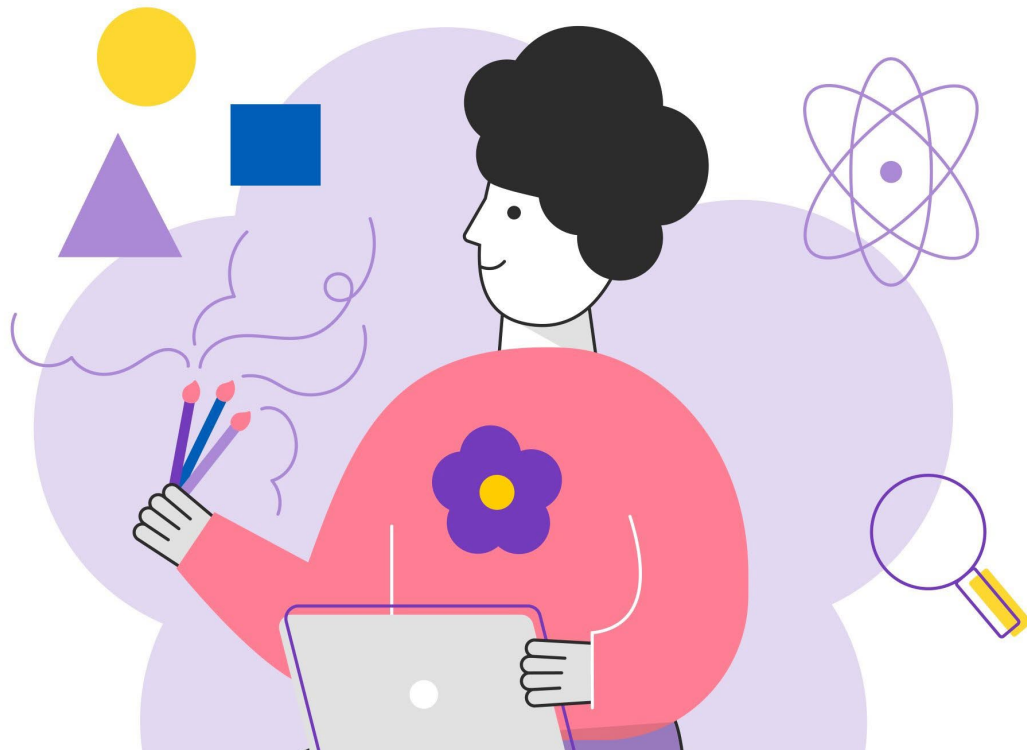


Design Your Career

Design Impact III
January 23, 2023



Alice

Would you tell me, please, which way I ought to go from here?

The Cheshire Cat

That depends a good deal on where you want to get to

Alice

I don't much care where

The Cheshire Cat

Then it doesn't much matter which way you go



Transformation & Future of Work...

