The
Challenge
Mindset

How to Transform Career Development

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SPARKPATH

@mysparkpath

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Hello
Bonjour

My name is JP Michel. I work in career and leadership development.

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Pick Your Top 3

PROMOTE HEALTHY LIVING

IMPROVE MENTAL HEALTH

FOSTER SUSTAINABLE DEVELOPMENT

SOLVE NEW CHALLENGES THROUGH ENTREPRENEURSHIP

CREATE NEW ARTIFICIAL INTELLIGENCE

COLLECT AND USE BIG DATA

REVERSE ENGINEER THE BRAIN

PROTECT SOCIETY FROM CRIME

END EXTREME POVERTY

CREATE SUSTAINABLE ENERGY

DESIGN THE FUTURE OF TRANSPORTATION

CREATE NEW FOOD AND FOOD SYSTEMS
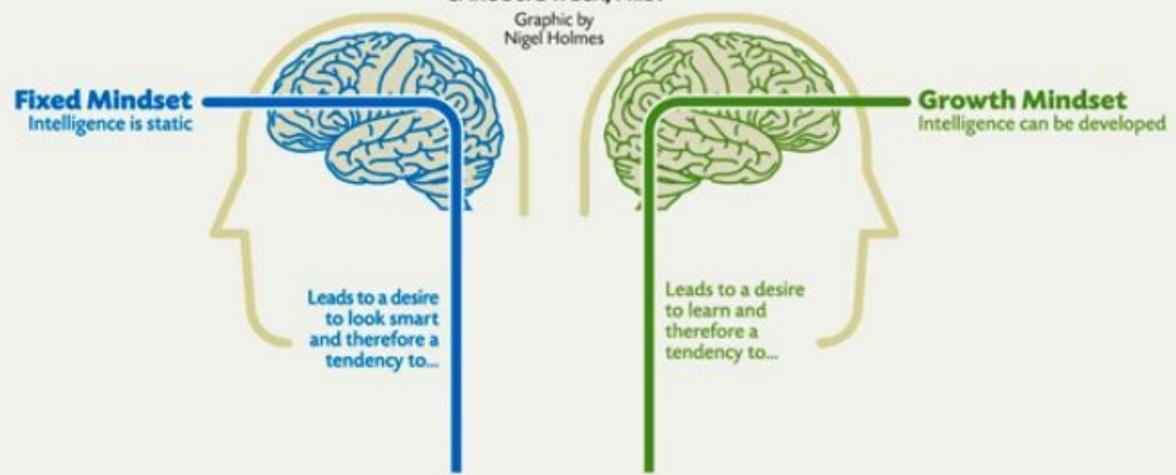
TWO MINDSETS

CAROL S. DWECK, Ph.D.

Graphic by
Nigel Holmes

Fixed Mindset
Intelligence is static

Growth Mindset
Intelligence can be developed

Leads to a desire
to look smart
and therefore a
tendency to...

Leads to a desire
to learn and
therefore a
tendency to...

Job title mindset

- Explore occupations

- Make a better decision

- Success: commitment

Icons by By Ana Paula Sánchez, MX and Adrien Coquet, FR. (NounProject)

Job title mindset

- Explore occupations
- Make a better decision
- Success: commitment

Challenge mindset

- Exploring challenges
- Learn career skills
- Success: ready to adapt

Icons by By Ana Paula Sánchez, MX and Adrien Coquet, FR. (NounProject)

1

More change, faster.

2

New challenges to tackle.

3

Different ways of working.

How will the world be different in 2060?

Future Scenarios

- **End of ownership.**

Future Scenarios

- **End of ownership.**
- **5 companies run the world.**

Future Scenarios

- End of ownership.
- 5 companies run the world.
- **Everything is tracked.**

How will the world be different in 2060?

