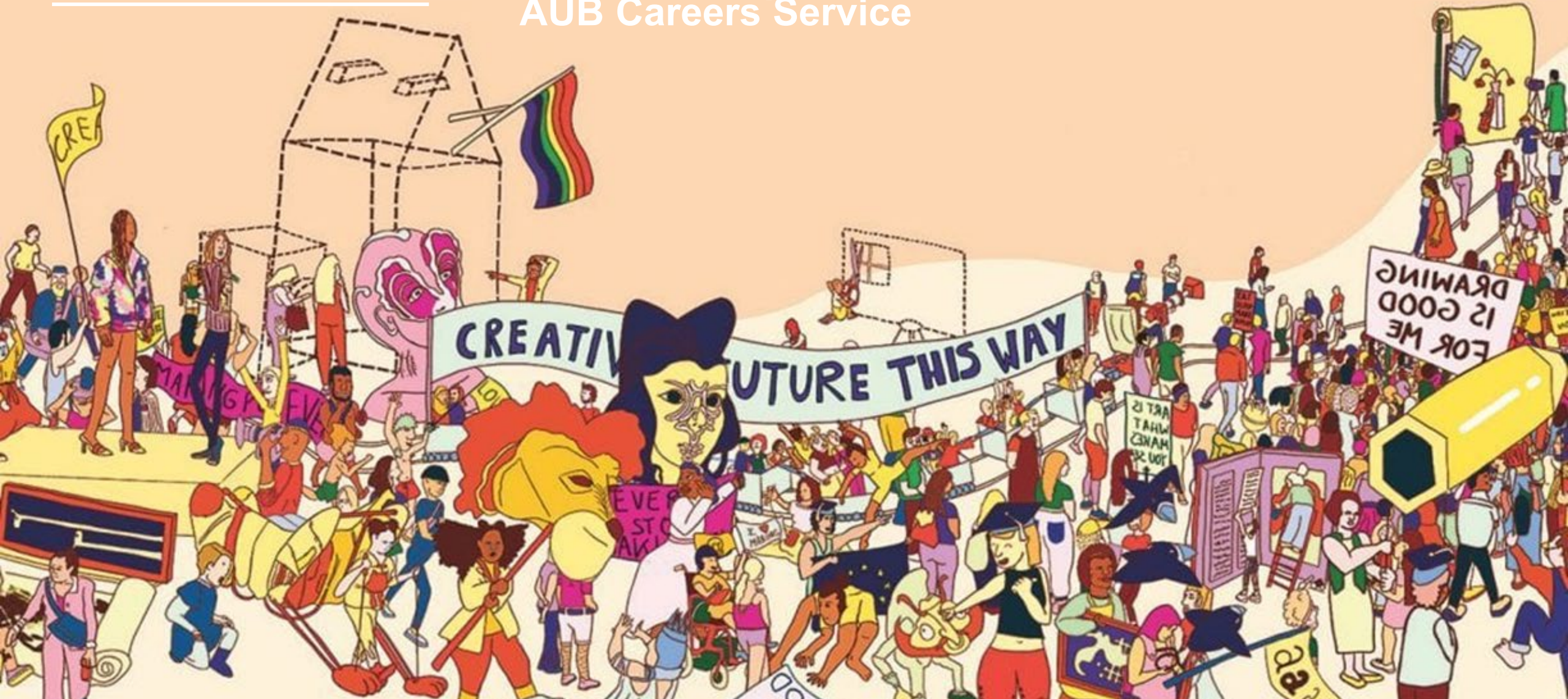


Career Planning & Goal Setting for Creatives

Alison Zorraquin
AUB Careers Service



What we will cover

- Finding your “Why”
- A look at the career planning process
- How to generate ideas
- How to set goals
- Staying organised and putting things into action