Increasing inequality

Climate change

Industry 4.0

Cognitive overload

Work-life balance



Lifewide learning

Hybrid work

Non-linear careers

Frequent career transitions

Gig economy

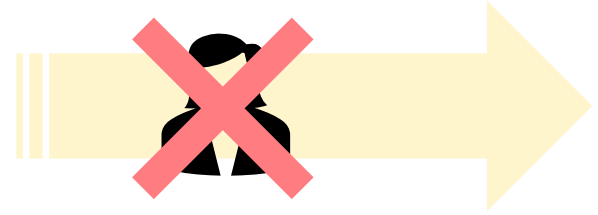
Traditional Career Paradigm

~~PERSONALITY~~
~~SKILLS~~
~~INTERESTS~~
~~DIGREE~~



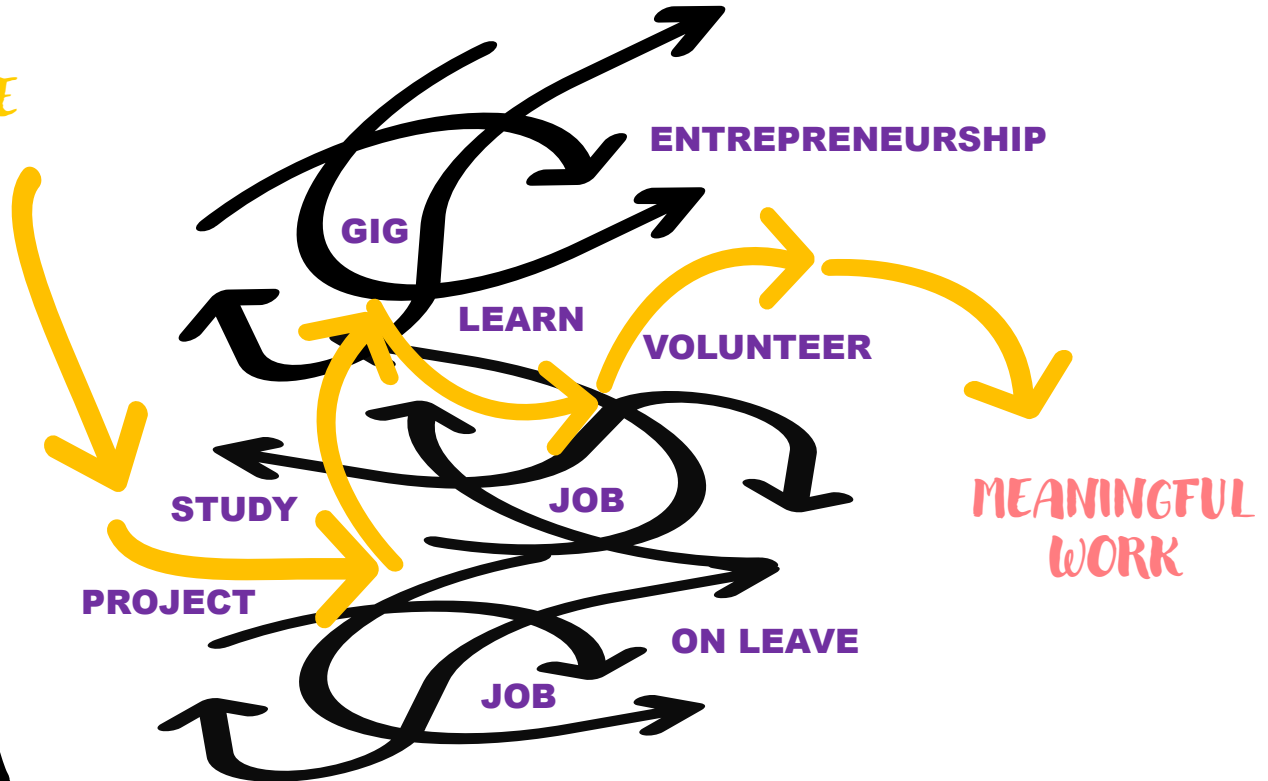
**CAREER
CHOICE**

JOBS & CAREERS



New Career Paradigm

IDENTITY
COMPETENCE



CAREER
ADAPTABILITY



91 %

employed
or were
entrepreneurs

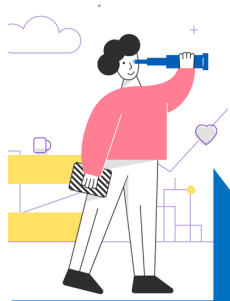
Current employer %





ORGANIZATIONAL & WORK PRACTICES

Career Design Competencies



TRANSFORMATION
OF
WORK

SELF-LEADERSHIP

Orientation for creative
shaping of your path

IDENTITY WORK

Ability to cultivate meaning
& wellbeing

LIFEWIDE LEARNING

Mindset for continuous
learning & change

SUSTAINABLE
CAREER

Career Design Thinking

DESIGN PROBLEM



WHAT IS



Identity work

WHAT IF



Ideation

WHAT RESONATES



Experiments

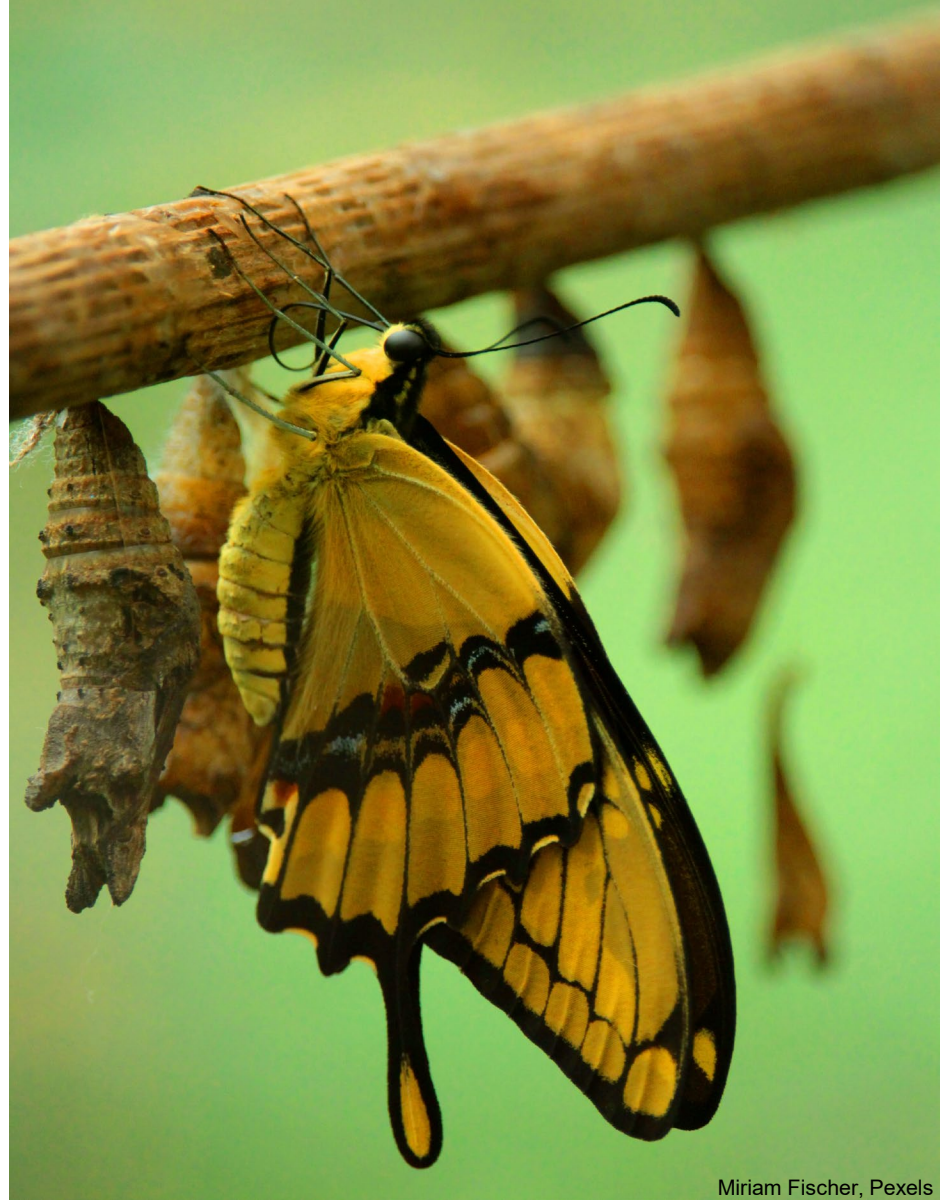
WHAT WORKS



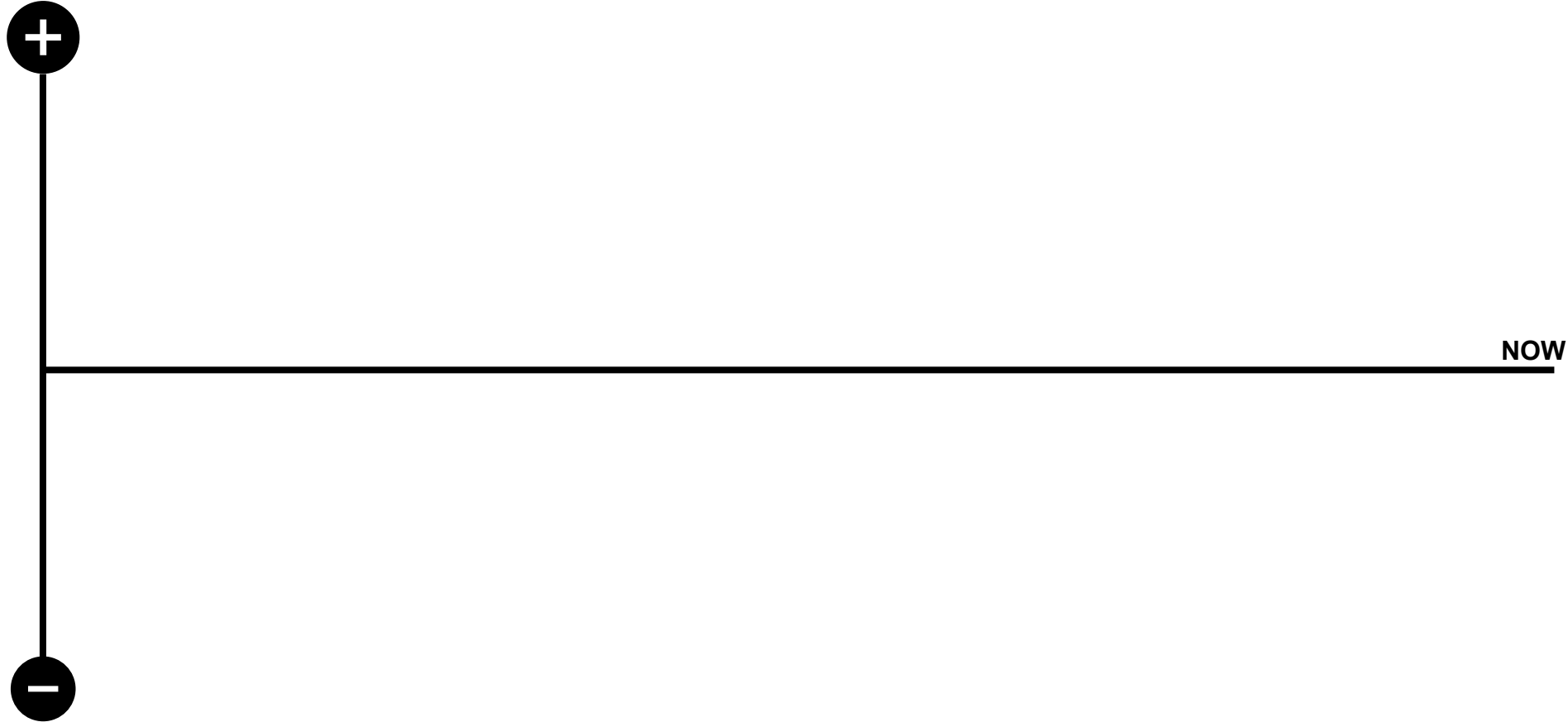
Decision

CO-CREATION

“We are not born with unlimited choices. Our job in this life is not to shape ourselves into some ideal we imagine we ought to be, but to find out who we already are and become it.”



