

ual:

Careers & Employability

Career Crafting

In this session we will explore value-led career decision-making, translating your practice and connecting with your professional audiences. We will use career crafting exercises to help develop your ideas around the sorts of professional opportunities you are seeking.

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Say hi!

Hello!

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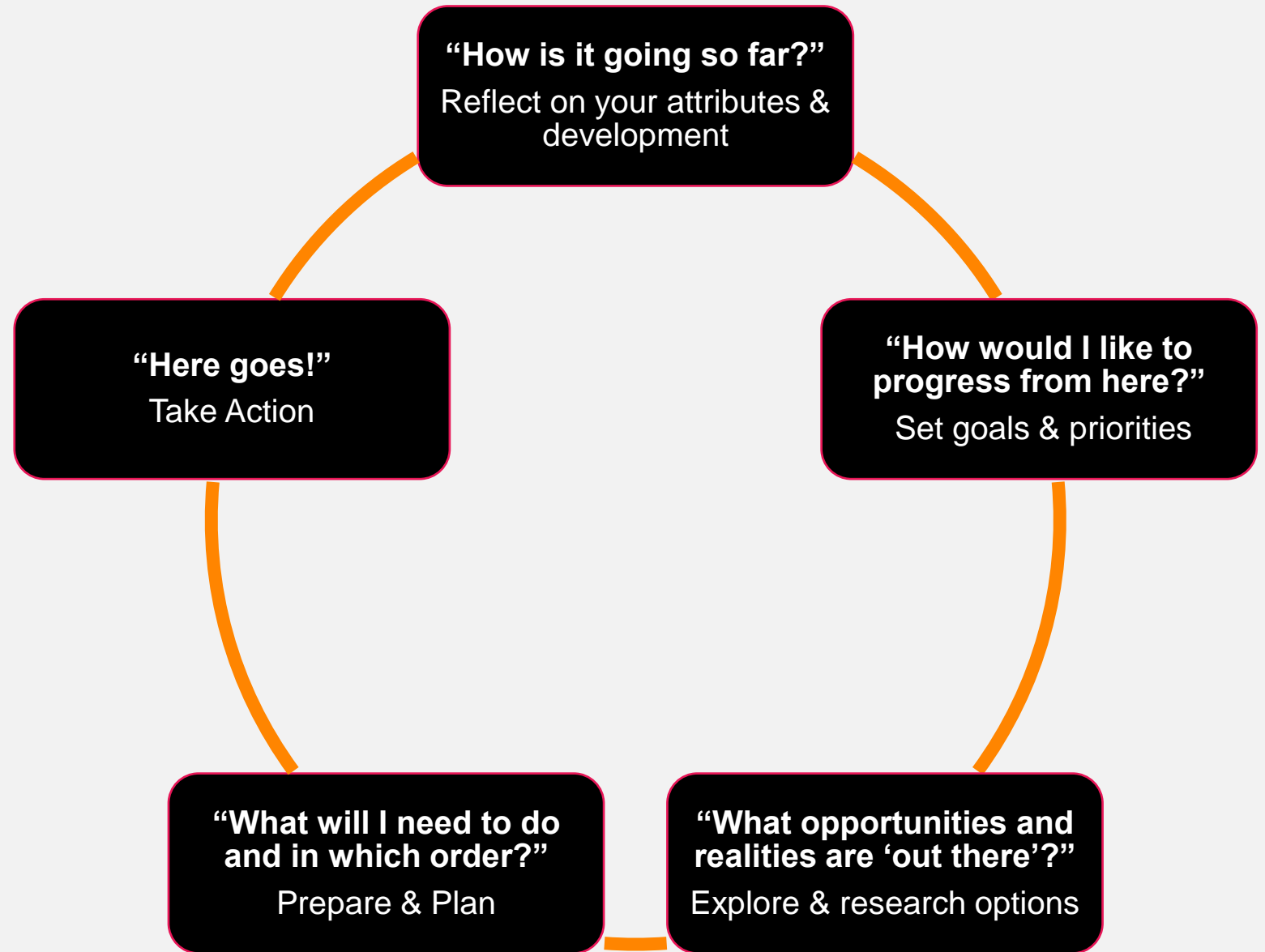
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What does career development mean to you?