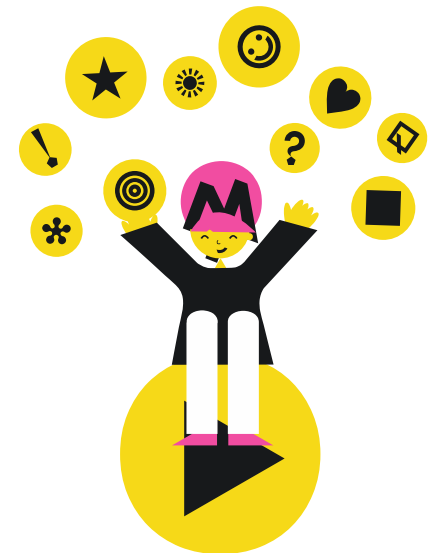


Career planning cycle



Start with you

- Psychometric tests can be helpful– but take with a pinch of salt [Human Metrics Career choices](#)
- [My core values](#) – what is really important to me in a job – how do I want to make an impact on the world!?
- Kind of people and the type of organisation I want to work for
- [My interests](#) – what energises me – when am I in flow?
- What work conditions and salary do I expect?
- Do I prefer 9-5 or am I attracted to a portfolio career
- My preferred place to live
- What knowledge and skills do I want to be using most in my job
- My core [strengths](#)
- My key skills



