



# CAREER SUCCESS

Can you have both Money and  
Meaning in Your Career?



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# EXECUTIVE SUMMARY

A consistent issue that our team has identified in their experience is significant misalignment between what each person chooses to do 'when they grow up' and what drives them to feel satisfaction and fulfilment. Some people are willing to forgo short-term happiness for long-term financial stability, while opportunities for 'career winning' are overlooked.

The purpose of this white paper is to investigate what prevents people from realising their career potential and how each person can leverage their value proposition to find their Employer of Choice. Additionally exploring career success and personal satisfaction, this white paper addresses critical questions such as:

- Who is affected by career crises?
- How can job searchers find work that is meaningful?
- What to do when an employer is no longer meeting fulfilment needs.
- How to put your best foot to score your dream job.

From our experiences in business consulting and personal development, a consistent theme of the stories we hear is deep career frustration due to a lack of career progress, uncertainty about what they really want from their career or feelings that their work is meaningless. Whilst these employees are uncertain about next steps in their professional pathway, the one thing they all seem to know for sure is that 'this isn't it'. They are usually scant on ideas about what their next steps might look like and if they do, they have no strategy or plan to work their way through to success. We hear everything from 'I still don't know what I want to do when I grow up' to 'I want to make a difference but have no idea what that legacy might look like.'

The one thing they ALL have in common, is that they are unhappy and need help to figure out what to do next. If this sounds familiar to you, then rest assured you are not alone.



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# Who is this Career Crisis Affecting?

No matter the age and stage of employment, there is a rising number of individuals experiencing career crises in the Western world, as they attempt to achieve the coveted 'work-life balance.' This balance meets their desire to work in an organisation that will remunerate them with both money and work conditions that support their desired lifestyle. On top of this, employees also desire the achievement of personal satisfaction from their work and a sense of contribution to the 'greater good'.

This search for meaning in our personal and professional lives is not only in the domain of the millennial generation, but an aspiration shared across all age groups. Each employee is not confined to the values of their generation and each individual aims to find that greater meaning, that confirmation that our lives matter, that they counted for something other than massive returns to faceless shareholders, and that those we love know that they came first. To coin a phrase by Brendon Burchard, we all want to know 'that we lived, that we loved and that we mattered.'





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# From Baby Boomers to GenZ - We ALL Want Meaningful Work

In the Western world, individuals are expected to work beyond the traditional retirement age, which in Australia has been 60 for women and 65 for men. Up until the 2008 Global Financial Crisis, many of the Baby Boomer generation expected to retire at age 55. Those hopes were dashed when their superannuation investments took a serious nose dive. They were no longer able to be self-funded retirees at 55, and many of those who had already retired early found themselves propelled back into the workforce to make ends meet. Whilst sticking it out at a less than ideal job appeared to be fine when they expected to leave paid work at 55, tolerating

dissatisfaction is now less than palatable when many employees face the prospect of working to 70 years old or beyond. Not only that, they have a great deal of experience and the ability to make a significant contribution within the labour market.

At the other end of the workforce, there is a new wave of employees entering the job market, and for the first time in history there will be five generations sharing the workplace. In fact, in 2015 the youngest Baby Boomer turned 50 and a new fifth generation, Gen Z, became eligible to join the workforce.<sup>(1)</sup>

