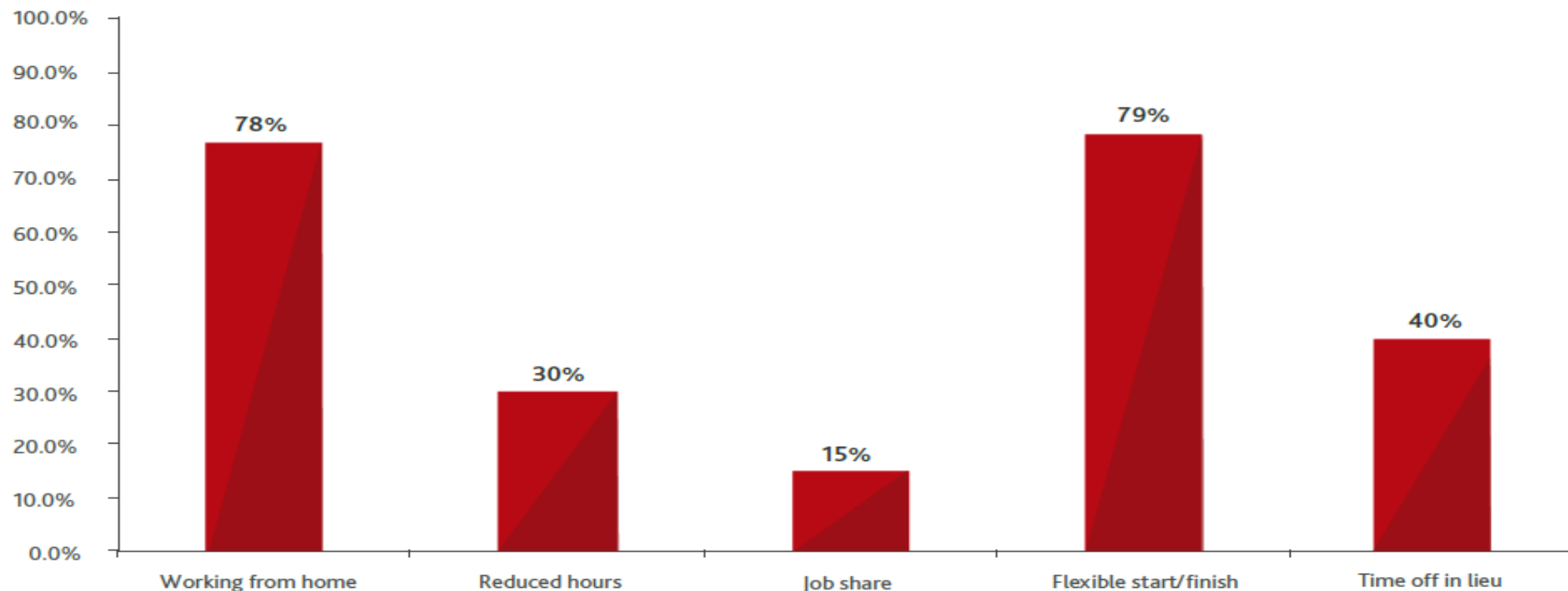
1. FORM & CONTENT

- People more likely to change jobs more regularly, working fewer hours, and hold more than one job at a time (WEF, 2018).

- More free lancing, 11.6% of the Australian workforce are independent contractors (BCEC, 2018).

- Increasing use of remote staffing, beyond physical offices (Morgan & McKinley, 2016, PWC, 2019; WEF, 2018).

- 76% of Australian employees have the option to work flexibly, with 54% working between 1-8 hours away from the office. 97% felt that it enhances their productivity (Morgan & McKinley, 2016).

WORKING FLEXIBLY

WHAT WORKING OPTIONS ARE YOU AWARE OF BEING AVAILABLE?

Currently more than three-quarters (76%) of Australian employees have the option to work flexibly. For the 6% who said they were not sure they cited reasons such as it's not encouraged, it requires managements approval or it's not formalised

79% said they have the option of flexible start and finish times and 78% said working from home was a possibility. Time off in lieu, reduced hours and job share are less frequently offered working options.