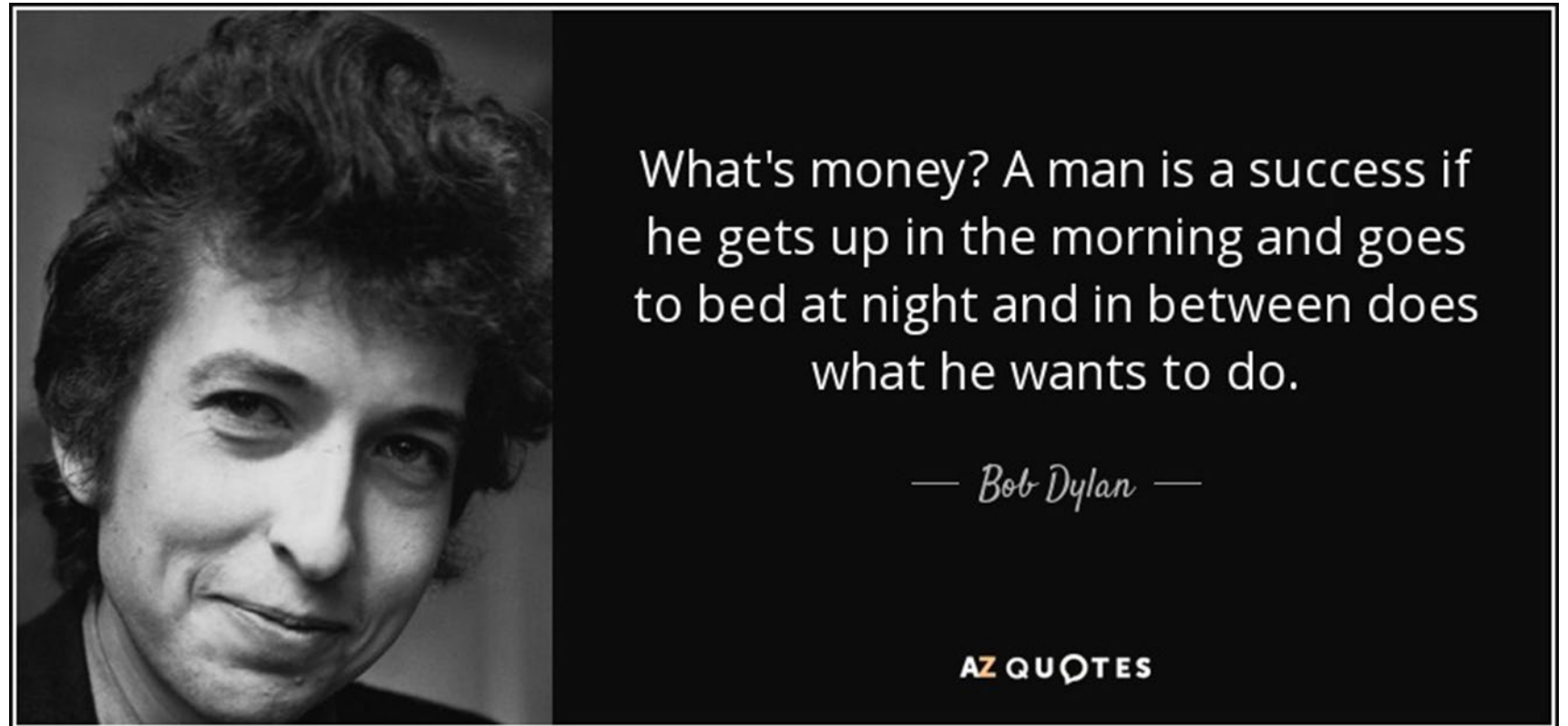


Adapted from Richard Bolles' Flower, "What Colour is your Parachute?"



Values.....

<https://webdocs.aub.ac.uk/Values%20inventory%20list.pdf>



Don't go it alone

- Buddy up – coach each other
- Get a friend or if there is a group of you (could some of you on this chat meet up via zoom)
- Talk to a Careers Adviser

DON'T ASK YOURSELF
WHAT THE WORLD NEEDS.
ASK YOURSELF WHAT
MAKES YOU COME ALIVE
AND THEN GO DO THAT.
BECAUSE WHAT THE WORLD
NEEDS IS PEOPLE WHO
HAVE COME ALIVE.

HOWARD THURMAN



Define your career statement

1. What do you enjoy?

What are you drawn to doing?

What are you happiest doing in a work situation?

What do you excel at doing?

What brings you satisfaction?

Write a list and choose the **top three doing words**

E.g. **Make** **Facilitate**

Support

I'D LIKE TO.....

