

CAREER 2.0 – Careers & Technology in the 21st Century

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(This is a condensed version of the Career 2.0 Whitepaper written by Jessica Kiely. Visit <http://careersuccessstrategies.blogspot.com> and download the whitepaper.)

The emergence and proliferation of Web 2.0 technology has not just changed the way we use the internet and communicate with our friends, its impact is also being felt in the career world. This new technology, ever evolving, is profoundly influencing the range of essential skills and attitudes needed today to initiate, build and grow a successful career.

The Web 2.0 World is faster, interactive, immediately global, constantly shifting, interdependent, user controlled and highly connected. This has brought with it great opportunities for individual careers as the world is now your market. The potential is exciting but it places new demands on the individual who wants to thrive in this Career 2.0 world.

Web 2.0 is a catchphrase that has come to describe the “new” generation of services and sites found on the internet that are highly interactive and user generated. In the past websites were mainly used either as information portals, or ways to purchase things. Now, web 2.0 is used to describe the social networking sites, wikis, blogs and aggregators that allow users to command and create their own content, collaborate with others and share it with the world. Career 2.0 is a term that describes “new” generation career skills and attitudes and how web 2.0 technology is being used to build and manage successful careers in the 21st century.

An ability to adapt, to change, and be flexible are now standard expectations, as is an ability to use Word, PowerPoint, email and Excel. Web 2.0 demands a new generation of skills, which are set to become the basics for successful career development.

The first adaption to make is to attitude. Thinking of yourself as a business, ME Incorporated or Me INC is a mind shift for many. You are the CEO in charge of your business, your career, and its ongoing development. Your goal is success in the 21st century, in whatever way you define success. How can you be a successful CEO? How do you create success when times have changed, where new rules and new knowledge is required?

Like any good CEO worth their million dollar bonus (!) you need to find out what resources and skills are required to attain the goal, and how to obtain them so they are part of ME INC.

Research, trends and anecdotal evidence is proving that the new generation Career 2.0 skills are:

- Self Leadership SKILLS
- Ethical Entrepreneurial SKILLS
- Self Promotion & Marketing SKILLS
- Global Networking & Relationship Building SKILLS
- Team 2.0 SKILLS
- Technology 2.0 Literacy SKILLS

Self Leadership SKILLS

Gone are the days when employees had a job for life and hard work was recognised with a promotion. BRW (2007) predicts there will be a time when the terms “employee” and “wage” will fade and all individuals will act as contracting businesses. Also consider events like Dell Computers in May 2007 laying off 8000 people after making \$795million profit in a quarter. It is pretty clear that your career is no longer managed by the organisation that you work for at that time, it is managed by you. This requires self leadership skills to ensure career success.

You need to be the master of your mind and develop a success attitude. Add to this strength of mind self knowledge that has you connect regularly with your career passions so that you can set your vision and career progression plan putting you in control of your ME INC. The ability to learn across any medium is also paramount, especially the ability to learn via online means. Using technology extends beyond learning but also to the ability to utilise technology for efficient work practices is vital.

To assist in your self leadership development and management you can now take a course from the UN online (<http://ocw.unu.edu/>), set up your career progression plan in Google Apps (www.google.com/a), manage your work and life to do's in the one place through Remember the Milk (www.rememberthemilk.com) and keep up to date with your favourite websites and blogs through an aggregator like Netvibes (www.netvibes.com)

Ethical Entrepreneurial Skills

This skill is not just about an ability to see opportunity and do something about it, but also creating value across the triple bottom line of “profit, people and planet”. Why? Employees in many organisations are a line on profit and loss statements, but increasingly the profit you bring in is not just measured in net dollar terms. Ethical businesses will consider a commitment to “people” and “planet” as important and also quantifiable. You need to ensure you are creating value through generation of profits, for your organisation to see that you are worth having around. However, as the triple bottom line and corporate social responsibility (CSR) gains more importance, your ability to create value for the community and planet through what you do is also considered highly. This means taking on the traits and attitudes of an ethical entrepreneur. If you are valuable, through the value that you create, then you are hot property and your career will thrive.

You need to develop knowledge of and commitment to triple bottom line value creation. Check in and ask yourself if you are clear on what value you create for your organisation and how that contributes to the bottom line. Become aware of trends and look for ways to make the most of them personally and in your career roles. Learn the ability to ask the right questions, creatively think of innovative solutions and manage the implementation of solutions, thus utilising the power of your whole brain. Build your knowledge and ability to use financial information within the business and personal domain. And like any good entrepreneur you need up to date information about technology today and how to use it, so that means everything from facebook, to Twitter and whatever may be next.

To assist your ethical entrepreneurial skills you can keep track of trends important to you through www.plugger.com.au or www.trendhunter.com. And start learning from some tech geeks about

“new” technology and how you can use it through www.techmem.com or www.rossdawsonblog.com.

We also have some great entrepreneurial free resources at the Frank Team to help you. See www.frankteam.com.au and below for a full list of them and keep the learning going.

Self Promotion & Marketing Skills

The “tap on the shoulder” and promotion doesn’t just come from hard work and amazing opportunities don’t just land in your lap. You need to create both the “tap” and the opportunities by promoting yourself. Over 80% of recruiters use search engines to learn about job candidates (BRW 2007) and we live in a global market of talent that you are up against, so the stakes are high. Getting ahead requires being good at what you do, but also being good at marketing yourself.