The **Problem** with Job Titles

- Too many job titles to keep track of (+20,000)

- Focus on prestige and salary, TV characters

- Job titles will change, or don't exist yet

- Job descriptions are increasingly hard to create

~~Job Titles~~

↓

Problems, Challenges and Opportunities

Problems, Challenges and Opportunities

- Clean our oceans

- Increase intergenerational learning

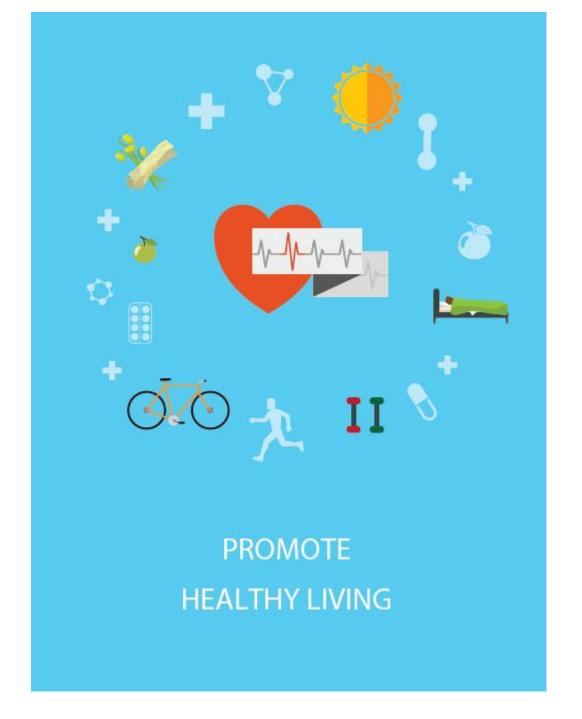- Celebrate different cultures

Problems, Challenges and Opportunities

- Improve our local park

- Build furniture that lasts

- Encourage voter participation
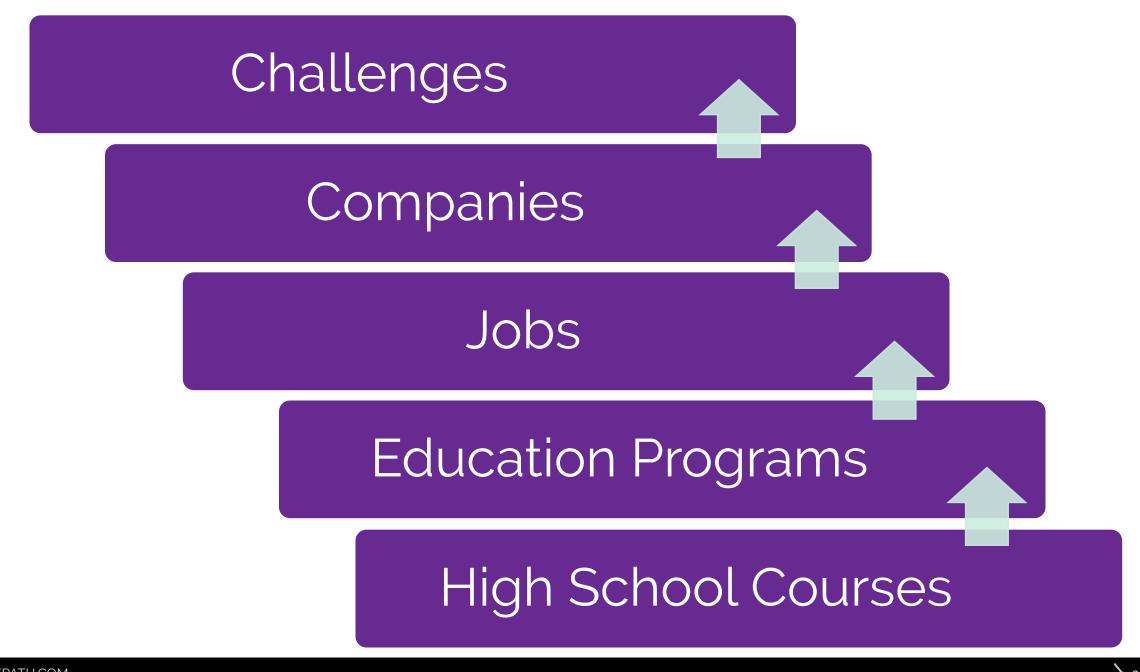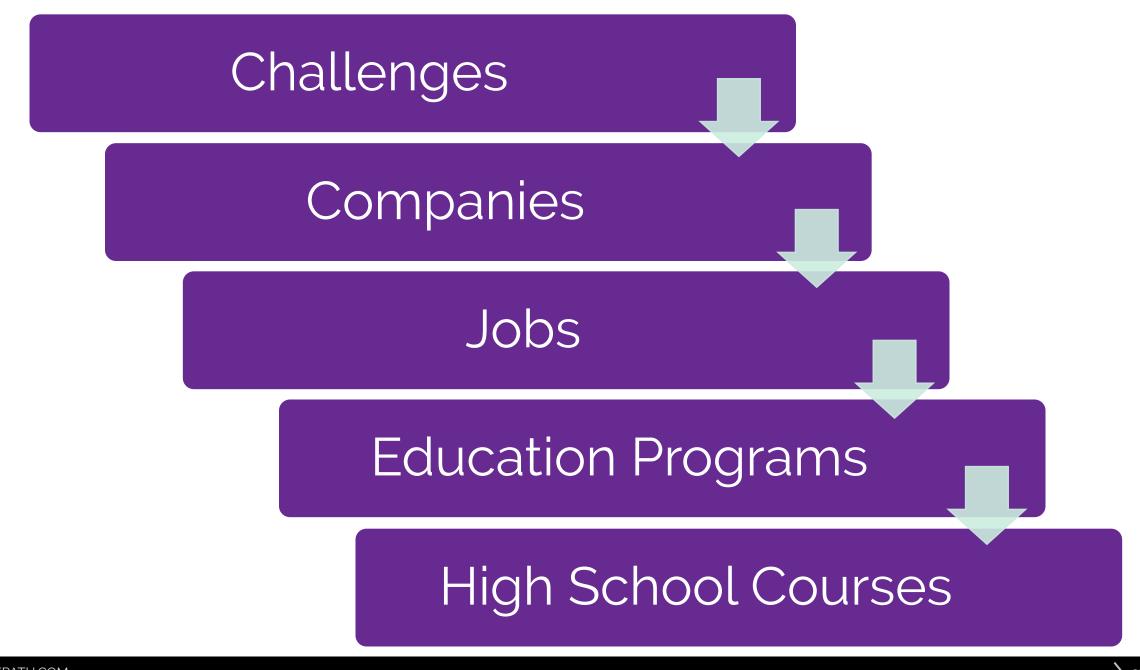
INVENT

NEW

BIOTECHNOLOGY

PROMOTE