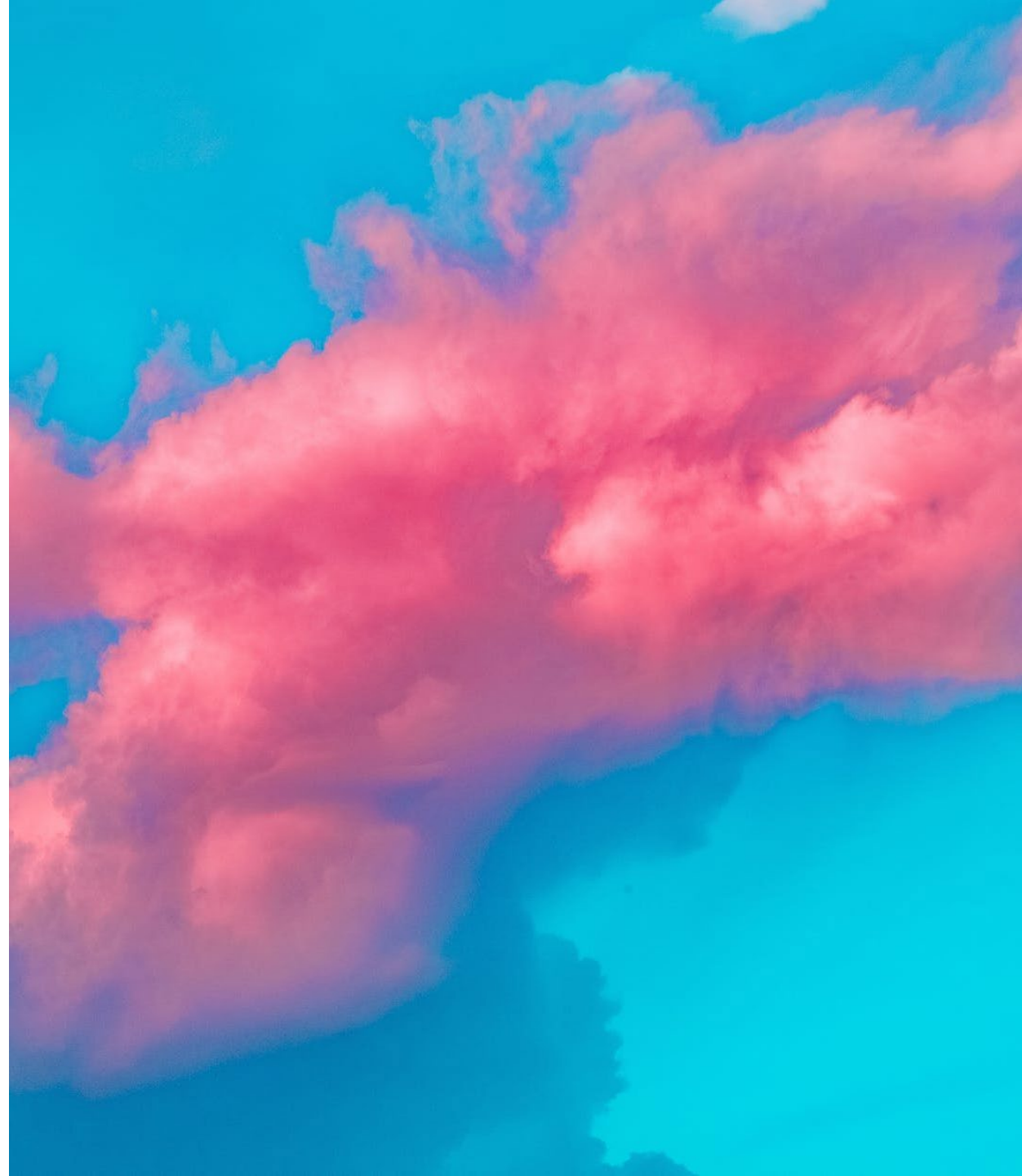
WITH..... SO

THAT.....

2. What do you want to accomplish?

Using those 3 doing words, what are you moved to do professionally?

E.g. a range of experiences with art and ideas



3. What will the impact be?

Who will benefit from what you do?

What change will your work make?

*E.g. help people to develop artistically
and professionally*

Career objective statement

=

I + “doing words”+ accomplishments + impact

I make, facilitate and support a range of experiences with art and ideas that help people to develop artistically and professionally.

Career paths

- Almost 95% (94.8%) of creative industries businesses are micro businesses (less than 10 employees).
- **33%** of creative workers in the are self-employed, compared with 16% across the workforce as whole
- Freelancers make up a significant portion of self-employed workers in the creative industries managing portfolio careers
- Creative roles in non creative industries
- Non Creative Roles- Graduate Schemes!



Graduate Schemes

- In Media, Sales, Marketing & Comms, Management
- Civil Service, NHS in communications
- ANY DEGREE DISCIPLINE!!
- Deadlines now until January
- Some are rolling applications
- Excellent starting salaries

[Gradsouthwest](#)

[Student Ladder](#)

[Target jobs](#)

[Graduate land](#)

[Milk Round](#)

[The Guardian](#)

[Prospects Graduate jobs](#)

ARTS UNIVERSITY BOURNEMOUTH



What is a portfolio career?

- Having several part-time or contract or freelance roles, rather than one full-time job.
- A conscious career decision where you proactively pursue the career and workstyle you want.
- This can sometimes be a way for people to move from full time to being freelance, as an opportunity to change careers
- a choice you make to work in a flexible way that you find interesting.





Characteristics needed to manage a successful Portfolio Career

Self-belief

Proactive

Organised

Optimism

Reliability

Time management

Critical thinker

Good at building networks
and confident meeting
people

Innovative and imaginative

Being able to manage your
time and realise when you
have to say “no”