You need to understand the basics of building a brand. This is everything from your handshake, to the clothes you wear, how you speak, your reputation and so much more that makes up the package of your ME INC. The ability to customize your marketing message is vital to ensure effectiveness. You need to work on creating your unique and targeted value proposition. Given that so many employers are searching online for background checks you need to monitor and manage your own online reputation. Get used to promoting yourself through video resumes or web cam interviews. Start learning about internet marketing strategies and how you can use them to better promote yourself. Things like keywords in your job applications and up to date professional profiles online. Take on roles that are strategic in terms of skill development and contribution to tangible results. As the world becomes more global your self promotion will not just be in one country and so global business etiquette knowledge is vital. And always be on the look out for opportunities as well as creating them for yourself as well.

The technology that will help you with your self promotion starts with your profile on LinkedIn (www.linkedin.com). To be up to date with opportunities you need to “plug” into feeds from appropriate blogs, sites and media. Use www.technorati or www.feedster.com to keep you updated. Consider an online resume through www.theresumebuilder.com or www.myresumeonline.org . And put presentations that you deliver up on www.slideshare.net for greater exposure.

Global Network & Relationship Building Skills

The networks available to you in your quest for a successful 21st century career are no longer just your work mates sitting beside you. Most ambitious individuals want global careers; labour mobility is what has made the marketplace very competitive. Building your network of contacts, predominately in a virtual way, and then utilising it so it is highly effective is where the “new” skill set is required. These skills complement your self promotion and marketing skills.

You need to create, maintain and utilise a professional database. Set up your database through Google Aps so you have access to it anywhere you have internet access. Hook into outer networks through www.ning.com and www.stumbleupon.com . Utilise this network by staying in regular contact, get advice and build a board of advisers and mentors that help to progress your career.

Team 2.0 Skills

No longer does a “team” mean that everyone has to be in the same room, or even in the same country to work on the same project. And to keep costs low and get more from their people, companies will increasingly seek to utilise the technology that makes this possible. So what makes an effective virtual team, how do you manage a successful virtual team and be an effective member?

You need to come to understand and appreciate diversity in a team. Getting over the idea of being “present” meaning you are doing a “good” job, is the first step. Advanced communication skills are then next, to be able to get the most from everyone across genders, cultures and age groups. And these communications skills need to extend to online and virtual environments; from video conferencing to skype calls and teams that never “meet”. These virtual teams will need trust and tight definitions of goals and responsibilities of each member. Developing yourself as an effective member and leader of virtual teams will become vitally important.

Getting used to using wiki's is the key technology skill here. Anything from Confluence to PBWIKI, which are both paid ones, to setting up your own through NING. Or using Google Apps or Zoho (www.zoho.com) to have an online team environment, for free, are a great start. Use discussion boards like www.quicktopic.com or even audio discussion boards like <http://vaestro.com> . to schedule meetings across timezones you can use <http://scheduleonce.com> . And these are just the tip of the web 2.0 iceberg.

Learning, building and putting into practice all of these skills and attitudes will see ME INC thrive in the 21st century career market. It means really taking control of your career, putting yourself squarely in the CEO chair and creating the successful and fulfilling career that you want. Using technology to make this happen is vital, and although it may be scary to begin with, it's not as hard as you think and can actually be quite fun.

Ask yourself, who is responsible for my success in life? ...YOU.

For a full and comprehensive paper on Career 2.0 visit <http://careersuccessstrategies.blogspot.com> and download the whitepaper.

Would you like to learn more?

[The Frank Team](#) delivers Career 2.0: ME INC keynote presentations and workshops in all of the key Career 2.0 Skills for organisations that wish to develop their talent, leaders and ambitious professionals. See below for more details.

Also visit <http://careersuccessstrategies.blogspot.com/> for all of the most up to date Career 2.0 Information.

Keynote Presentations - Corporate

Career 2.0 - The Essential Skills & Attitudes Needed For A Successful and Fulfilling 21st Century Career

Powerful Self Promotion – Using Web 2.0 to Promote Yourself

Thinking Like an Entrepreneur – To Manage your ME INC and Add Value Everywhere You Go

Awesome Frank Team Resources:

FREE DOWNLOAD! Our article on Secrets to Systemising Your Business -
<http://www.frankteam.com.au/entrepreneur/secrets-download.html>

JUST ANNOUNCED! Our next Young Entrepreneurs Event - August 14th - Castle Hill, Sydney -
<http://www.frankteam.com.au/entrepreneur/free-seminar.html>

COMING SOON! Our Young Entrepreneurs Stepping Up Program Sydney -
<http://www.frankteam.com.au/entrepreneur/marketing-systemise-program.html>

For the latest Career Success Strategies for the 21st Century go to
<http://careersuccessstrategies.blogspot.com>

For the latest information for young entrepreneurs head to www.FrankTeam.com.au/Blog

IGNITE: For the latest opportunities for young professionals and those that work with them:
<http://www.frankteam.com.au/ignite/>

Sign up to our Events list to get invites to our events for young people – we do a lot of free events for young entrepreneurs! <http://www.frankteam.com.au/joinfrankteam/>

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<http://www.frankteam.com.au/frankmag/>

Jessica Kiely is Director of The FRANK Team and a Generation Y training & management specialist. The FRANK Team provides creative education solutions that inspire & motivate people to make their career, business & community goals a reality. Their authentic, fun and innovative skills training, guest speakers and resources are especially designed for young people and young professionals.

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