HEALTHY LIVING

IMPROVE MENTAL HEALTH

DESIGN THE FUTURE OF TRANSPORTATION

Challenge Face-Off

Challenge 1

Challenge 2

Challenge 3

Challenge 4

Challenge 5

Challenge 6

Challenge 7

Challenge 8

If you don't choose the challenges you want to work on, someone else will choose for you.

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Challenges

Companies

Jobs

Education Programs

High School Courses

Challenges

Companies

Jobs

Education Programs

High School Courses

The Student Case Study

- Shift: Job title mindset

  ↓

- Challenge mindset

- Ana, High School Student

- What challenges and opportunities exist in the world?
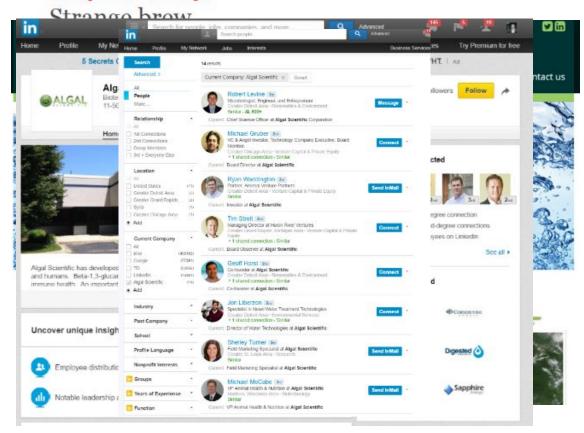
The Student Case Study