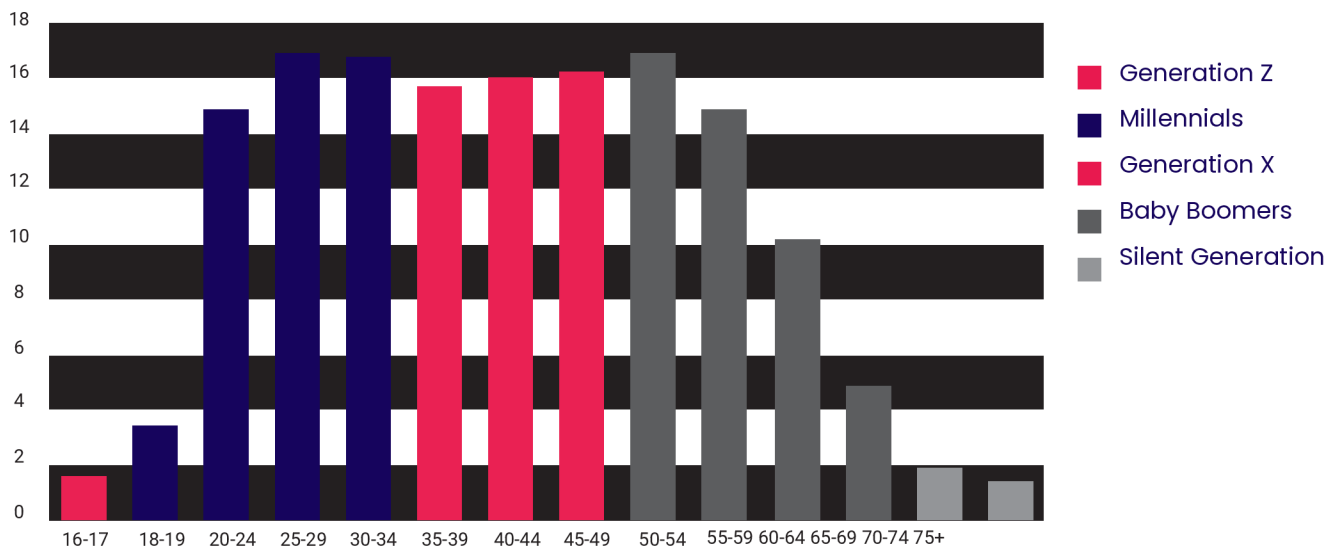




The image below was sourced from the Wall Street Journal (2) and shows the participation rates of each generation in the US labour force in the first quarter of 2015. The ratios of generational participation are expected to be roughly the same across the Western World, including Australia.

### Found Generation

The civilian labor force, by age, in the first quarter of 2015 (millions)



Source: Labor Department | WSJ.com

The Baby Boomers and GenX at one end of the participation spectrum have come to value meaning in work through some rather harsh realities. These challenges include, in some cases, multiple redundancies through economic fluctuation during their careers. On the other end of the spectrum, Gen Z is fresh to the workplace and has high expectations that what they do at work WILL make a difference in the world.

What's no occurring is that no matter their age or stage of their career individuals are reaching a personal career crisis, some more quickly than others. They know that their current role is 'killing' them or at least their desire to get up and do it all again another day but they're not sure how to find the right organisation and when they do they struggle to package up their unique offering in a way that makes them an essential HR acquisition.

All the while there is a war for talent raging among both the profit for purpose and the profit for shareholders sectors.



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# The War For Talent


## Are You Ready To Put Your Best Foot Forward?

For over a decade now, large companies have known that there is an ever-increasing deficit of good talent. The smart companies have been attempting to position themselves to be an Employer of Choice, there is even the Employer of Choice Awards (EOC) which requires organisations to demonstrate their achievements across the key areas of Organisational Culture, Leadership & Strategy, Employee Education, Training & Development, Employee Health, Safety & Satisfaction, Performance Management and Recognition & Remuneration.

The key to finding the right organisation for you is knowing what YOU want, not merely responding to what an employer is willing to offer you. Of course once you know what you desire, it is easier to research organisations to see if they're a fit for you. By viewing job selection as a 'sellers' market for workplace talent, professionals who know their value and how to sell it in the market place will be the career winners.

### So how can you become a career winner?

The onus is upon each individual to position themselves in such a way that they are a desirable talent acquisition for the organisations they most wish to work for. They should identify organisations that are most aligned with their personal and professional values, and that provide work that gives a deep sense of satisfaction and purpose to its employees. There are distinct steps individuals can take to be ready to clearly articulate their value proposition to a potential employer. These steps put job searchers in a position to be interviewing the organisation for best fit in much the same way that the organisation is interviewing them.