	78%	30%	15%	79%	40%
	Working from home	Reduced hours	Job share	Flexible start/finish	Time off in lieu

1. FORM & CONTENT

- The vast majority of people are **<u>still</u>** working within/for organizations.
- Some careers still evolve within a single organization but crossing multiple roles.
- Managers and career conversations
  - "Organisations can't protect jobs which are made redundant by technology – but they do have a responsibility to their people. Protect people not jobs. Nurture agility, adaptability and re-skilling" (PWC, 2018).
  - "Build an environment where honest, well-informed and continuous conversations about career opportunities can take place. (Clutterbuck, 2012, p, 112).
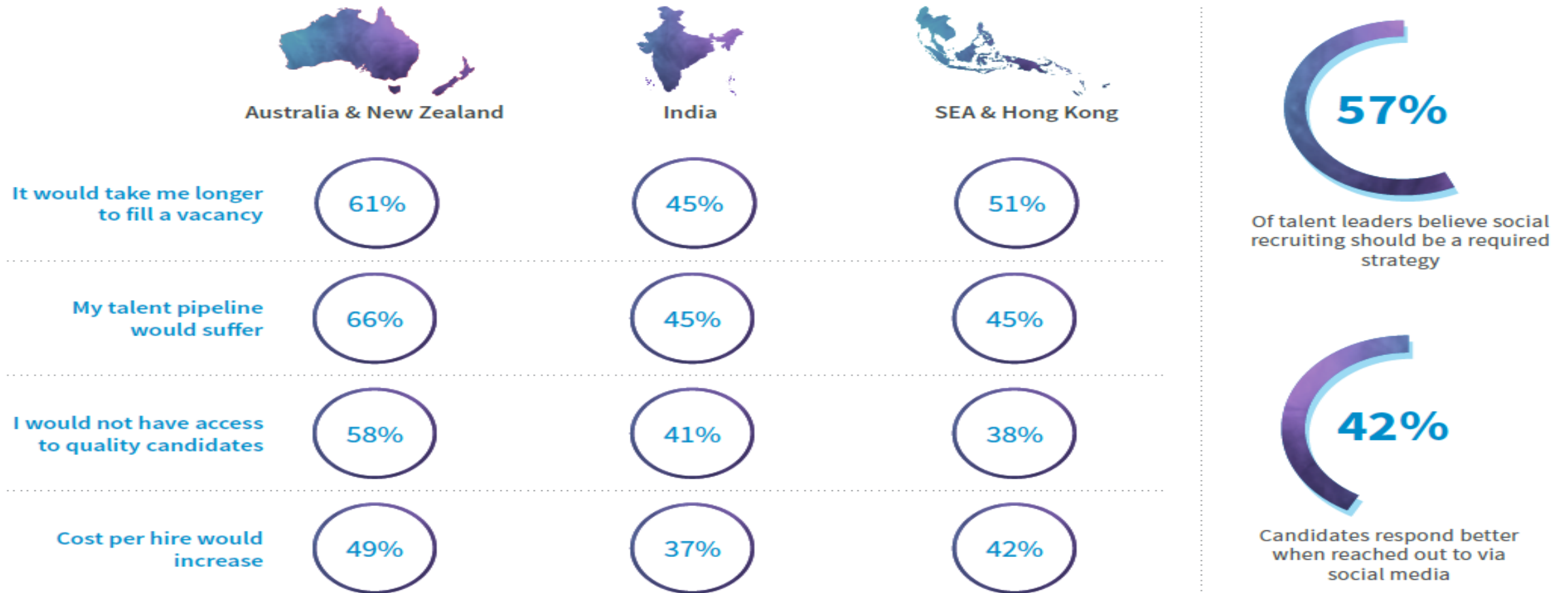
2. TECHNOLOGICAL DEVELOPMENT & ARTIFICIAL INTELLIGENCE

- ▶ Careers opportunities – recruitment and selection
- ▶ The rise and rise of social recruiting
  - ▶ Recruiting candidates using social platforms as talent databases or as advertising channels
  - ▶ 77% of recruiters use LinkedIn for recruiting; 63% Facebook', Instagram 35% (especially among millennial recruiters and those working in tech companies (Jobvite, 2018)

Because, quite simply, if you are ignoring social mediums to recruit talent, you are missing an opportunity for a competitive advantage.