- Magazine:
  - The Economist
- Challenge
- Company
- People
- Career Paths
- Education

The Student Case Study

The Student Case Study

Outcomes:

- Data about the world of work and challenges to take on
- New approach to career exploration

Impact:

- Student becomes 'proactive career self-developer'.

MAKE SOMETHING
THAT MATTERS

USE BIG MACHINES

Become a challenge researcher.

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Youth: The Pain

- Less independence, more anxiety
- Focus on academics vs work
- Student debt
- Unemployment, underemployment
- What's next: Disengagement

The world **needs** you.

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The world **needs** you.
=HOPE

SPARKPATH

The
Challenge
Cards

ENGINEER BETTER
MEDICINE

The
Challenge
Cards

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Login   **Sign Up**

Discover the challenges that you want to work on.

Experience a transformative approach to career discovery today.

Get Started

Step 1: Research potential employers

Research different organizations working on the challenges you are interested in. First, identify four organizations you would like to work. Then, write their names and draw their logos in the boxes below.

Why does this help?

This exercise helps you learn about the types of workplaces that focus on your challenge areas.

Challenge mindset in action

1. **Challenges**
2. **Companies**
3. **People**
4. **Education and skills**

Enter URL:

bit.ly/ChallengeProfile

Challenge mindset in action

1. **Challenges:**
   - How would identifying challenges to work on help your clients/students?

2. **Companies**
   - How would finding potential employers help your clients/students?

3. **People**
   - How would finding interesting people help your clients/students?

4. **Education**
   - How would identifying education and skills to acquire help your clients/students?

Digital Challenge Card Sort
https://app.mysparkpath.com/
USF Code: 2nntghox322mi47b

UNIVERSITY OF SOUTH FLORIDA
Majors Expo at University of South Florida - Challenge Cards

4:41 / 6:15

+1,000
registered users

Career Education

Western StudentExperience

EXPLORE + CONNECT ▾   PREPARE ▾   TAKE ACTION ▾   ABOUT US + YOU ▾   CAREERS & EXPERIENCE ⬈

Home > Take Action >

~~What do you want to be when you grow up?~~

What CHALLENGES do you want to work on?

Let's stop asking ourselves who we want to be in the future and start thinking about the kinds of problems we want to solve, and then how we develop the knowledge, skills, and abilities to work on those problems.

Get started at the

hirewesternu Job Fair

February 4, 2020 | 10am - 3pm

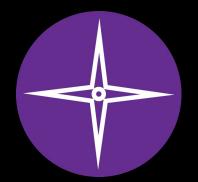Mustang Lounge | UCC Main Level

Death by job title:
How to save the next generation

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Trailblazing Career Development

Career Advice for the New Economy

"Don't ask kids what they want to be when they grow up. Ask them what problems they want to solve and what they need to learn to be able to do that."

Jaime Casap @jcasap
Google Global Education Evangelist

@ sylviaduckworth

Resources

- **List of Challenges:**

World Economic Forum, Millennium Future Project, Open Philanthropy Project, Copenhagen Consensus, Global Priorities Project, GiveWell

- **Books about the future:**

The Inevitable, Kevin Kelly (2016)

The Third Wave, Steve Case (2016)

The Shift, Lynda Gratton (2011)

What would be possible if students...

Problem

- People think 'small' – focus on job titles

- Don't know the career development process
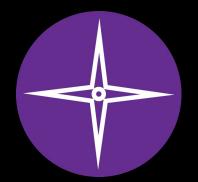
- Don't know what the world needs

- Discouraged

Solution

- Think 'big'– focus on **challenges**

- Integrate the career development **process**

- **Explore** what the world needs

- Feel **empowered**

We need to...

