

"I liked that you encouraged us to explore ALL career paths. Not just the traditional ones."

"Thinking about my future can be stressful and this presentation honestly made a difference."

"I love this practical way to approach career coaching."

How to use 21st century **design thinking** to answer that dated question '*What do you want to be when you grow up?*'

"This was the best class I have ever attended at a conference."

"I really liked the myths; it made me feel a little less uneasy about picking a career."

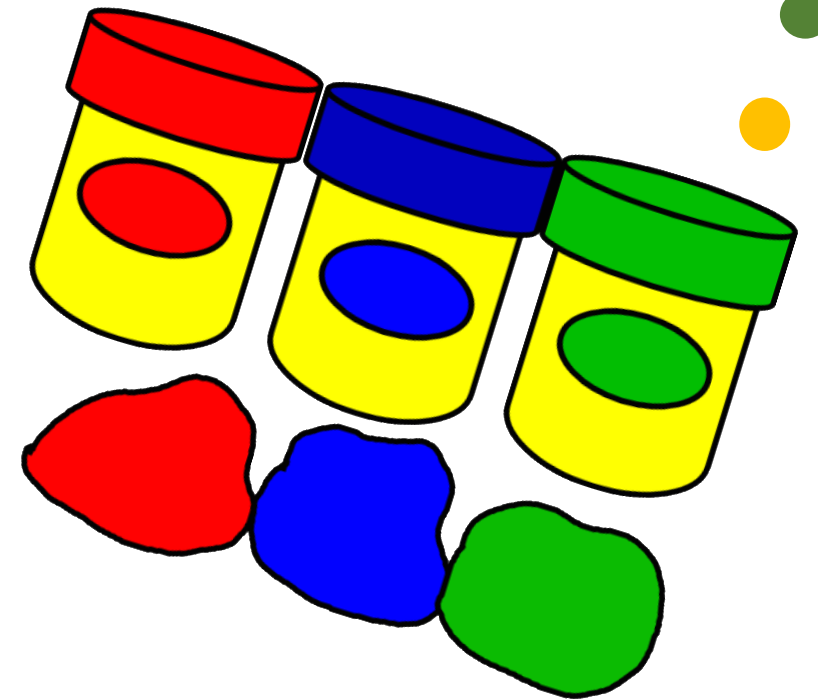
"Helped unblock some anchor problems I THOUGHT I had."



Presented by Donna Crow & Jillian Morley
Utah State University Career Services

rules of **play**

1. Go for QUANTITY not QUALITY
2. Defer judgement, do not censor ideas
3. Build off the ideas of others
4. Encourage WILD ideas
5. Stories shared here stay here



time to bust some **myths**...



✗ If you are successful, you will be happy.

✓ True happiness comes from designing a life that works for you.

✗ It's too late for me.

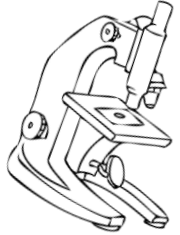
✓ It's never too late to design a life you love.



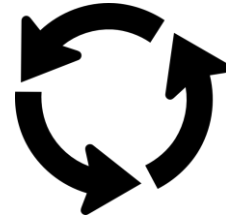
✗ I need to figure out my best possible life, make a plan, and execute it.

✓ There are multiple great lives (and plans) within me, I get to choose which one to build my way forward to next.

5 Mind-Sets/Design Tools



Be Curious



Know it's a process



Try Stuff: Prototyping

(bias to action)



Build a Support Team

(ask for help)