Self-reflective and being
aware of their self-care

Motivated, tenacious and
persistent

Resilient

Creative and passionate

Discipline

Risk taking

Having a business mind set

Confident and passionate

Problem solving

Understanding the risks

Driven, ambitious and
enthusiastic

Having energy and
discipline

Good communication skills,
friendly and having flexible
social skills

Openness

Ability to work solo

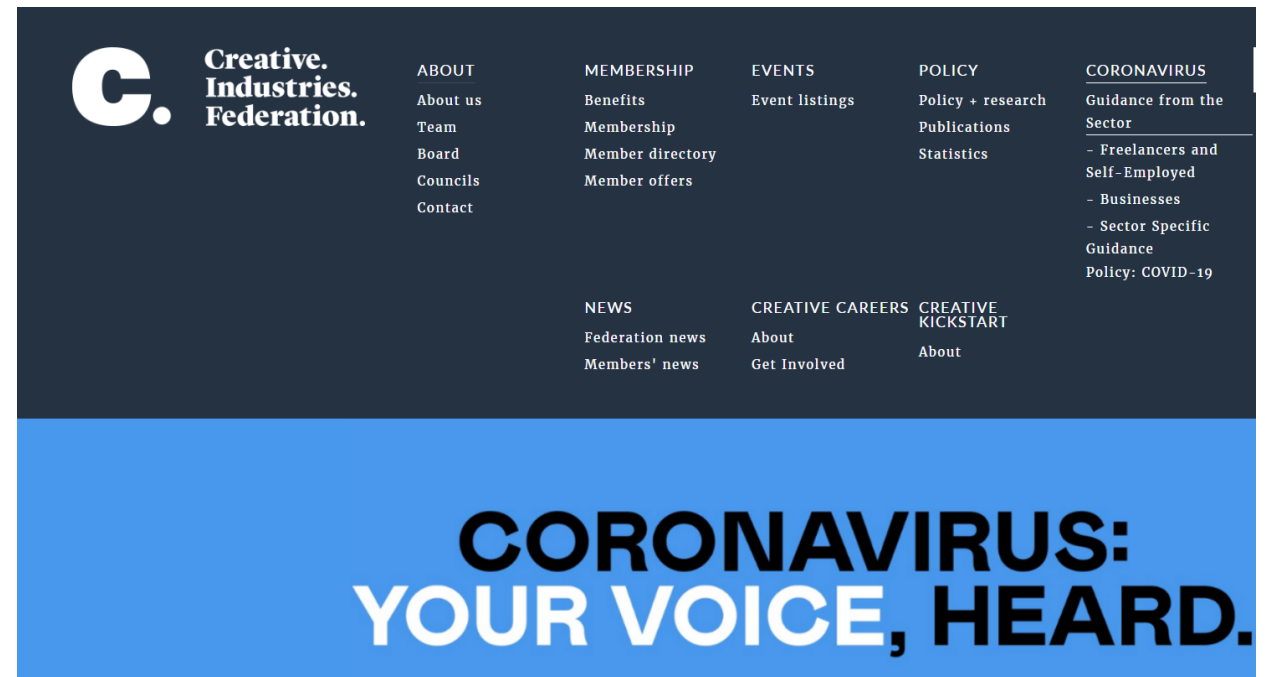
Being open minded and
open to change

Willing to learn

Adaptable and happy to be
flexible

Stay up to date with industry news

- Research what is happening in your field
- Read industry press
- Follow companies on social
- Check out any grants etc. for projects



Explore: Collect all your ideas in one place

- Use sites like [Discovercreativecareers](#) and [Prospects planner](#) to generate ideas and look at different job descriptions
- Look at the destination statistics of your course
- Use LinkedIn to explore alumni from your course
- Look at Job adverts and descriptions – stay open minded
- Follow companies and look at their mission statements, values – are you interested in these kind of companies?
- What careers / job roles are standing out for you?
- Do a collage of the things that are important – a visual board on your wall can help to clarify your ideas.



When you have a few ideas...