1. Identify key moments that have shaped your career so far (events, jobs, projects, achievements, turning points, disappointments, people, insights).
2. Mark them on the graph with a dot and a few words. The x-axis represents time, the y-axis your satisfaction/fulfillment at the time.
3. Connect the dots with a line.



HOW TO PREPARE FOR THE FUTURE OF WORK?



“Humans are optimized when they are engaged, and engagement is most successful when it connects to the internal motivation of purpose.”

We need to start with identity. We need to build resilient and adaptive identities grounded in and fueled by our purpose, passions and creativity.”

Heather McGowan

**But where do you find
your identity and
purpose...?**

You create it!



Identity work is a continuous process of constructing your narrative about who you are, what you do and why

WHAT IS?



Identity work



Ingredients

- **Meaningful experiences**
- **Strengths**
- **Values**
- **Ideals**
- **Role models and significant people**
- **Master narratives**





PURPOSE - JOB

NARRATIVE



IDENTITY



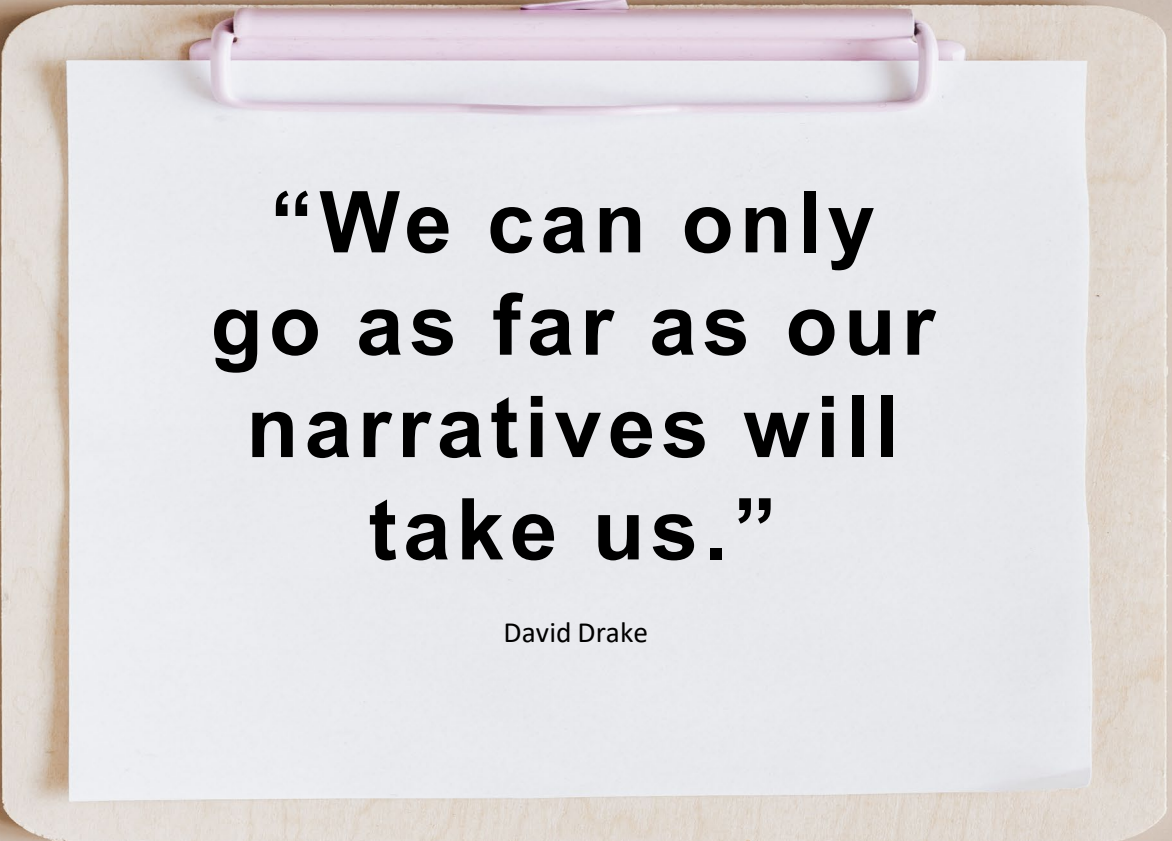
SKILLS

What's your narrative?

Examine your lifeline

- Are there any themes or patterns?
- What values have been important for you?
- What strengths can you identify?
- What narrative have you been living by?