Reframe Problems

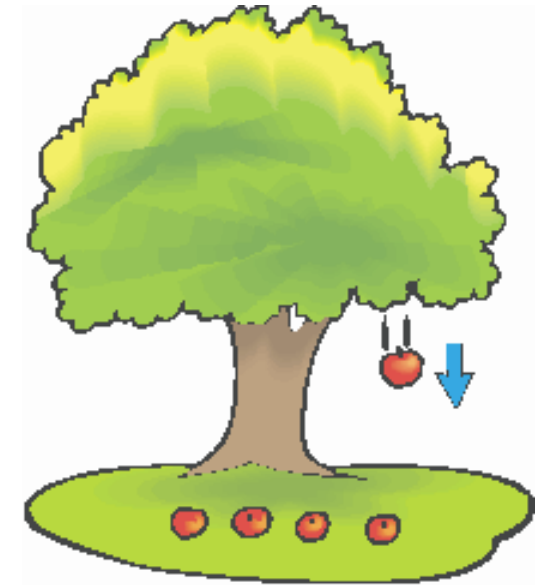
Designers don't **THINK** their way forward—
they **BUILD** their way forward

problem finding + problem solving =
Well Designed Life

Getting **Unstuck**



VS



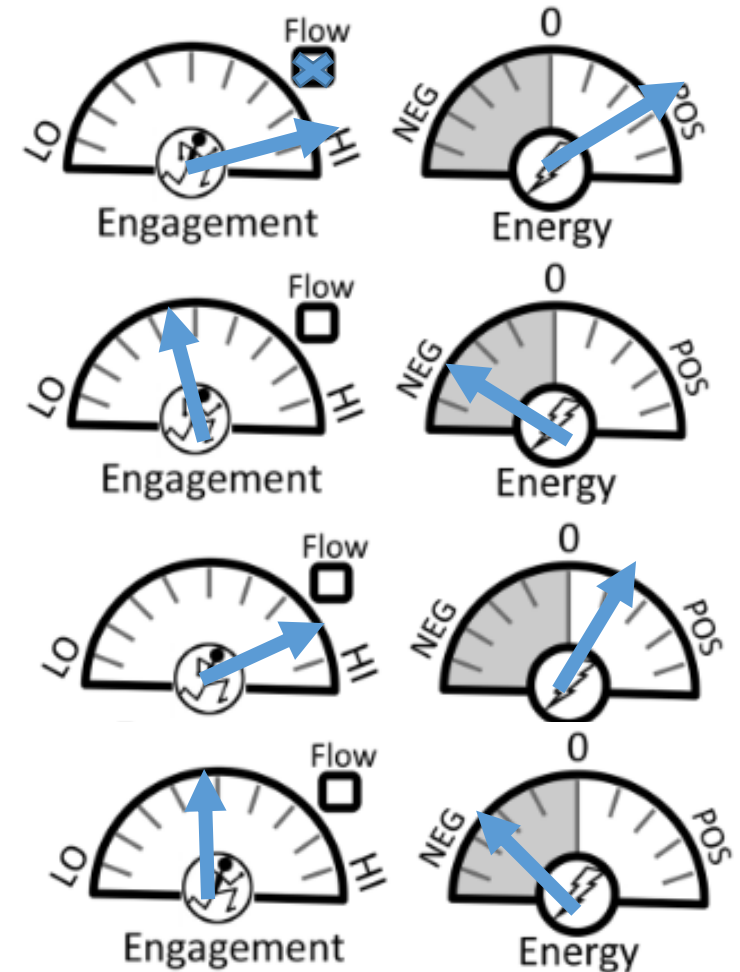
Hint: utilize the 5 design mind sets

Mentoring a student/employee

Answering emails

Hosting/Attending a career fair

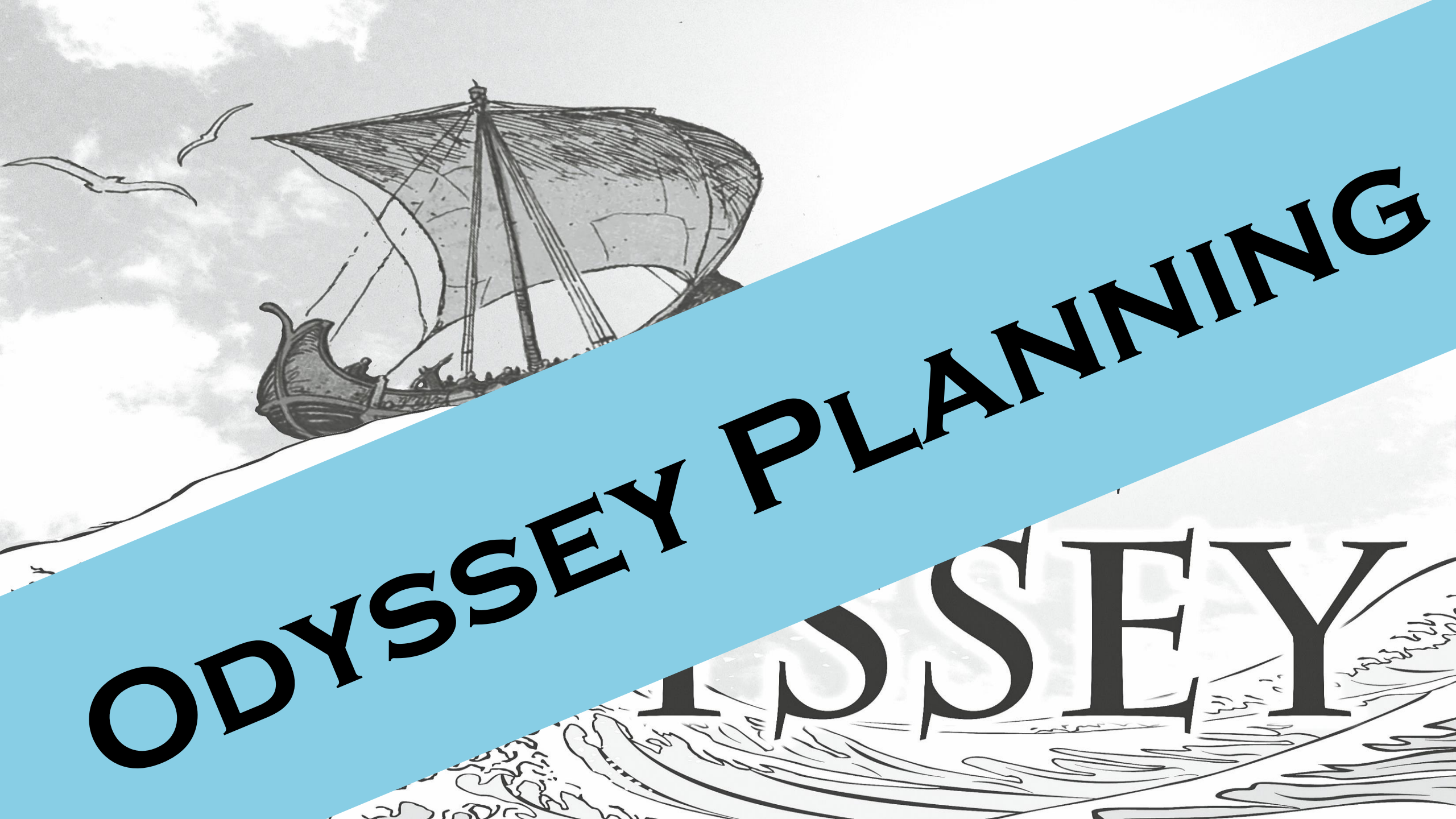
Completing Performance Appraisals



good time **Journal Instructions**

1. Select 3-4 activities you participate in regularly-work related or not.
2. Write each activity to the left of the gauges.
3. Using the Engagement and Energy gauges, mark the level of each while participating.
4. If both E's are high, are you in a state of FLOW? If so, ✓ the flow box.

Flow - state of being in which you are totally engaged in an activity; "in the zone"



ODYSSEY PLANNING

ODYSSEY

Annalisa's **Odyssey Plan**

1- Freshman

Career Coach
appointment



Volunteer for Forest
Service

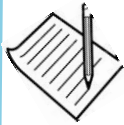
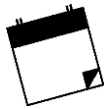
Summer job at marina
checking out boats



Join wildlife society

2- Sophomore

Career Coach
appointment



Life design interviews
with professionals

Summer job being a trail
guide in national park



3- Junior

Wild life tech for forest
service



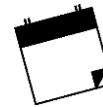
Treasurer of Wildlife
Society

Career Coach
appointment



4- Senior

Research projects in
campus labs with
squirrels and elk



Career Coach
appointment

Title:

Wildlife Biologist-
Grand Teton National Park

More ideas!