The spiralling continuum of career development



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Career Crafting

- An emerging area of career research which adapts to increasingly flexible and boundaryless careers, and increased career mobility
- “Proactive behaviours aimed at attaining optimal person– career fit” Tims & Akkerman 2020 [Link](#)
 - Involves Proactive career reflection & proactive career construction

Career Crafting

- Shifts locus of job/career decision-making from employer (which may change frequently) to individual agency and proactivity
- This has distinct benefits for those who may be writing their own job descriptions e.g. researchers and those whose work may be informing industry innovation

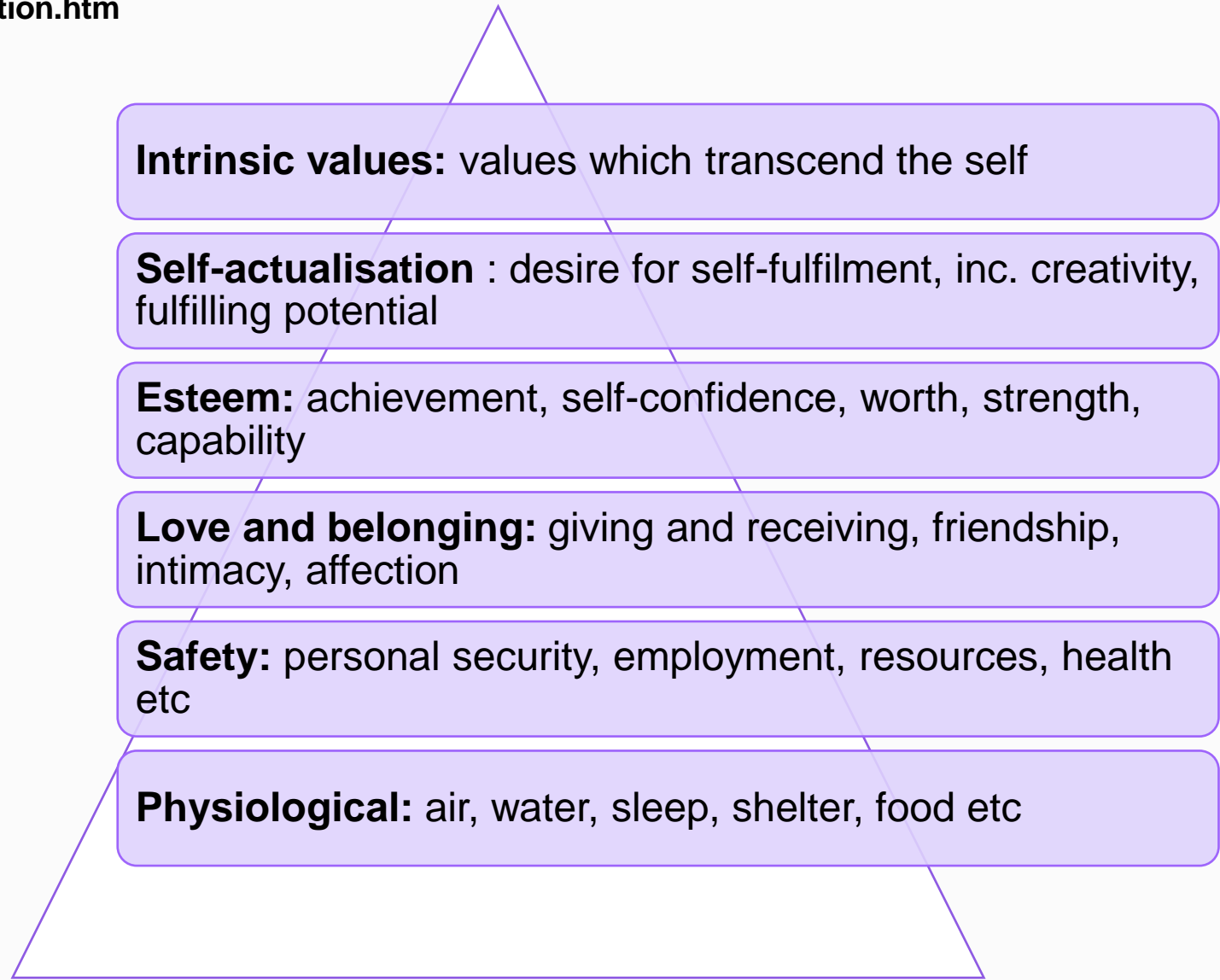


Value-led decision-making



Source: <https://www.bps.org.uk/psychologist/maslows-hierarchy-needs-sixth-level> and <https://psychclassics.yorku.ca/Maslow/motivation.htm>

Maslow's Hierarchy of needs (1943):



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What do you value?