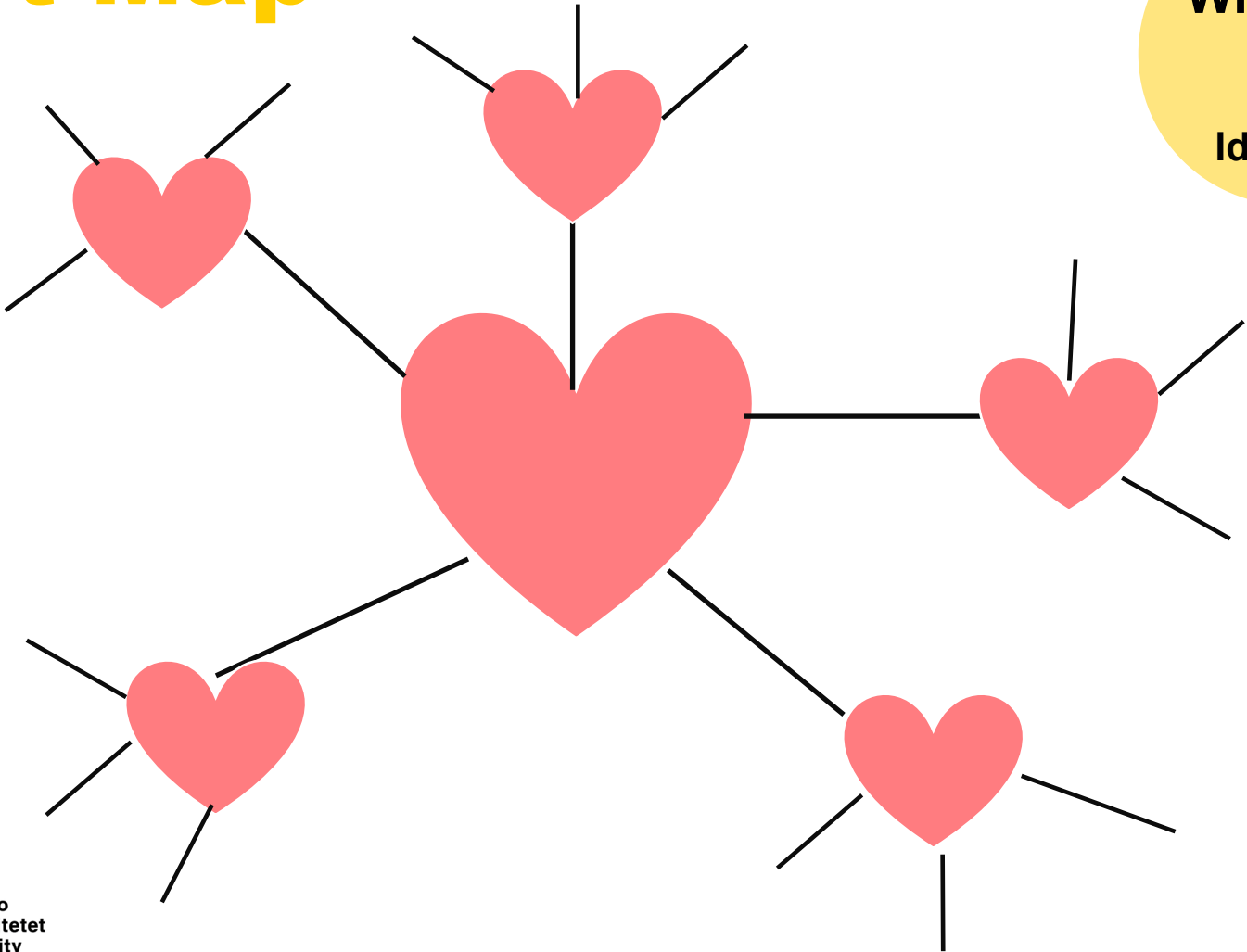


**“We can only
go as far as our
narratives will
take us.”**

David Drake

Heart Map

WHAT IF?

Ideation



What if -thinking

Imagine your life 5 years after your graduation. What if you:

1. carried out your current idea
2. lived like your role model
3. could do anything

Brainstorm as many concrete details as you can:

- Where will you work? What will you do? Who will you work with?
- What else will you do in life?
- How will you live?

Pick a life that resonates with you the most right now



“How do we create and test possible identities? We bring them to life by doing new things, making new connections, and retelling our stories.”



Career prototyping

How can you know which direction is right for you?

You need to create **a prototype** and experiment!

Conversations

Talk to someone who is living this kind of a life

Experiences

Projects, internships, competitions, social media, volunteer, courses...

WHAT
RESONATES

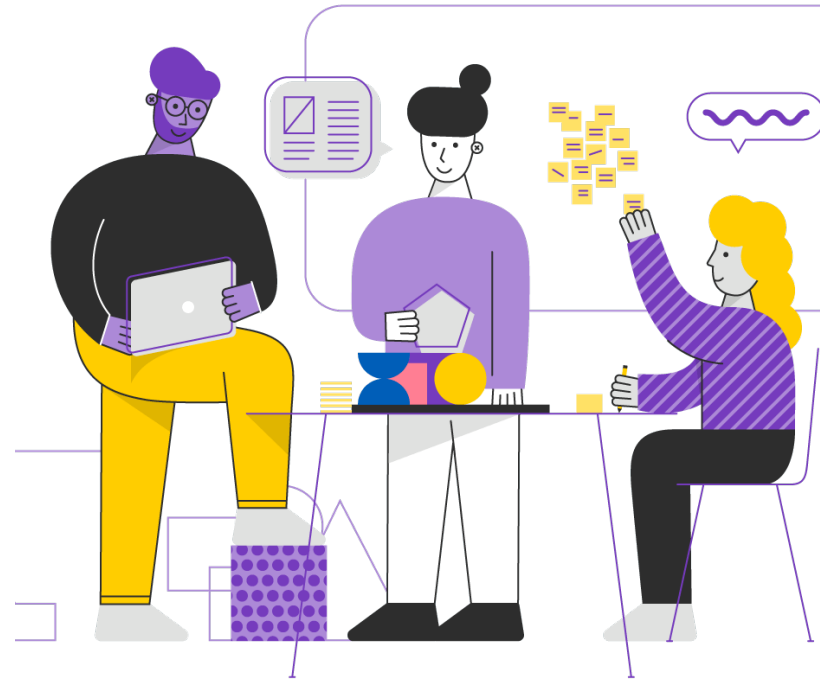


Experiments



Working in Finland & LinkedIn for networking

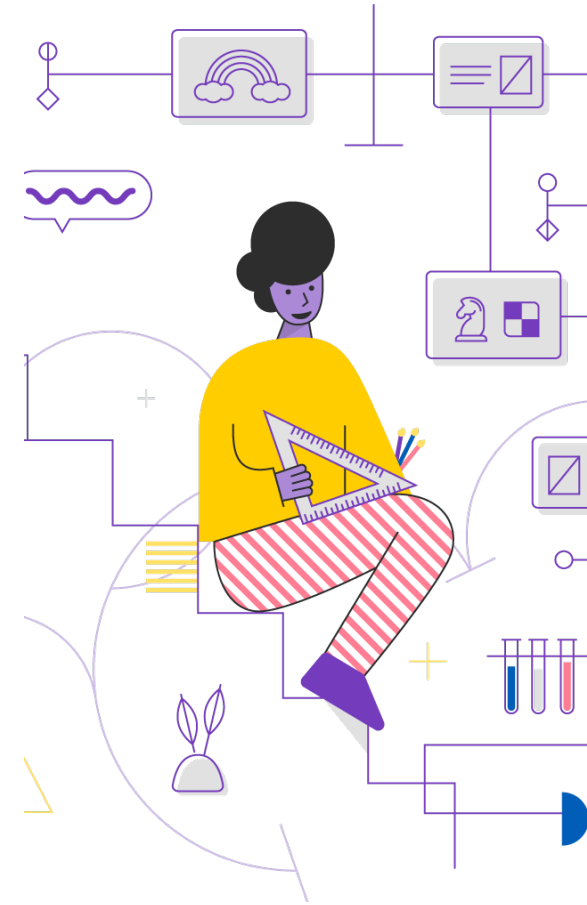
- Finnish summer job culture and where to find summer jobs
- Aalto Career Design Lab: services and support for job search
- LinkedIn: networking on social media