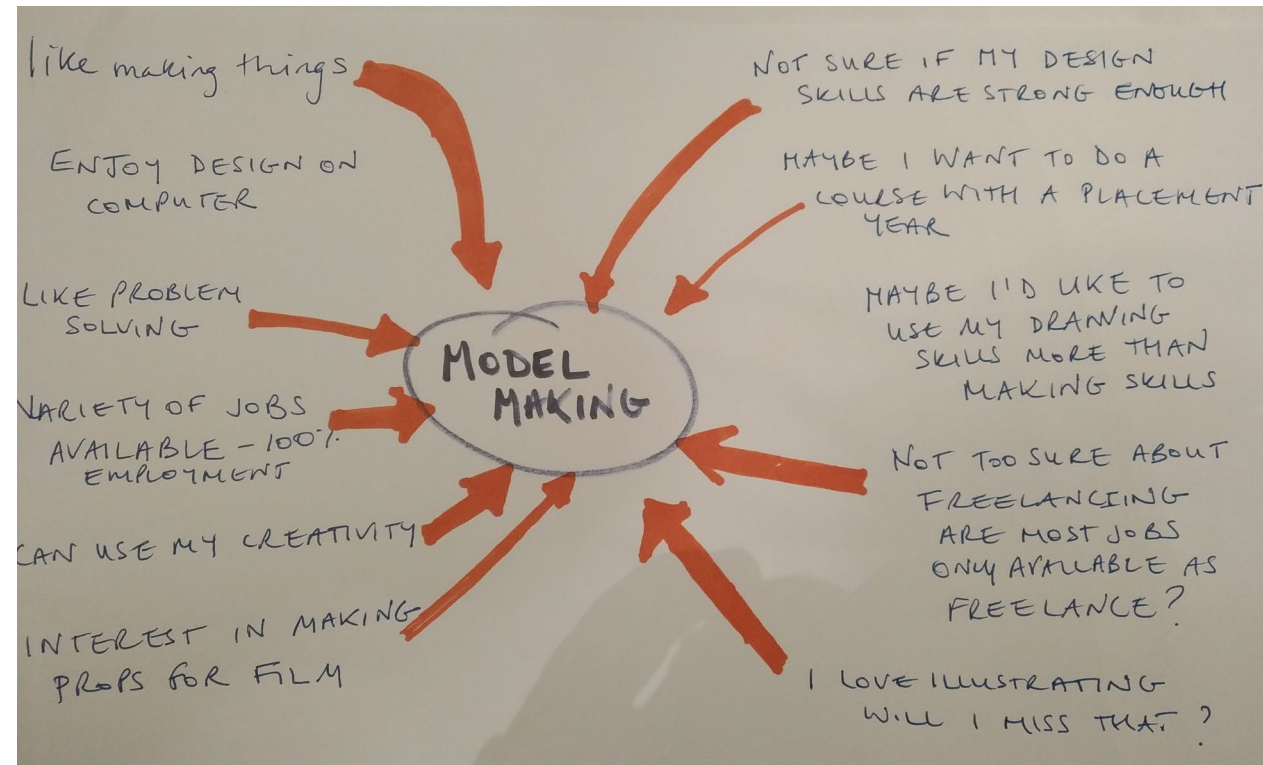
- Identify people doing the jobs you are interested in
 - Information interviewing
- Follow companies and look at their mission statements, values – are you interested in these kind of companies?
- Ask to shadow in companies that interest you
- Apply for Graduate Internships to try things out – are there any virtual ones about?
- Could you approach companies/ charities and ask if you could work on a project for them
- If interested in teaching – approach schools or your lecturers to see if you can assist



Deciding between two jobs or career areas

Draw a job in the middle of the page

- Write one of your options in the centre of the diagram.
- On the left-hand side write in all of the driving forces behind you choosing this option.
- Draw arrows of a size that intuitively reflect the pressure on you from this particular driving force.
- On the right-hand side note all the restraining forces behind you choosing this option.
- Draw arrows that reflect the strength of the restraining forces.
- Stand back and assess the diagram. Do the driving forces outweigh the restraining forces overall? Is there one driving or restraining force that dominates the decision? Can you influence any of the pressures on you? If so, which ones and how?
- Create a similar diagram for each option you have.
- Look at each option relative to the others.
- Make your decision, and check if the outcome feels right. If not, then re-evaluate your analysis.





