

# Preparing Today for Tomorrow's Opportunities

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September 29, 2009

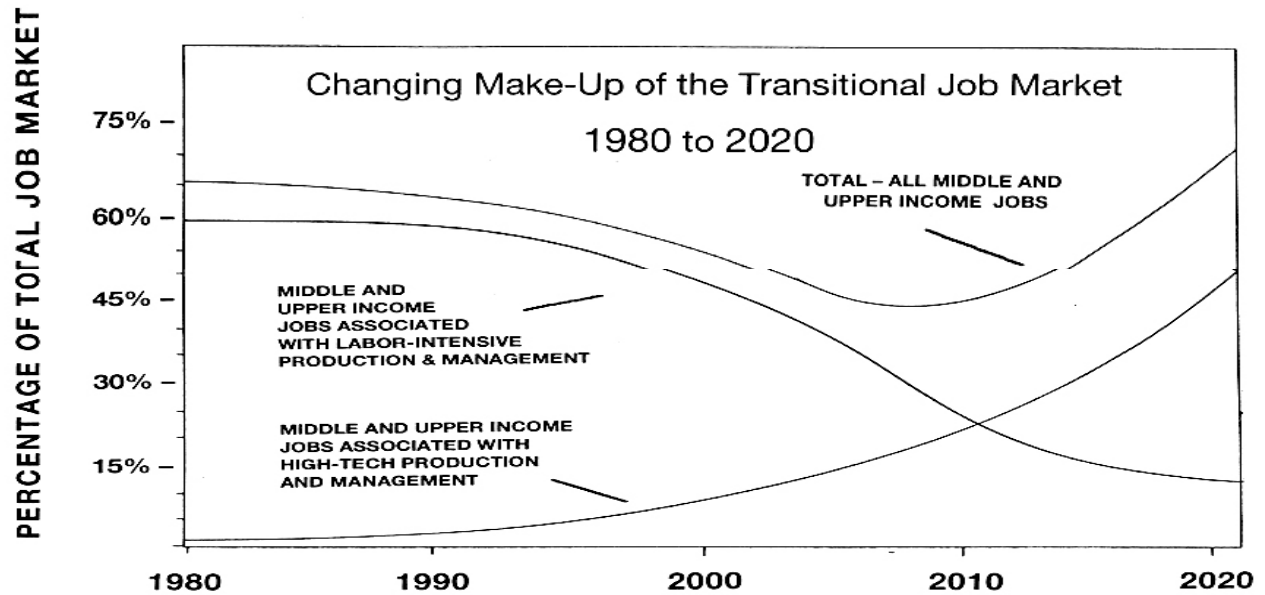
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# A Prediction and a Little History