International students

- right to work

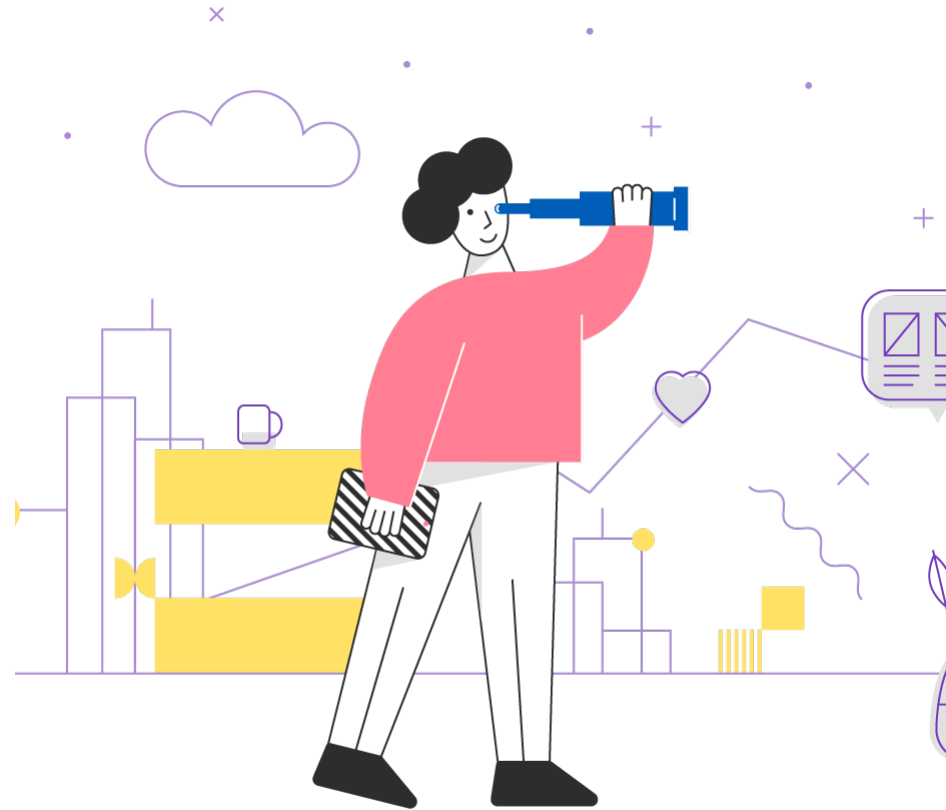
- Citizens of the **EU / EEA countries** → unlimited right to work
- With **student's residence permit**, you can work max. 30 hours / week → **counted on average per year**
- If your degree requires completing paid internships or diploma work → no restrictions in working hours
- Exchange students with student's residence permit → same rules apply (you can work in Finland while your residence permit is valid)



Finnish Summer Job Culture

- Applications generally between **December – February**
- Working fulltime between **May – August** (+/- 1 month)
- **Large companies** can have long recruitment processes, sometimes multiple recruitment stages (e.g. initial screening from applications, 1st round of interviews, 2nd round of interviews)
- **Small and medium-sized companies** (SME's) and **startups** might start applications also later in the spring (March, sometimes April)
- Applications usually consist of
 - **CV** (Curriculum Vitae = Resume)
 - **Electronic application** (medium and large companies) and/or **cover letter** (small companies and startups)
 - (sometimes additional requirements, e.g. video introduction, portfolio ...)

WHERE TO FIND SUMMER JOBS



aalto.jobteaser.com

A! CAREER DESIGN LAB
Aalto University **JOBTEASER**

Dashboard Companies **Jobs** Events Job Search Guide Appointments

What are you looking for? CONTRACT 1 x JOB CATEGORY LOCATION 1 x

Industry Business type Duration Start date Level of study Experience Language 1 x Tag Remote work

SUBSCRIBE TO JOB ALERTS SAVE MY CRITERIA

117 jobs match your criteria

Junior FrontEnd Developer

Vertex Systems Oy
Summer job 1 to 4 months | Tampere (Finland) | Published 1 hour ago

Exclusive

Summer Trainees to Nordea Life & Pension 2023

Nordea
Summer job 1 to 5 months | Helsinki (Finland) | Published 21 hours ago

Jobs for Aalto University

- Our Exclusive Jobs
- From Our Partners Aalto University
- From Our Partners Aarresaari
- From Our Alumni

Meet the recruiters

LinkedIn

Summer job in Finland
338 results Set alert

VTT
VTT Summer of Changemakers: Research Trainee, Safety of intelligent machinery
VTT
Espoo, Uusimaa, Finland (On-site)
4 connections work here
Promoted • 2 applicants

NESTE
Summer Trainee, Credit Control
Neste
Espoo, Uusimaa, Finland
165 company alumni work here
Promoted • 2 applicants

Valmet
Summer jobs in Technical and Commercial Sales Support & Order Handling
Valmet
Vantaa, Uusimaa, Finland (Hybrid)
4 connections work here
Promoted • 6 applicants

KONE
Summer Trainee, People Flow Digital Twin
KONE
Espoo, Uusimaa, Finland (Hybrid)

Internship in Finland
81 results Set alert

HUAWEI
Internship: Pointer boundary protections using memory coloring
Huawei
Helsinki, Uusimaa, Finland (On-site)
40 company alumni work here
Promoted • 12 applicants

BearingPoint
BearingPoint Internship 2023 – Business, Technology & Strategy Consulting
BearingPoint
Helsinki, Uusimaa, Finland (Hybrid)
Your profile matches this job
Promoted

HUAWEI
Internship: EUDI Wallet analysis and demonstrator
Huawei
Helsinki, Uusimaa, Finland (On-site)
3 connections work here
Promoted • 14 applicants

HUAWEI
Internship: Hardware-assisted Control-Flow integrity
Huawei


thehub.io


FI


Roles


- Analyst (1)
- Backend developer (3)
- Business Development (1)
- Customer Service (2)
- Customer Success (1)
- CxO
- Data Science (3)
- Design (1)
- Engineer (8)
- Finance
- Frontend developer (2)
- Full-stack developer (10)
- HR (2)
- Legal
- Marketing & Communication (7)
- Mobile Development
- Operations (8)
- Product Management (1)
- Project Management (4)

Showing: 87 filtered jobs

**Head of Community**
Junction • Helsinki • Full-time

**Ecosystem Mapper (Student Position)**
Startup Foundation • Helsinki • Student • Part-time

**Director of Procurement**
Utopia Music • Helsinki • Full-time

**Full Stack Software Engineer**
Pentonet • Espoo • Full-time

MORE JOB SEARCH CHANNELS

+ Online job search guide

+ Training videos for making CV, cover letter, LinkedIn profile ...



aalto.jobteaser.com

UPCOMING EVENTS

- 24th January at 14:00 – 16:00 at U261, Undergraduate Centre
OP Financial Group Summer Job Event
- 26th January at 10:00 – 17:00 at Messukeskus **Contact Forum**
- 1st February at 11:00 – 14:00 at Computer Science Building (Konemiehentie 2)
Nokia Finland lobby event about summer trainee positions
- 7th February at 16:15 – 17:45 at online **Workshop: Thrive in a job interview!**

Aalto Career Services for students

ORIENTATION

LIFEWIDE LEARNING

Internships
Summer jobs
Volunteering
Hobbies
Aalto Thesis
Study projects
Hackathons
Competitions
Guilds
Associations
Exchange study

ONLINE COURSES (2 ECTS / course)

Finland Works * Design a Meaningful Career * Future of Work

DIGITAL SERVICES

[JobTeaser](#)
[Job Search Guide](#)
[Career design tools](#)
[Career Design Lab blog](#)

WORKSHOPS

Career Design Thinking
Strengths & Purpose
Brand & Portfolio
CV Clinic

EVENTS

Aalto Talent Expo
Summer Job Day
Company visits

MENTORING

Mentoring Program
Aalto International Talent
Career Cafés

CAREER COACHING & JOB SEARCH ADVISING

FOLLOW US!

