past its sell-by date? careers work for the twenty-first century

Bill Law The Career-learning Café

observations and dilemmas - left-to-right: observations > explanations > alternatives > possible futures

does this	focusing	rather than this?	moving to
happen?	this ?		this?
protecting	career-development	career-management	repositioning
professionalism	expertise	experience	professionalism
framing by policy	top-down indicators	proximate attracting realities creative partners	
showing	maintenance	diagnosis	making good use
impact	for survival	for reform	of bad news
aligning to	performance for	learning	committing to life-wide quality-of-life
recruitment	employability	for well-being	
securing boundaries	•		realising potential beyond 'iag' & 'ce'

no observation applies everywhere - though each correlates with some others - we need more curiosity about all of this

an animated PowerPoint at: www.hihohiho.com/magazine/mkngtwork/cafsellby.ppt

images and their impact of reality

metaphors are what concrete mental processes use to express abstract ideas - so we can speak of career as if it involved...

left-to-right: a collection of career metaphors > now 'tagged' as positioning a race - now 'tagged' as travelling on a journey

positioning is occasionally necessary, but journeying is more inclusive of career-management experience

adventure	arrival	avenue	bridge
challenge	champion	coach	companion
compete	connec	ction c	ross-roads
departure	detour	discovery	diversion
finishing-line	e flow	gateway	get-ahead
0	nead-start	horizon	hurdle
inside-track	map	parting p	erformance
position	practice	pursuit	range
selection	settle	ement	signpost
starting-gun	strength	spring-boa	ard team
training	travel t	rophy tu	rning-point
unbeatable	winning	world-cla	ss vista

adventure	arrival	avenue	bridge	challenge
champion connection discovery	cross-roa			our direction gateway
get-ahe	ad gu	ide he	ad-star	t horizon
hurdle	insi	de-track	map	parting
performan	ce p	osition	practice	e pursuit
range	selectio	n se	ettlement	signpost
starting-gu	in stre	ength	spring-bo	ard team
training tr	avel tro	phy turr	ning-point	unbeatable
winnin	p	world	class	vista

adventure		avenue	bridge
challenge char		companion	compete
connection		departure	detour
discovery	diversio	n finishing	-line flow
gateway		guide	head-start
horizon	hurdle inside-	-track map	parting
performance	position prac	ctice pursuit	range
selection	settlement		gnpost
starting-gun	strength spring		training
travel trophy winning		g-point	unbeatable vista

the issues include:

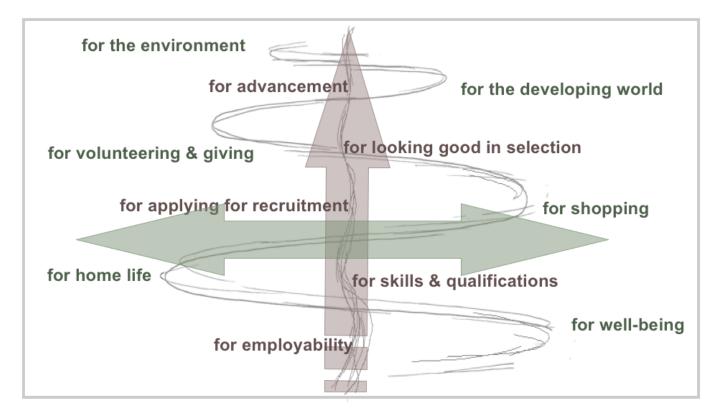
- > do we choose metaphors for their fit to what we seek to do?
 - or
- > do we adjust what we do to the fit the most compelling metaphors?
 - and
- > which are the most useful metaphors for the contemporary conditions?

this material at: www.hihohiho.com/magazine/mkngtwork/cafimages.pdf

The Career-learning CAFÉ

ways ahead

career management as: >>> straight-ahead advancement and <-> as exploratory discovery



in contemporary conditions which is more likely to:

- > offer more possibilities for action?
- > leave fewer blank spaces on a cv?
- > tell story for a person's grandchildren to celebrate?

this material at: www.hihohiho.com/magazine/mkngtwork/caffrmwrk.pdf