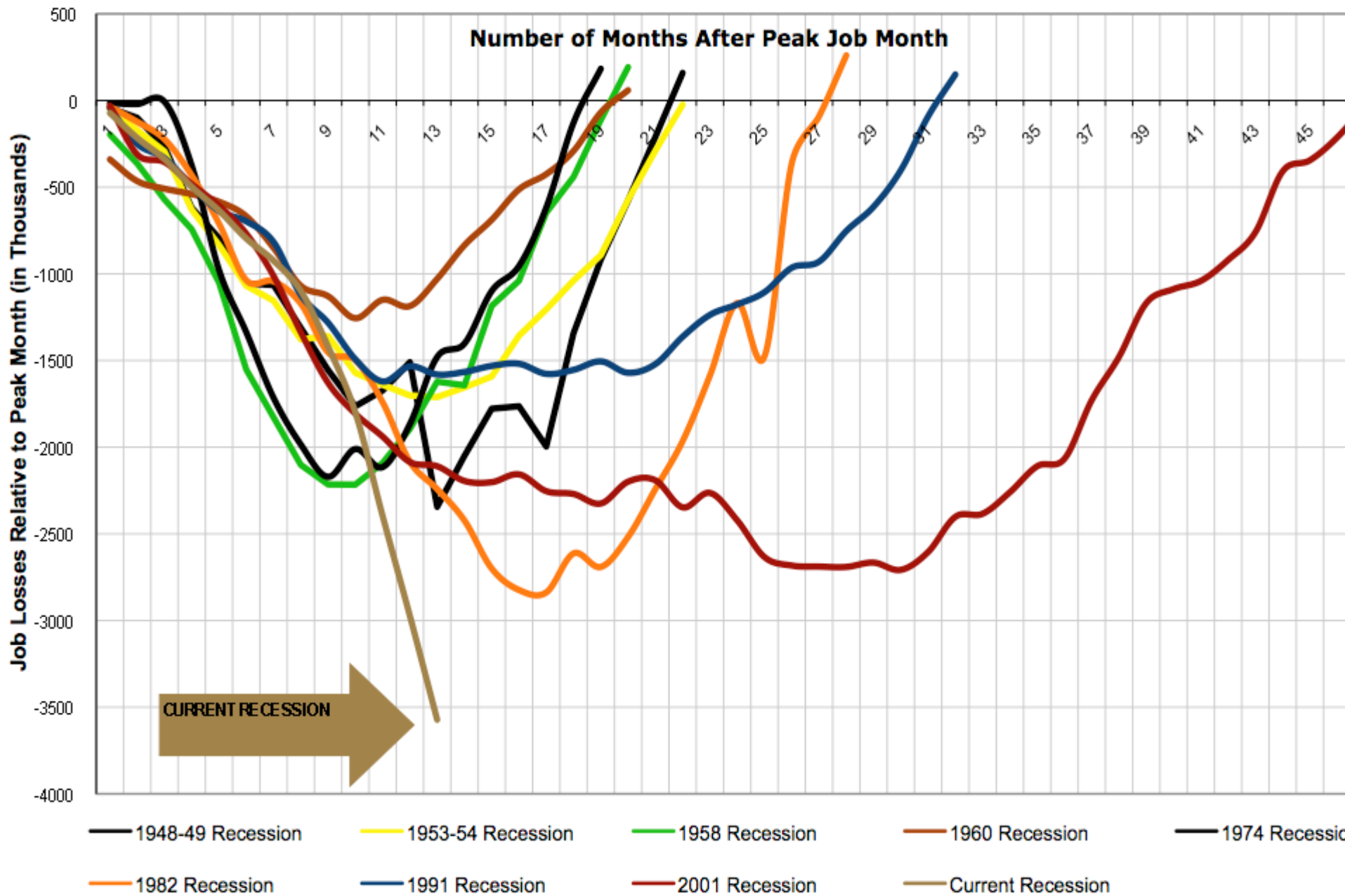
# “a wave of creative destruction. . .”

Joseph Schumpeter  
*Business Cycles* –1939



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# Job Losses\* in Post WWII Recessions



\* Change in Nonfarm Payrolls, Reported Monthly, Bureau of Labor Statistics, US Dept. of Labor

# Something to Think About

- ◆ Not simply a recession
  - End of a life cycle – the manufacturing age has run out of gas
- ◆ Will not return to “NORMAL”
  - The good old days are not coming back
- ◆ New age
  - Age of Networked Intelligence (Tapscott)
- ◆ Leadership
  - Established leaders are often last to be won over, if at all

# Love Labor's Lost: 2009

- ◆ The Desperate, The Warriors and The Mavericks
- ◆ Sectors
  - Agriculture
  - Finance
  - Professional and Scientific Services
  - Defense and Federal Government
- ◆ Regions
  - Twin Cities, Oklahoma City, Boston

# Labor Dynamics 2009-2010

- ◆ Overall Economy: Green shoots
  - Production and Service
  - Consumer
  - Small businesses: pent upped
  - Finance sector: must recoup \$7 trillion dollars
  - Variations
- ◆ Labor: Brown shoots: need 200,000 jobs a month until 2015
  - Productivity
  - Efficiency
  - Sourcing
  - Experienced Labor
  - Retirements
  - New job creation: small companies have no access to credit

# Expectations on Campus: 09-10

- ◆ Activity: guardedly optimistic to doom
  - Technical advantage
  - Business erosion
  - Non-professional limbo
- ◆ Wide variations
  - Stable housing; credit available
  - Agile employers
  - Sectors: basics – ag, basic commodities, insurance, financial services
- ◆ Internships
  - Beware those who do not prepare for the future

# Sectors where opportunities have been emerging through the year

- ◆ Aerospace and defense: in the depth of a workforce crisis
- ◆ Insurance and personal financial services: stayed out of crafty, delusional activities: getting old
- ◆ Agricultural System: from farm to grocery store
- ◆ K-12 education: as long as state touches salt water
- ◆ Public utilities, transportation systems (railroads)
- ◆ Non-profits: until the money ran out
- ◆ Health Services: for want of an operation
- ◆ Science, environmental science, energy (sustainable and alternative)