Career Design Lab News
[Facebook](#)
[LinkedIn](#)



Register now

Design a Meaningful Career

In this course, we will look at how you can creatively shape your career as you go in the radically changing world of work. We will focus on meaningful work as a core element of career sustainability and explore ways to design a value-driven path. After this course, you will understand how the changing context influences your career agency, how to use narrative to clarify your career identity, how to pursue meaningfulness and how to use radical creativity and design thinking to navigate in the uncertain future of work. The course is an open online course. The course material is divided into five (5) chapters.



Register now

Finland Works

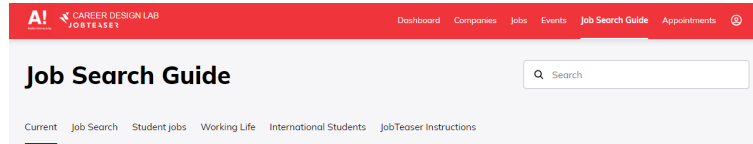
In this course, we will look at how to navigate Finnish working life and how to build a career. We explore working life in Finland from societal, organisational and individual perspectives. Once you have finished this course you will have a better understanding of work culture in Finland, what working in a Finnish company is like, how individuals find work-life balance in Finland, how to communicate your skills, and how to look for jobs in Finland. The course is an open online course. The course material is divided into five (5) chapters.

Read more

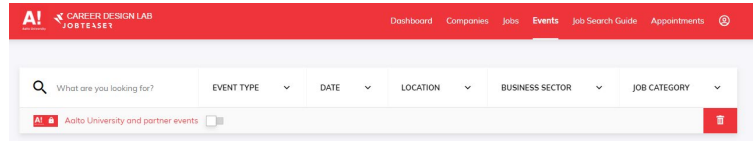
<https://futureofwork.fi/>

CV, Cover Letter, Job Interview ...

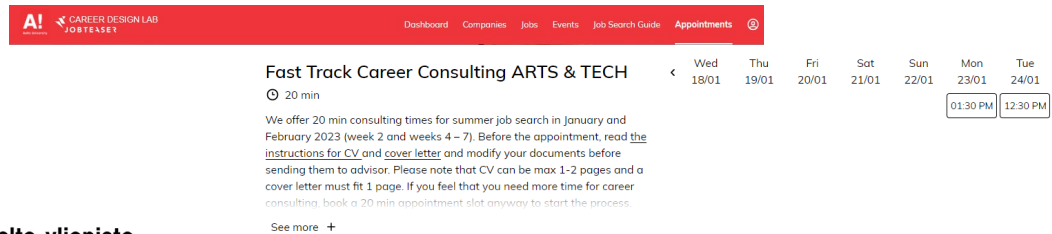
1. Resources and previous training videos available on JobTeaser



2. Workshops and trainings are organized regularly → search and sign up on JobTeaser

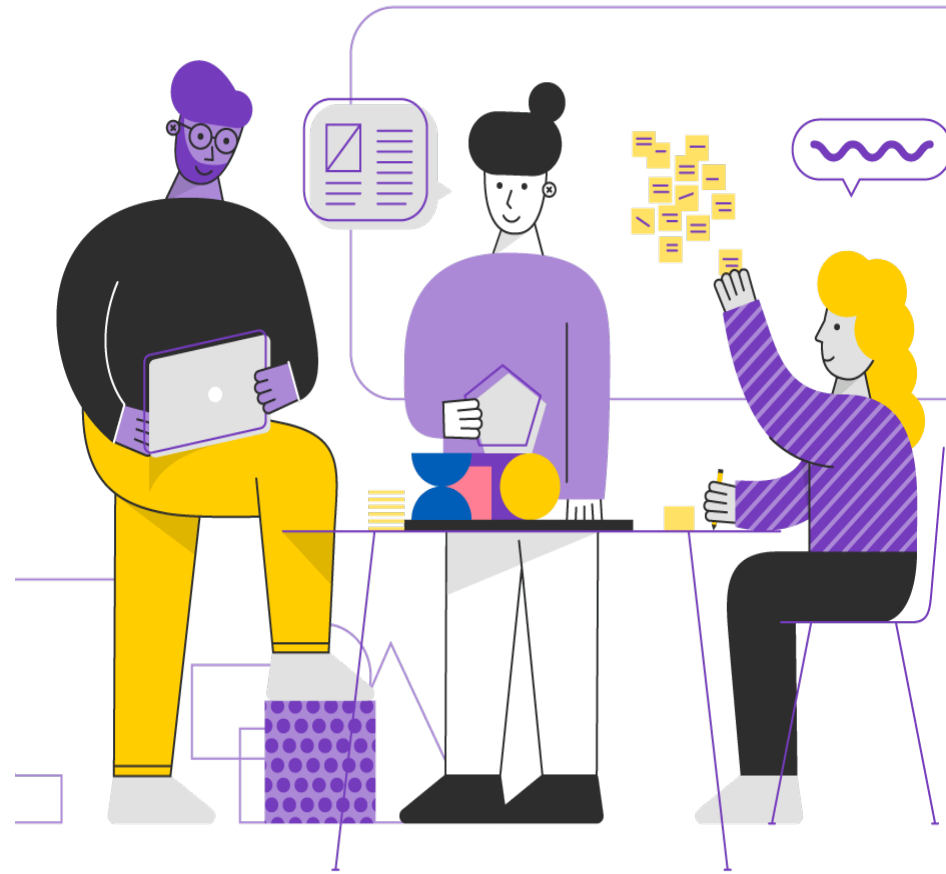


3. Book 1-to-1 counselling session with our career adviser



LinkedIn

- **Creating a profile**
- How to find jobs
- How to find relevant contacts
- How to approach a contact

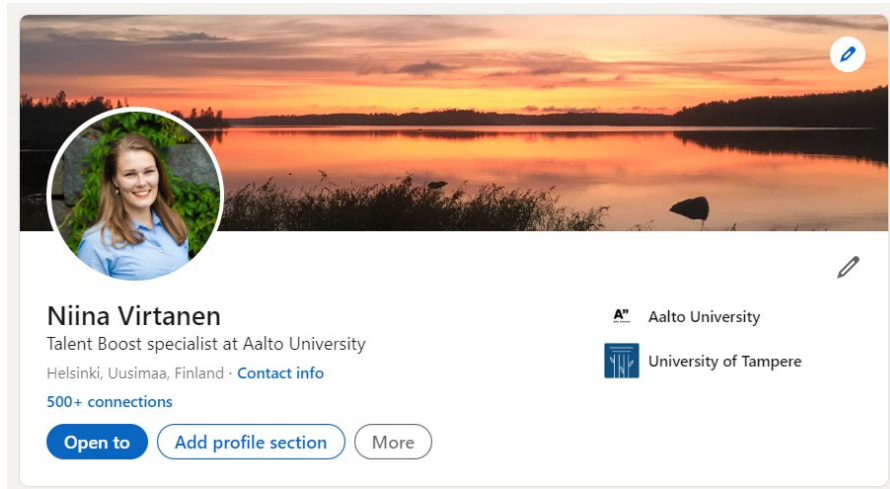


Why create LinkedIn profile?