- Get Paid to be a Foodie
- Living Off the Grid in Alaska

- Grand Teton Nat. Park Boat Guide
- Nutrition Guru using Holistic Products/Services

Jillian's **Odyssey Plan**

0 w/m/y

Take a class to learn dough toss



Perfect my recipes



1

Brainstorm menu items



Come up with theme/name



Research location

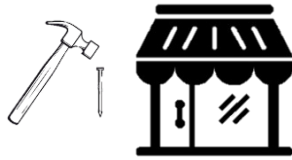
Find investor?

Family business?



2

Purchase storefront and begin renovating



Test market and get feedback on menu



3

Find suppliers for ingredients



Might as well go to Italy to do so!



4

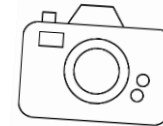
Buy furniture and equipment



Hire staff



Marketing

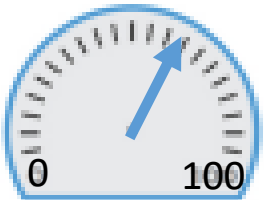
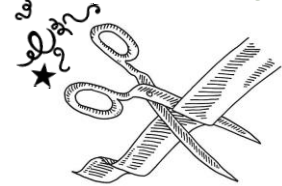


5

Soft opening to get final feedback

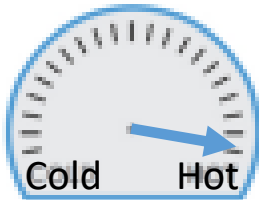


Grand opening!



Resources

- ✓ Recipe
- ✓ Ideas
- ✗ Know-how

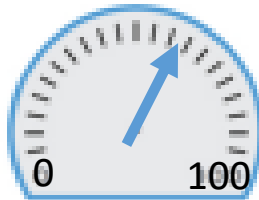


I like it



Confidence

- ✓ Product
- ✗ Business experience



Coherence


- ✓ Work/life balance
- ✗ Lacking detail

Title (6 words):

Jill's Pizzeria & Community Gathering Place

odyssey **Planning Instructions**



1. Think of an alternate career OR problem you want to solve.
 2. Write down a 6 word job title-get specific!
 3. Plan out steps to take over the next several weeks, months or years to help you accomplish that goal.
 4. Measure the gauges to better understand the effectiveness of your plan .
 5. Utilize your surrounding design team!
- 

how did we **get here?**

- Read the book
 - Took the online class
 - Discussed options to engage audiences
 - Created content
 - Marketed the workshop
 - Delivered the content
 - Assessed the success
-

