



CUSTOMIZE YOUR CAREER WORKSHOP

By Alexandra Allen
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Workshop Flow

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your facilitator

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Case studies for
inspiration

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Learn the concept
of customizing your
career

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customize your
career

YOUR FACILITATOR



ALEXANDRA ALLEN

FREELANCER

I HELP EXPERTS & ORGANIZATIONS CREATE COURSES

I'VE WORKED IN FOUR COUNTRIES



MONTREAL
CANADA

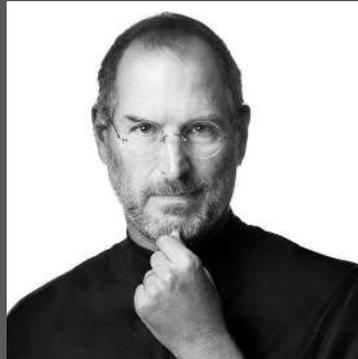
LONDON
ENGLAND

SYDNEY
AUSTRALIA

PARIS
FRANCE

STEVE JOBS' PHILOSOPHY

“You can't connect the dots looking forward; you can **only connect them looking backwards**. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”



SUMMARY OF JOBS' KEY "DOTS"



Curiosity-Based Experience		Application
Tinkering with machinery with his father	→	Understanding craftsmanship and attention to detail
Dropping out of college and sitting in on a calligraphy class	→	Appreciation of design (Macintosh's varied fonts)
Exploring India and Buddhism	→	Apple's simple aesthetic
Living on an apple orchard	→	The inspiration for the MAC logo
Pursuing his hobby electronics in the Home Brew computer club	→	Creating the first MAC with Steve Wozniack
Starting NeXT during his wilderness years	→	Using NeXT's operating system as a core in the new MAC operating system
Lifelong passion for music (particularly U2, Beatles, John Lennon)	→	Launch of iTunes
Getting a taste of the entertainment industry at Pixar	→	Creating the iPod, iTunes Store and Apple TV

Source: This is a reformatted table from [Simmons, Michael \(2015, January 15\). The MIT Predictor Of Career Success According To Network Science, Forbes](#) with the addition of Jobs' Pixar experience.

SUMMARY OF ALEXANDRA'S KEY "DOTS"



Curiosity-Based Experience		Application
Interning at a law firm	→	Exhibiting professionalism and attention to detail
Moving to London	→	Building a professional network from scratch
Working as a Project Manager	→	Using simple structures to manage projects
Studying Management Consulting	→	Identifying gaps in business management
Living in Paris	→	Appreciation for design
Working at Ubisoft	→	Becoming a creator and mastering remote work
Studying Learning Design and Technology	→	Becoming a learning experience designer
Working at a startup incubator	→	Learning about entrepreneurship and online, cohort-based learning

INDIVIDUAL BRAINSTORM (3 MINS)

In the first column of your Worksheet, list six to eight curiosity-based experiences you've had.

Note: experiences can be personal (travel, cooking, dance classes, etc) or professional (jobs, courses, learning a new skill, etc).

Tip: Checkout the examples in your Worksheet if you need more ideas.



BREAKOUT SESSION (6 MINS)

Share two of your curiosity-based experiences.
Explain how you could apply something you learned from each to a *new* context.

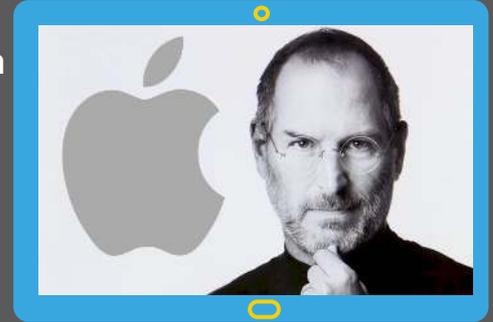
Tip: Think of these as “how to do X”, “inspiration for Y”, “perspective on Z”, etc.

Examples:

“Moving to London” application = “Building a network”

“Living on an Apple Orchard” application = “Inspiration for Mac logo”

“Built a Startup” application = “appreciation for prototyping”



INDIVIDUAL BRAINSTORM (3 MINS)

In the second column of your Worksheet, list one thing from each curiosity-based experience that you could apply to a *new* context.

Tip: Think of these as “how to do X”, “inspiration for Y”, “perspective on Z”, etc.

Examples:

“Moving to London” application = “Building a network”

“Living on an Apple Orchard” application = “Inspiration for logo”

“Built a Startup” application = “appreciation for prototyping”

BREAKOUT SESSION (6 MINS)

Refine your thinking by sharing your list of applications.

Summarize:

- Which applications stand out to you and why?
- Which experiences are you struggling to draw applications from and why?

Tip: Look for reactions as you speak.

INDIVIDUAL BRAINSTORM (2 MINS)

In the second column of your Worksheet, refine your list of applications.

Tip: Incorporate the feedback you got in your breakout room.

Reflective Discussion

- How was the exercise?
- What's your biggest takeaway?
- What's one thing you'll do differently to customize your career going forward?
- Anything else you'd like to share?

What we covered today

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THANKS!

Keep in touch to learn about my
upcoming workshops and course:

Details are pasted in the Worksheet

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