Goal setting Back to the Future...a quick exercise

Draw a picture of your future self in 10 years time – just a quick sketch!

What are you doing?

What are you wearing?

Who are you working with?

Where are you living?

How are you feeling?



Goal setting

Think about your dream and work backwards from that

- Long term goal
- Mid term goals
- Weekly goals



Making a plan

- Define your key goal
- Think of the smaller goals towards this
- Go back to these – reassess on a frequent basis
- Get a friend to help – coach each other – accountability can motivate and encourage and it doesn't feel so lonely!

5 Year Plan

My main goal for the next five years:

.....

.....

Three actionable goals:

1.

2.

3.

How will I make sure I achieve this?

.....

.....

.....

Why does this excite me?

Stay on top of things

- You could use sites such as [Trello](#)
- Stay on top of who you have contacted on LinkedIn etc.
- List all the jobs you've applied for
- Tick things off and congratulate yourself!



Blockers to getting what you want

Fear – fear has a deep physiological and neurological basis. Our amygdala is part of the brain that responds to fear when something real or imagined scares us.

It leads to avoidance tactics!

Doing nothing keeps you safe

It protects us from rejection and failure

What are the benefits of not getting started?

Your beliefs

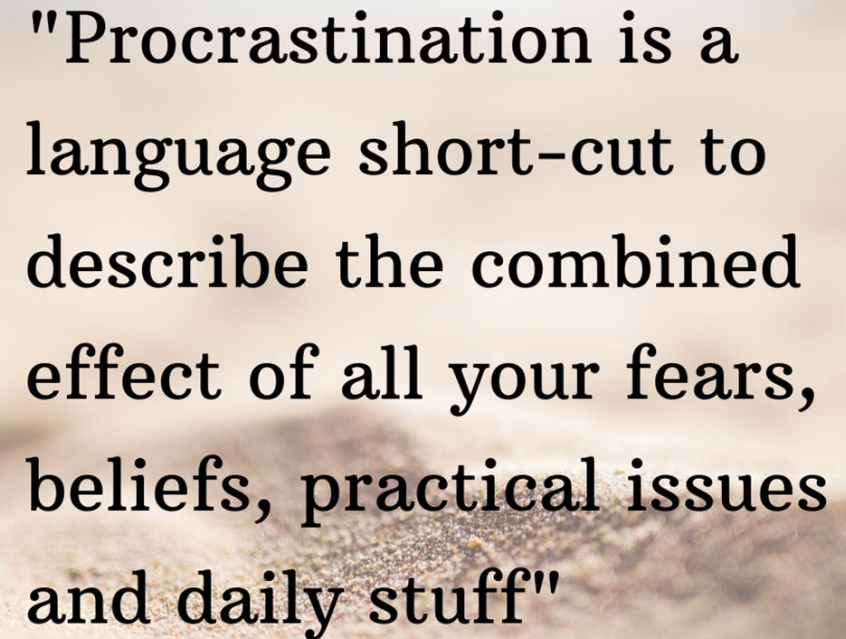
Negative self talk “I won’t get a job, I’m not good enough”

What are you assuming that isn’t helpful?

Taking on too much

Having too many projects on the go – losing focus and then giving up!

Didn’t you realize there is a pandemic...?



"Procrastination is a language short-cut to describe the combined effect of all your fears, beliefs, practical issues and daily stuff"

JEN GASH, COACH & AUTHOR

A word on negative self talk

- Positive self talk has been proven by founders Positive Psychology movement, Seligman et al have proven that reframing really helps
- **Action points:**
 - Look for evidence of your achievements: Look at what you have done so far to get to where you are!
 - If you start being negative about your ability – imagine you were talking to a friend in the same situation – what would you say to motivate them? Do it to yourself!
 - Draw your progress over the last few years – it could help
 - Identify where you overcame challenges, achieved things, learned new skills
 - Do a skills inventory and figure out your strengths