- You might find the words on the next page help you to get started, but also think beyond them to the specific values of your life and practice.
- Note down as many words as you can which reflect what is important to you.
- Think about what you do and consider where, how and why you do it and who you do it with.
- Consider values language from other languages and cultural contexts – they may better represent your values

Value vocabulary:

Abundance Acceptance Accountability Achievement Advancement Adventure
Advocacy Ambition Appreciation Activism Autonomy Balance Being the Best
Benevolence Boldness Brilliance Calmness Caring Challenge Charity
Cheerfulness Cleverness Community Commitment Compassion Cooperation
Collaboration Consistency Contribution Creativity Credibility Curiosity Daring
Decisiveness Dedication Dependability Diversity Empathy Encouragement
Enthusiasm Ethics Excellence Expressiveness Fairness Family Friendships
Flexibility Freedom Fun Generosity Grace Growth Flexibility Happiness
Health Honesty Humility Humour Inclusiveness Independence Individuality
Innovation Inspiration Intelligence Intuition Joy Kindness Knowledge
Leadership Learning Love Loyalty Making a Difference Mindfulness
Motivation Optimism Open-Mindedness Originality Passion Performance
Personal Development Proactive Professionalism Quality Recognition Risk
Taking Safety Security Service Spirituality Stability Peace Perfection
Playfulness Popularity Power Preparedness Proactivity Professionalism
Punctuality Recognition Relationships Reliability Resilience Resourcefulness
Responsibility Responsiveness Security Self-Control Selflessness Simplicity
Stability Success Teamwork Thankfulness Thoughtfulness Traditionalism
Trustworthiness Understanding Uniqueness Usefulness Versatility Vision
Warmth Wealth Well-Being Wisdom Zeal

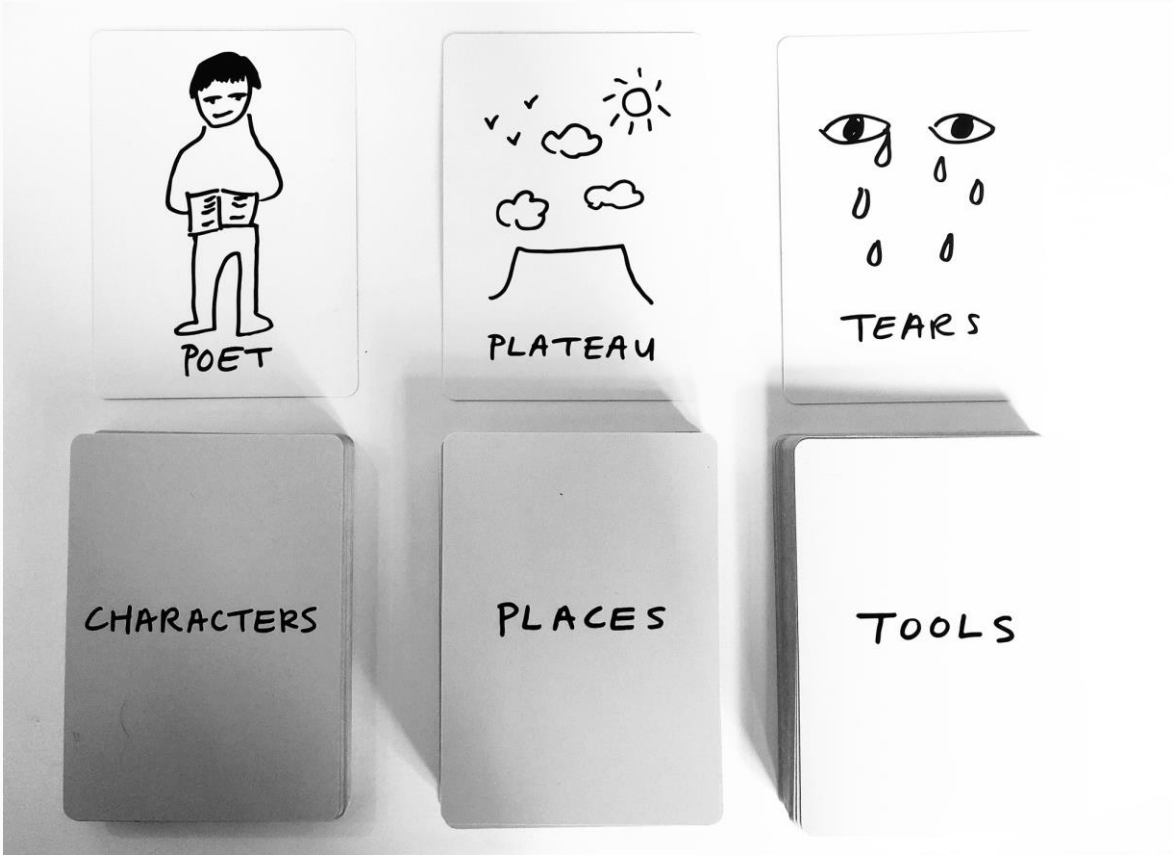
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Value-tagging

“Quite simply, when you do allow your brain to be conscious of and focus on what you want in life, the raised awareness that results will work in your favor to automatically bring opportunities into your life. It’s not magic – it’s just that you are able to see the possibilities to move forward with your dreams in a way that your brain was hiding from you previously.”