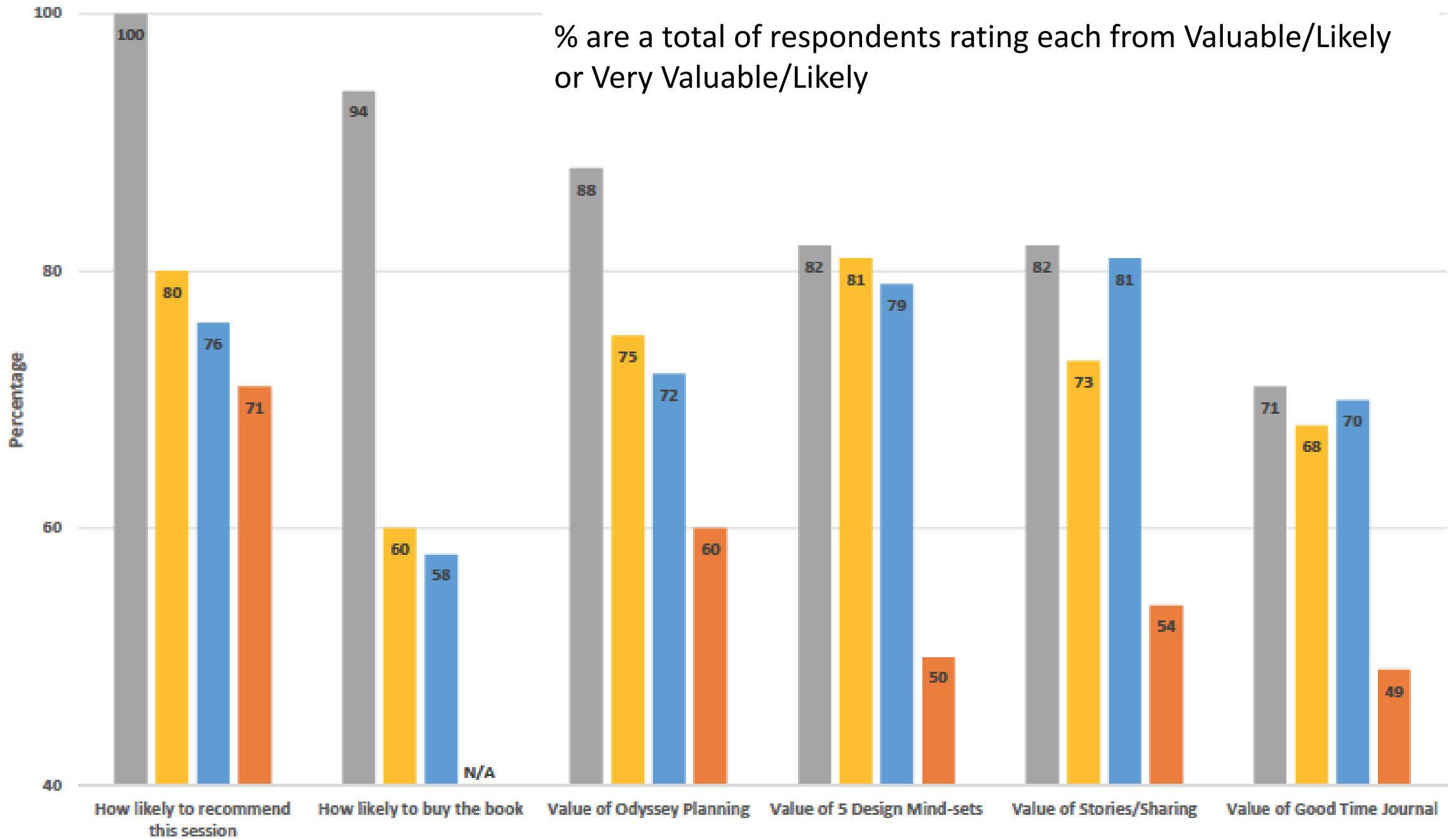
total presentation **audiences**

audience	attendees	% of respondents
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▪ Incoming freshmen/Transfer students	800	29%
▪ Academic advisors	80	56%
▪ Career coaches/Hiring managers	40	43%
▪ Gear-up students	200	85%

1,120 attendees, over 42 presentations, summer to fall 2017

% are a total of respondents rating each from Valuable/Likely or Very Valuable/Likely



Connections-Freshmen/Transfer Students

USU Academic Advisors

Utah Career Coaches/Hiring Managers

Gear-Up Students

what's **next**?



Upcoming plans:

- Review your feedback
- Focus group with key partners
- NACE presentation?
- Division of Student Affairs
- Faculty committee
- Hopefully common read
- UCDA
- Continually revamp & assess

life design is a way **forward**

Some advice:

- Take on the challenge of questioning your self and others
- Get unstuck when you are stuck
- Be open to unexpected paths and opportunities
- Don't beat yourself up when the 'prototypes' don't work
- A well designed life includes your: career, relationships with loved ones, your mental and physical health, and recreation!

"A well designed life is a life that is generative—it is constantly creative, productive, changing, evolving, and there is always the possibility of surprise."

resources

Donna Crow

Executive Director

Career Services

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Jillian Morley

Career Coach

Career Services

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Designing Your Life, How to Build a Well-Lived, Joyful Life,

Bill Burnett & Dale Evans (book & online course)

designingyour.life

Made to Stick, Chip and Dan Heath

Please complete the paper survey