- **Find employers and job opportunities:** Many organizations use LI as the main channel for posting jobs and sourcing candidates
- **Building and expanding network:** Find interesting connections from your field (Aalto alumni, former classmates, someone you met at an event ...) AND stay up to date about suitable opportunities
- **Manage your professional brand:** customize your profile to attract other LI members to view your experience and qualifications

Let's create (or update) our profiles!

1. Professional *profile photo* (20 x more views) → *add later*
 - Background photo not mandatory
2. Catching and descriptive *headline*

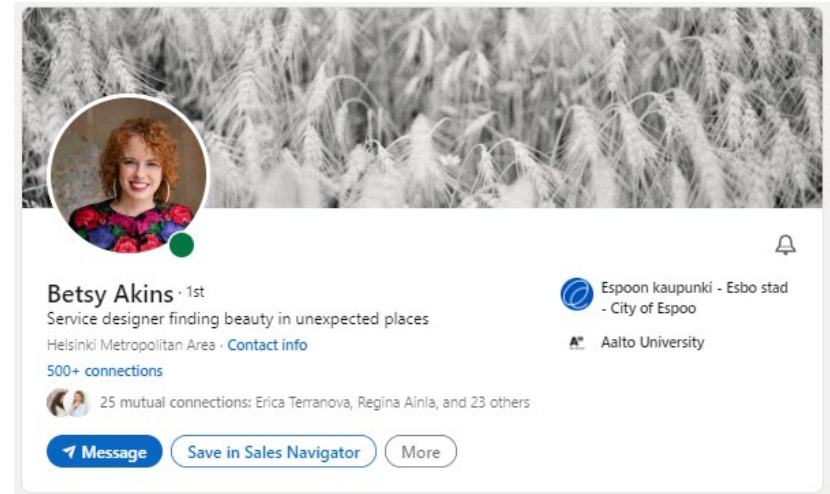


LinkedIn profile of Niina Virtanen. The background image is a sunset over a lake. The profile picture is a circular photo of Niina Virtanen. The text on the profile includes her name, title, location, and affiliations.

Niina Virtanen
Talent Boost specialist at Aalto University
Helsinki, Uusimaa, Finland · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

[Aalto University](#)
[University of Tampere](#)



LinkedIn profile of Betsy Akins. The background image is a close-up of white flowers. The profile picture is a circular photo of Betsy Akins. The text on the profile includes her name, title, location, and affiliations.

Betsy Akins · 1st
Service designer finding beauty in unexpected places
Helsinki Metropolitan Area · [Contact info](#)
500+ connections

[Espoon kaupunki - Esbo stad - City of Espoo](#)
[Aalto University](#)

25 mutual connections: Erica Terranova, Regina Ainla, and 23 others

[Message](#) [Save in Sales Navigator](#) [More](#)

Let's create (or update) our profiles!

3. **Current position:** e.g. Design student at Aalto University
4. **About:** Summary of yourself, your mission / interests / skills / what you're looking for – keep it concise!

About

Working to make Finland and Finnish workplaces more international!

I'm interested in

- ✓ international talent attraction and retention
- ✓ helping international job-seekers and companies find each other
- ✓ building and managing long-lasting partnerships and networks

Me in a nutshell

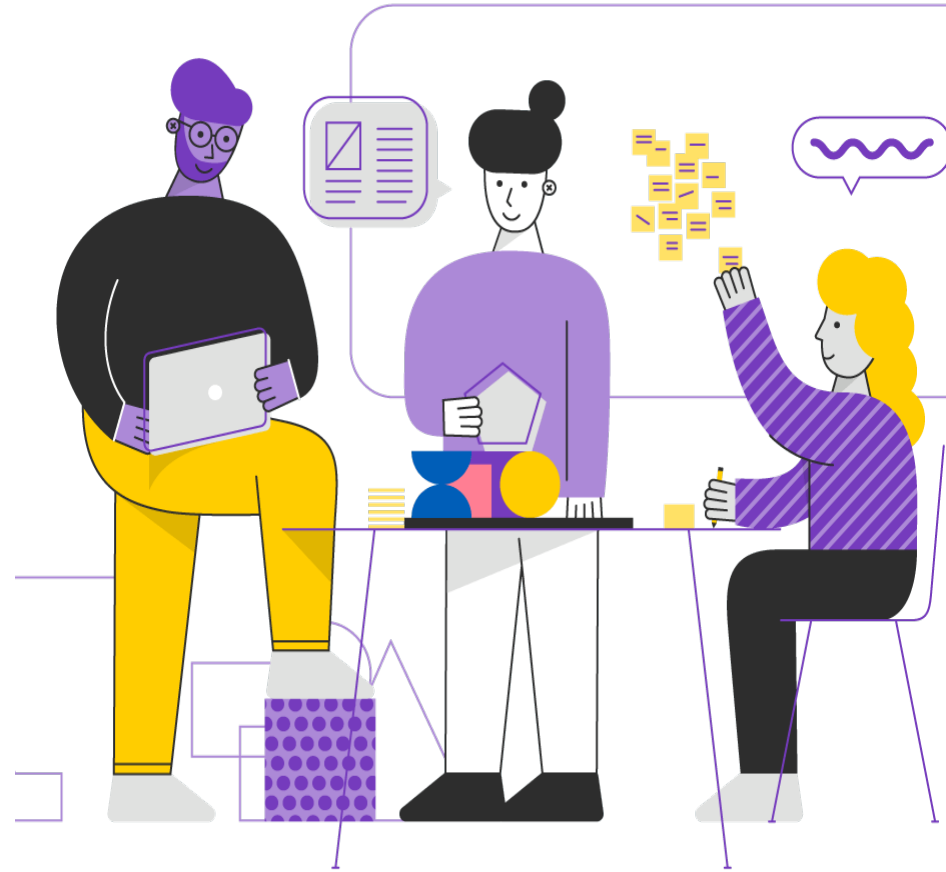
Internationalization and multiculturalism are key values that I want to advance in the Finnish working life. I have outstanding organizational and time management skills and the ability to communicate my ideas clearly both in writing and face-to-face. I'm a good listener with a tendency to react and adapt to changing situations and to solve problems under pressure. I want to work with people, for people.