Tara Swart M.D. source: *What is Value Tagging? Its logical and emotional elements*, [Psychology Today](#) Oct 2019

Deck of Character



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Plateau

SUPPORT, SACRED LAUNCHING PAD, HITTING A FLAT LINE IN YOUR JOURNEY, conquered throne, getting stuck, settling down, no longer striving to achieve things, ancient, full of breath, opening to new vistas, realizing you aren't climbing what you thought you were, a hard journey at first then the path is full of ease and effortlessness, a breather in the creative process, CLOSING A LIFE CYCLE, END TO ACCOMPLISHMENT, ENJOY THE VIEW.

Poet

CREATIVE, AUTHENTIC SELF, LOVE, passion, self-expression, sharing self, literary influences, channeled wisdom, inspiration, high-self, romance, soul-purpose.

Tears

RELEASE, sorrow, allowing yourself to feel the scary changes that lie ahead, owning up to things, connecting with your emotions, release of holding on to fear, releasing all attachments, insecurity, humanness, empathy, compassion, healing, honesty, A TURNING POINT IN THE CREATIVE PROCESS.

Task

Draw yourself as a character that represents you in your career or practice



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Task

Draw yourself as a character that represents you in your career or practice

It should be quick and crude – don't overthink it!

Consider:

- Who you are
- How you show up
- What you care about
- What you bring
- Your Values & Ethics

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Translating your SU Rep experience



Your rep experience

Think less about the actual task or activity and more about the skills and attributes that underpin it.

- These skills and attributes are transferrable
- Universal
- More open
- More personal

Identifying your audience

- Mapping and Discussion activity
- Map out the potential professional audiences you see for your practice
- Work in pairs to discuss the currents and potential additional audiences that you and others identify for your practices.
- There are prompts on the next slide to help you.

Professional audiences:

Your professional audience is anyone who sees a value in your skills, practices, services or products. Think about the following when identifying your audience:

- Who do you want to see your work?
- Where do you want to see your work?
- Who might value your skills?
- Who could benefit from the practices and approaches you have developed?
- Who might buy your work?
- Who might pay for your services?
- Where could your research have impact?
- Which industries beyond the creative industries might value your approach?

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Communicating:

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- Where could your rep experience have impact?
- Which industries beyond the creative industries might value your approach?

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Action! 3 x 3 x 3



3 x 3 x 3

You've established some of your skills and core values

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Write your own job description

Sketch out your own speculative person specification to demonstrate the tools and attributes that you would bring to the job.

Think about...

- the core and developing strengths, attributes, knowledges and skills that you are motivated to share
- how you enrich a team and workplace
- the functional and professional skills shape the way you work

Write your own job description

Sketch out your main duties in a speculative role to map out the kind of work that would support your life, help you and you to thrive professionally and meet your individual needs in terms of format of work.

Think about...

- how you work best
- what you need to feel happy and supported in a role
- the professional goals and priorities you would like to work towards
- the learning, development and growth you would like to see
- who you would like to work with

Write your own job description

Sketch out the organisation description to more fully draw the context and impact of your work. Try to keep it speculative, even if you base some aspects on existing organisations.

Think about...

- · organisational size and culture
- · industry context
- · objectives impact, values and ethos
- · business model
- · who you would like to work with
- · location and sphere of influence



Skills for career crafting



Career Competencies

- **Reflective:** “awareness of one's motivation and qualities”
- **Communicative:** “effectively communicate to improve one's chances of career success”
- **Behavioural:** “actively exploring the environment in terms of employment and career opportunities, and to proactively plan and achieve career goals.”

Blokker, et.al. (2018)

Proactivity

The initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.

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Creative Attributes

1 Making things happen



Proactivity – the initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.



Enterprise – the mindset that takes measured risks and that perceives and creates opportunities, and the resourcefulness to pursue them in an ethical way.



Agility – the ability to embrace rapid change and retain an open mind.

2 Showcasing abilities



Communication – the skills needed to present themselves, their work and their ideas, to inspire others and respond to feedback.



Connectivity – the ability to collaborate with others, create networks and develop and contribute to communities of practice.



Storytelling – the ability to demonstrate their unique abilities and experiences to others in an engaging manner.

3 Navigating change



Curiosity – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.



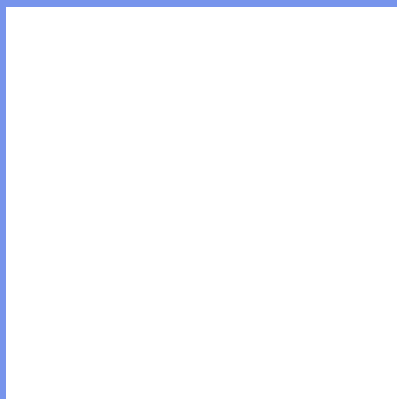
Self-efficacy – confidence in their abilities, and the ability to respond positively in various situations.



Resilience – the willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty, and rejection.



What's next?



Thank you

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