# What Options Did Your Peers Take? (taken from CollegeHumor.com)


- ◆ Wait it out!
  - 32% immediately moved home (most were happy about it but not all)
  - More will be subsidized by parents as they search or roam
- ◆ How about another degree?
  - 55% tried to get into graduate school
  - Unrealistic: can't go to grad school with a 2.3; not enough seats but always someone willing to take your money
- ◆ Delaying graduation – even better!
  - 25% purposely failed a required class to come back to campus
  - Add another major and extend undergraduate experience
- ◆ Regrets
  - That they majored in communications, psychology and political science
  - 31% wished they would have spent the money on something other than tuition

# Preparing for a Successful Transition

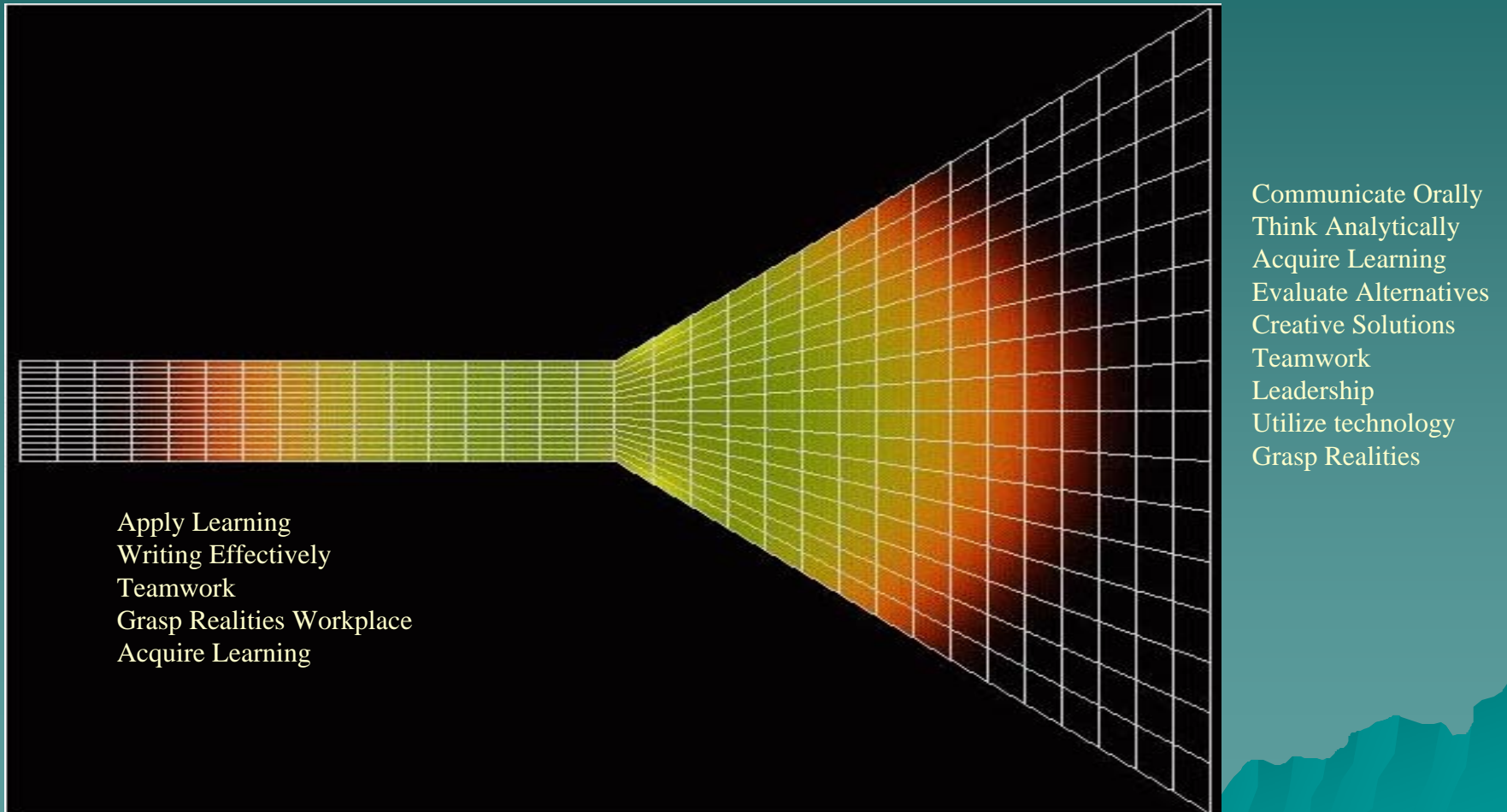
Before you hit the  
pavement think about  
what you have to offer an  
employer