Ready to adapt, tools to reinvent themselves, often. (Not once)

Primed for lifelong learning

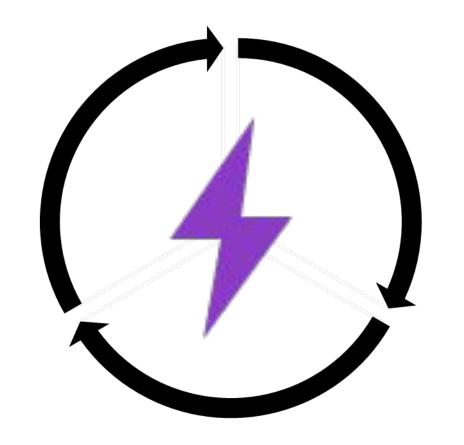1. New approach – autonomous, adaptive and agile workers focussed on challenges.

Goals for a powerful career conversation:

1) Experience the career exploration process.

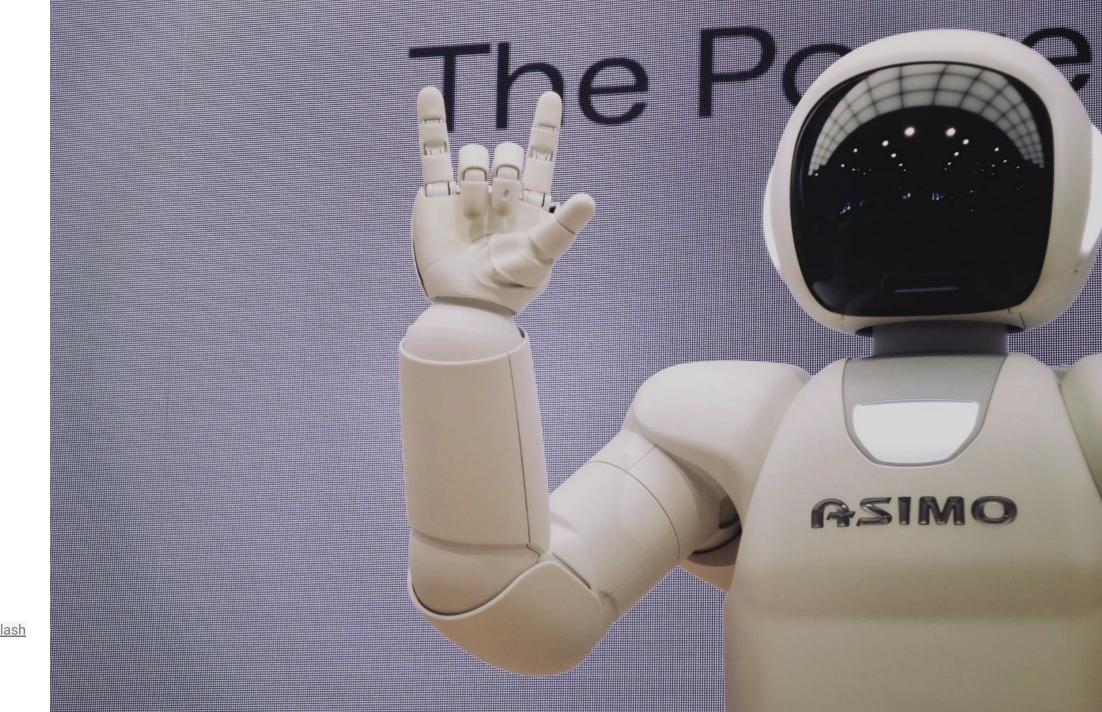2) Become empowered.

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Photo by Franck V. on Unsplash

Future of Work

1. Gig economy – Format vs content.

2. New skills – Start with challenges.

3. Artificial Intelligence – job automation.

⟶ Reinvention.

Future of Work

→ Reinvention.

Source:
Reinvent Yourself
Psychology Today
May 6, 2014