

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

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 The Career-learning Café

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

does this happen?	focusing this ?	rather than this?	moving to this?
protecting professionalism	career-development expertise	career-management experience	repositioning professionalism
framing by policy	top-down indicators	proximate realities	attracting creative partners
showing impact	maintenance for survival	diagnosis for reform	making good use of bad news
aligning to recruitment	performance for employability	learning for well-being	committing to life-wide quality-of-life
securing boundaries	clarity & definition	emerging findings	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	connection	cross-roads	
departure	detour	discovery	diversion
finishing-line	flow	gateway	get-ahead
guide	head-start	horizon	hurdle
inside-track	map	parting	performance
position	practice	pursuit	range
selection	settlement	signpost	
starting-gun	strength	spring-board	team
training	travel	trophy	turning-point
unbeatable	winning	world-class	vista

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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

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