# **It's simple: Strengths over Weaknesses**

**Know Your Skills.  
Emphasize Your Talents**



# Skill Usage: The Funnel



# The Basic Skills Package! Really!

- ◆ Developing professional competencies
- ◆ Communicating effectively
- ◆ Solving problems
- ◆ Balancing work and life
- ◆ Embracing change
- ◆ Contributing to a team
- ◆ Working in a diverse environment
- ◆ Managing time and priorities
- ◆ Navigating across boundaries
- ◆ Acquiring knowledge
- ◆ Thinking critically
- ◆ Performing with integrity

# The I's Have It: Can not Do Without!

- ◆ Initiative
- ◆ Innovation
- ◆ Integrity

# The Higher Standards: Employer Survey

- **Build professional relationships**
- Analyze, evaluate and interpret data
- Engage in continuous learning
- Communicate through persuasion and justification
- **Plan and manage a project**
- Create new knowledge
- Seek global understanding

# Molding Your Talents

- ◆ Knowledge
  - Gained in the classroom and from experiences
- ◆ Skills and Competencies
  - Provides structure to your knowledge
- ◆ Talents
  - Emerge with development of skills

# Parable of the Talents

- ◆ Entrusted with abilities (not everyone the same)
- ◆ They don't come with instructions
- ◆ Failure and risk are part of the bargain: make excellent mistakes
  - Need to turn the world upside down
- ◆ Be motivated by faith rather than fear
- ◆ Willingness to act
  - Growth is not always automatic

# Persistence Trumps Talent

It's all about being  
hungry.

A stylized silhouette of a mountain range in a darker shade of teal, located in the bottom right corner of the slide.

# Resilient

- ◆ What does resiliency involve?
  - Optimistic realism
  - Uncanny ability to improvise
- ◆ Poisons of Pessimism
- ◆ Being connected to something larger
  - Finding mean in Life
    - See Joan Borysenko

**Its Not About YOU!!!**

Well, at least, not in  
capital letters

# Your Most Important Asset: Your Story

- ◆ How has your *GW Experience* defined you?
- ◆ Transforming the ordinary into the extraordinary
- ◆ Leave a footprint
- ◆ “What are you willing to bet your life on?”

◆ Ellis


# Surviving FAST!



# Understand the New Logic of Careers

- ◆ You, Inc. – new logic of careers
  - It's up to you
- ◆ Passion Be Your Guide
  - Requires a foundation built upon experiences
  - Calling requires a journey
  - “Perfect Jobs” are hard to find – takes some time

- ◆ Adopt New Style of Leadership
- ◆ Recognize the Dire Importance of Innovation
- ◆ Embrace Change: Its Relentless, On-going
  - It's a "Possibilities Curve"

- ◆ Pursue Learning with Intensity
  - ◆ Protect Boundaries
  - ◆ Be Able to Cope
- 
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# ◆ Seek a Spiritual Center

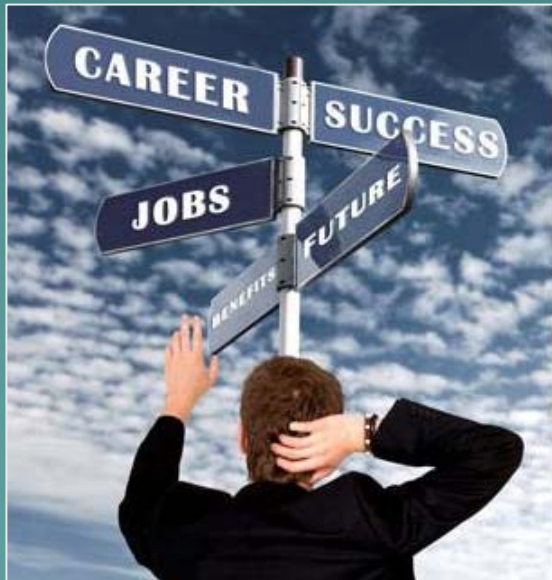
– Push Inner Edges as well as  
Outer Edges

– Shift

◆ Being the BEST IN THE WORLD

◆ Being the BEST FOR THE WORLD

# Message to Students



# Option One

- ◆ Use the resources available to you before you graduate: **START NOW!**
- ◆ Marketing tools
  - Resume, portfolio, professional web page
- ◆ Research
  - Identify companies
  - Develop a job search strategy
- ◆ Hit the networks!
  - ◆ Alumni
  - ◆ Contacts from friends and family
  - ◆ Social networks

# Option Two: Find a Problem to Fix

- ◆ Environment -- sustainable
  - ◆ Energy – sustainable
  - ◆ Food supply – sustainable
  - ◆ Health systems
  - ◆ Transportation alternatives
  - ◆ Income inequities
  - ◆ Education and learning systems
  - ◆ Immigration
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