Today, social recruiting is a must-have recruitment strategy and has improved the way companies look for talent. Talent leaders told us:

" If I didn't use social recruiting...

	Australia & New Zealand	India	SEA & Hong Kong
It would take me longer to fill a vacancy	61%	45%	51%
My talent pipeline would suffer	66%	45%	45%
I would not have access to quality candidates	58%	41%	38%
Cost per hire would increase	49%	37%	42%

57%
Of talent leaders believe social recruiting should be a required strategy

42%
Candidates respond better when reached out to via social media

LinkedIn Talent Solutions: A Practical Guide to Social Recruiting

TECHNOLOGICAL DEVELOPMENT & ARTIFICIAL INTELLIGENCE

- Talent identification, assessment, gamification, bots for searching social media postings, linguistic analysis of writing samples, video-based interviews

- Young people believe they lack the necessary interview skills (26%) and job application skills (25%) to be able to attain full-time work (FYA, 2018).

3. THE PUBLIC GAZE
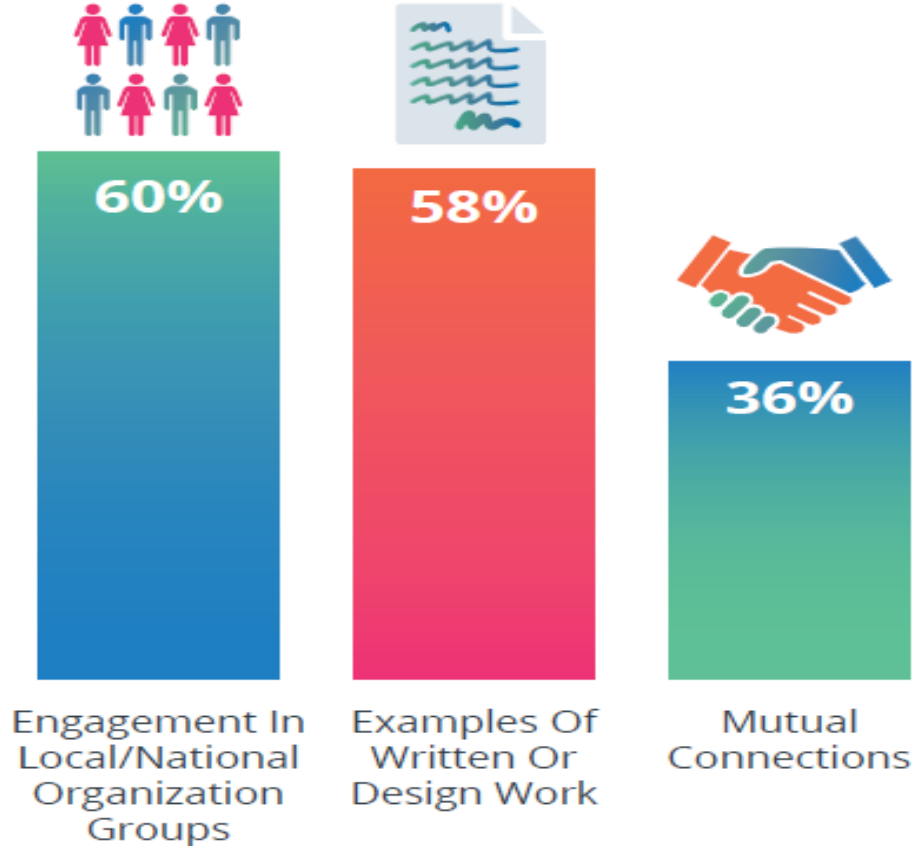

Presidio Modelo prison, inside one of the buildings, 2005

"I'm sorry, we are sorry for the massive disruption to their lives, and you know we're… there's nobody who wants this thing over more than I do. You know, I'd like my life back" (260,000+ views, youtube)
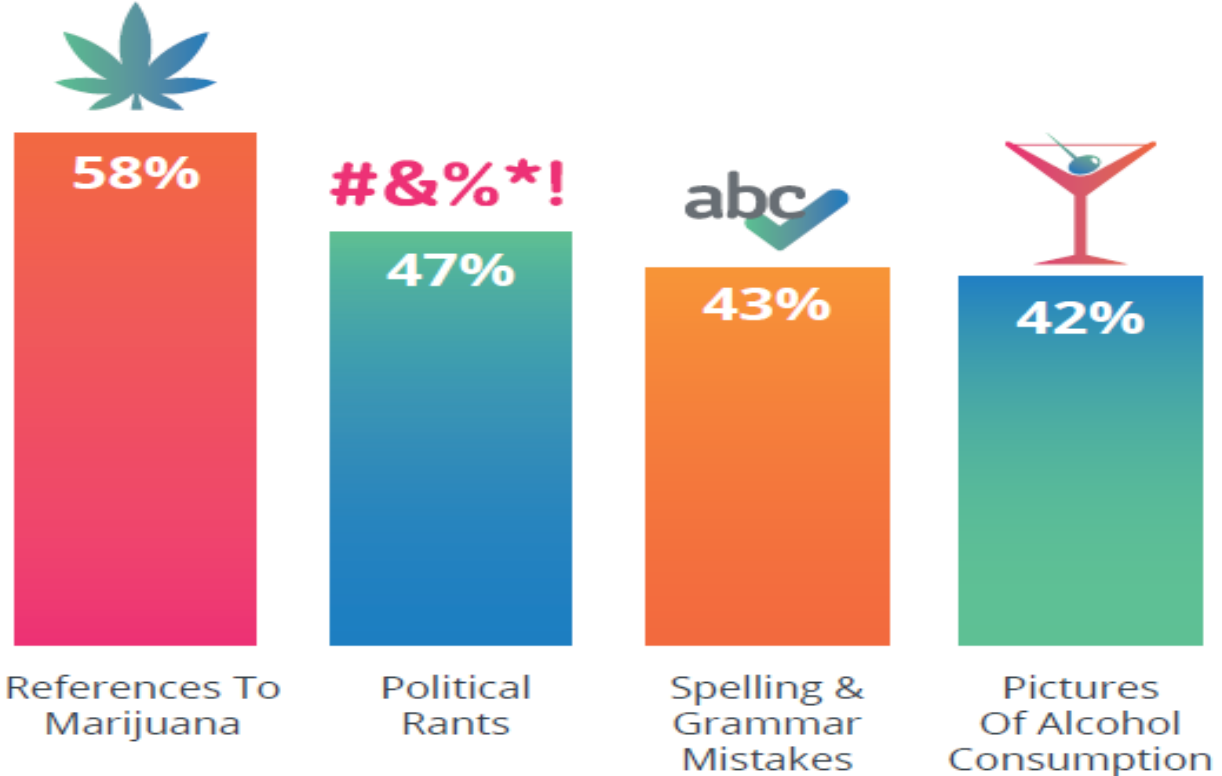
Social Sleuthing Is Standard in Recruiting

When recruiters do go digging on social media, here's what they're on the look-out for:

The GOOD

The BAD

Engagement In Local/National Organization Groups	Examples Of Written Or Design Work	Mutual Connections	References To Marijuana	Political Rants	Spelling & Grammar Mistakes	Pictures Of Alcohol Consumption
60%	58%	36%	58%	47%	43%	42%

Jobvite

You online image arrives before you do these days and makes an incredible first impression to employers, dating partners, business partners and anyone else who knows how to turn on a computer or use a mobile device. Learn how to clean up your online reputation so that you are portrayed in a positive and professional light when someone searches your name.

About us

We are a Online Reputation and Privacy Management Company that helps our clients Restore, Promote, and Protect their online image.

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CLEAN UP YOUR ONLINE PROFILE

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Welcome to the digital age where your online reputation comes first in job searches and other personal and professional encounters!

To make matters worse, your online image is often created by others who might tag you in inappropriate photos, post about you on Facebook or review you or your business on Yelp all in an effort to tarnish your online image. If you don't take control of your online search results, it will lie dangerously in the hands of others, leaving you more susceptible to a reputation crisis.

Request a Consultation

Speak directly to our engineering or investigative team to start working on your Personal or Business Reputation today.

Careers & the Public Gaze

▶ Harnessing the power of social media to enhance career opportunities and achievements.

▶ Google yourself (regularly)

▶ Check your social media privacy settings

▶ Establish/Edit your LinkedIn profile (regularly)

▶ Check out your new employer's social media policy

▶ Establish a personal 'social media strategy'

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