The following five steps will support job searchers in preparation for achieving desired career success.





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5

**steps**  
to Position  
Yourself to be  
a Career Winner



## 1 KNOW WHAT YOU WANT

You need to know what you want, this is a question many individuals struggle with initially, they get ahead of themselves and caught up in the practicalities of making it happen. The reality is once you know what you really want you can plan the next steps, hone the skills and have the right conversations with the right people and organisations.

## 2 KNOW YOUR VALUE

Most individuals have no clear outline of their skills and attributes, they constantly sell themselves short or miss developing a few key skills that would make all the difference to their next steps and ultimate career success. Not only that they have NO idea how to develop their personal value proposition ready to present to their ideal employer offering the perfect role for them or in fact willing to create the perfect opportunity for them.

## 3 SKILL DEVELOPMENT

This is easier than it sounds, once you know where you need to up-skill you can map out a clear pathway. Sometimes it's a couple of steps between you and your ultimate career destination, knowing that and why you're stepping into the next role is key to finding the gold in the experience. Uncovering your person 'why' is key to locating your ideal workplace destination.

## 4 A WELL-DEFINED PLAN

Can you imagine building a house without a blueprint? An inexperienced builder could miss key components like appropriate solid foundations without which the house will be shaky at best. Your career is the same; you need a plan that allows you to build a solid foundation on which many different careers can be built. Recent studies have revealed that the generations coming into the workforce may have as many as 15 different careers throughout their working life, building an appropriate skills and work experience base will be fundamental to long term career success. Again professional guidance really helps here. Your very own career architect if you will.

## 5 RELIABLE METHODOLOGY

In any professional career a reliable methodology allows you to reduce uncertainty and navigate the unexpected. These skills form part of your career tool box, assisting you to manage the unexpected and to make well thought through decisions rather than ones based on fear or a knee jerk reaction. Wouldn't it be great to know that you're on solid footing even if things feel a little rocky in the moment? The confidence that comes from understanding that you're on the right path is priceless.





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## Bringing it all Together

In summary, it's important to understand that there are opportunities available within the current career market and that you most likely have some or all of the skills required to propel your career forward. The missing key lies in the areas discussed in this white paper. Lack of confidence and preparation to put your best foot forward, perhaps even your past unwillingness to invest in yourself to ensure career success. Formal qualifications alone no longer ensure the premium career outcome. You need to be both personally and professionally positioned for the career that will meet your deepest desires for success on all levels.



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## Next Steps

# How to Ensure, You're one of the Career Winners?

It's hard to be an expert on everything and as humans we are often way too close to our own story, skills and circumstances to be objective. Sure you might make it on your own, but how long will it take for you to figure it all out? How much will that cost you in money, stress and missed opportunities?

**What if you could take the short cut or the fast track by getting some professional help?**

At DLPA we offer a number of services to those wanting to fast track their career path so that they can meet their desire for financial remuneration and personal satisfaction.

These include the Career Compass

[www.thecareercompass.com.au/melbworkshop](http://www.thecareercompass.com.au/melbworkshop) An interactive value pack workshop that will propel you toward your career success. We also offer one-on-one professional development packages.

Reference 1. The Impact of Generations Working Together 2015 a Significant Year [https://www.griffith.edu.au/\\_\\_data/assets/pdf\\_file/0015/701331/mba-white-paper-impact-of-generations-working-together.pdf](https://www.griffith.edu.au/__data/assets/pdf_file/0015/701331/mba-white-paper-impact-of-generations-working-together.pdf)

2. Wall Street Journal

<http://blogs.wsj.com/economics/2015/05/11/millennials-become-the-biggest-generation-in-the-u-s-workforce/>



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