Practical matters

- Check the design of your CV and Cover Letter
- Make sure you target each application
- How is your portfolio looking? Could it do with some new pieces – could you add more that might appeal to certain types of company?
- What about your LinkedIn Profile ? Do you know how to use it ?
- Have you got a professional Instagram account?
- Get feedback from a Careers Adviser



Possible actions

Take some time to sit back and really think about what you want and WHY you want it

Set some realistic goals for the year and break them down into achievable action points

If you know that there are not many opportunities at the moment in your field, how can you plan for when there are

Focus! Try not to go for a scatter gun approach – come back to what you really want

Narrow down your top twenty companies and your top 10 influencers and start approaching them

Upskill – use LinkedIn learning

Do psychometric tests to help explore your strengths

Ask friends for feedback – how would they describe you?

Try some Positive Affirmative self talk – remember the evidence of what you have achieved until now!

Take ACTION! Even if it's a little bit

Remember, take time for yourself to just be!



Useful links

Psychometric tests:

[Personality Profiling -Career Choice Psychometric test](#)

[Interest Assessment Psychometric Test](#)

[Learning style test](#)

[Personality Profiling -
http://www.humanmetrics.com/personality/career-
choices](#)

[Values](#)

Career Information Websites:

[https://discovercreative.careers/#/](#)

[https://www.prospects.ac.uk/](#)

[https://ccskills.org.uk/careers](#)

[https://www.allaboutcareers.com/](#)

[https://nationalcareersservice.direct.gov.uk/](#)

[https://aub.jobteaser.com/en/handbook/themes/3317](#) - ARTS UNIVERSITY BOURNEMOUTH

Mind mapping

[https://coachmevancouver.com/coachme-
blog/mind-mapping-to-design-your-career-iris-cai](#)

Software to help you organise!

[Trello, Monday.com](#)

[advice on how to use Trello in job search](#)

[Job search excel tracker](#)

Goal setting templates

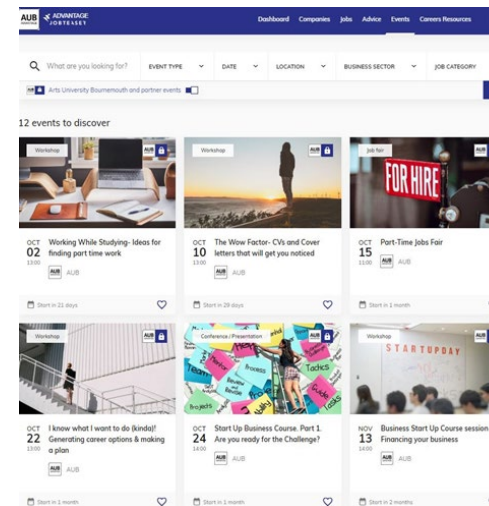
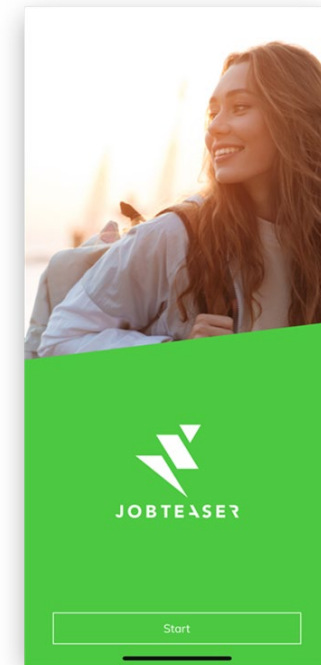
[https://theartsdevelopmentcompany.org.uk/
wp-content/uploads/2019/04/culture-plus-
goal-planner-copy-2.pdf](#)

Careers & Employability Service

- CVs, Masters Applications, LinkedIn, freelancing, Mock Interviews & Career advice & guidance
- **Lunchtime webinars** – covering CVs, interviews, LinkedIn, career planning etc.
- Employer & Alumni events – including Freelancing courses for students & AUB Advantage

aub.jobteaser.com or download the app

**Book an appointment:
careers@aub.ac.uk**



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