Add in later

5. **Experience:** relevant jobs and projects, including title and short description of tasks / responsibilities / achievements
6. **Education:** completed and ongoing degrees
 - Description (optional): GPA, awards and diplomas, activities in student organizations
7. **Skills:** strengths (e.g. teamwork) and acquired skills (e.g. InDesign)
8. Ask for **recommendations:** previous supervisor or close colleague / thesis supervisor ...
9. Create **customized URL:** easier for others to identify, looks nicer in CV and job applications

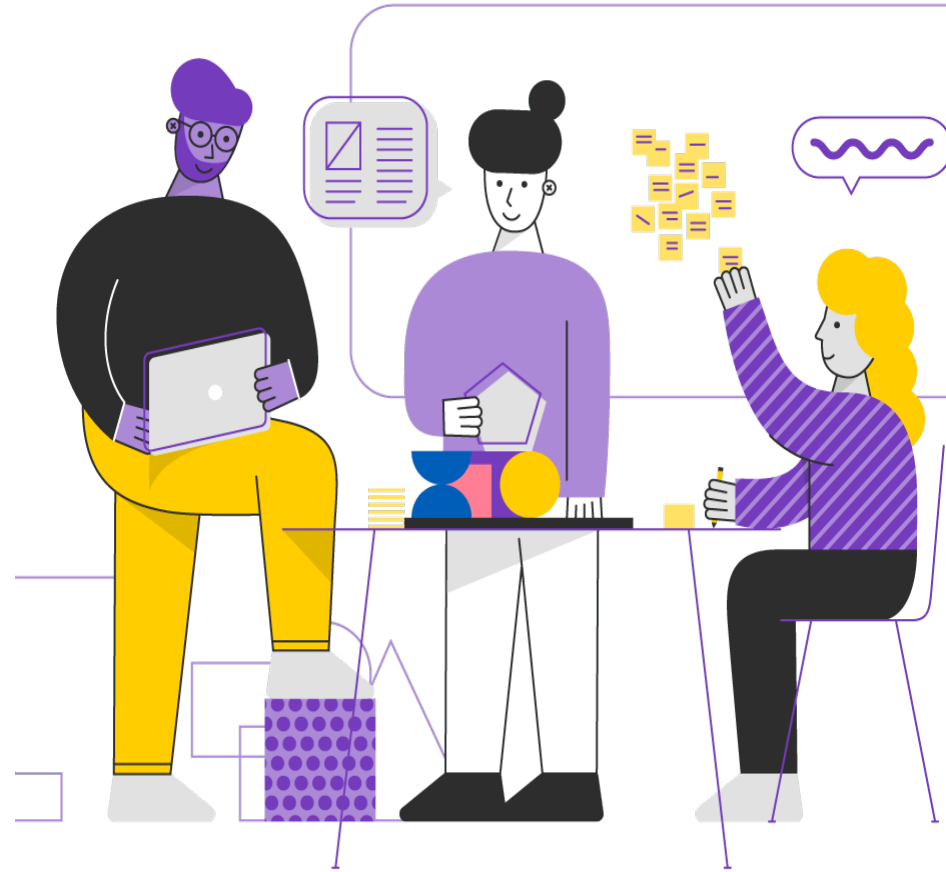
LinkedIn

- Creating a profile
- **How to find jobs**
- How to find relevant contacts
- How to approach a contact



LinkedIn

- Creating a profile
- How to find jobs
- **How to find relevant contacts**
- How to approach a contact

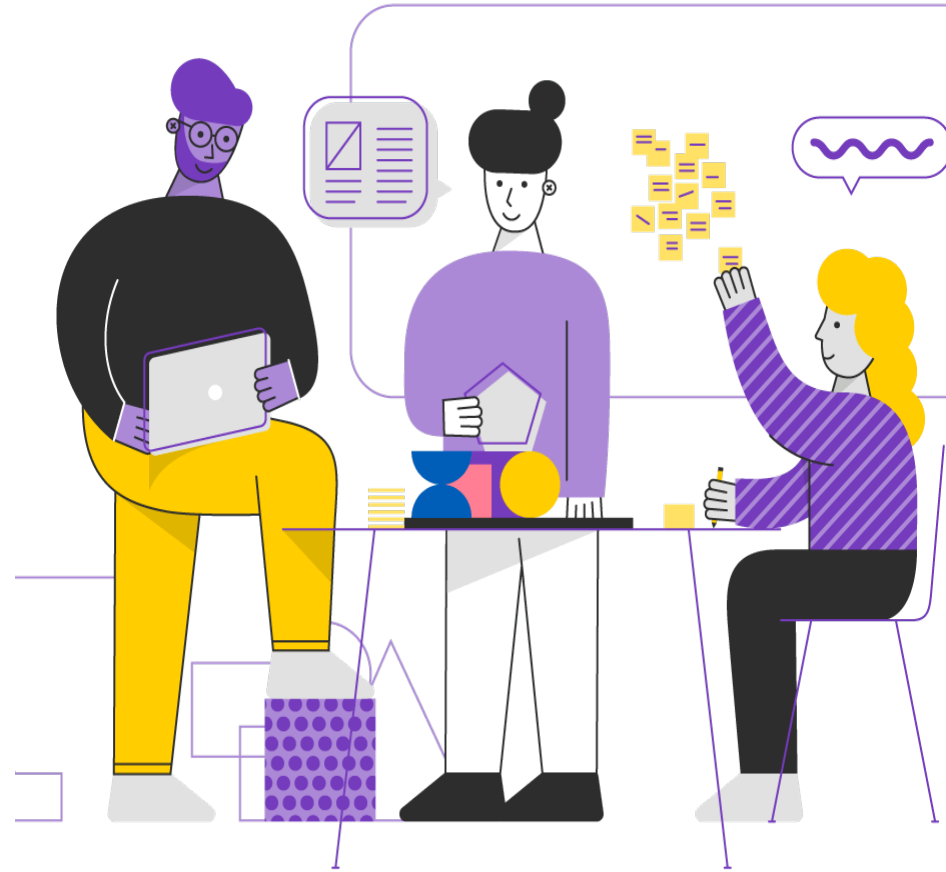


Activity: finding contacts

- Search and choose **3 interesting profiles** from Aalto alumni
- Take note or write down:
 - What have they done since graduation
 - Which employers have they had, which job titles
 - If they are self-employed, how is it expressed
 - What makes their profile interesting, anything to benchmark?

LinkedIn

- Creating a profile
- How to find jobs
- How to find relevant contacts
- **How to approach a contact**



Personalized connect request

- When you approach someone you haven't met, **always add a personalized note when sending invitation to connect**
 - include the reason why you want to connect
 - limit of 300 characters
- Sometimes you are asked to add the member's e-mail address to prove you know them (depending on the member's privacy preferences)
- *(You can also choose to **follow** someone → you don't become connections, but you see their posts on your wall)*

Connect request example

”

Hi Namkyu,

I found you via Aalto LinkedIn page when searching for alumni from my field. I'm at my final year in Aalto and interested to learn about your career path as a graduate of the Design Programme. Can we connect?

Kind regards,

Niina Virtanen

”

”All things are so very uncertain, and that’s exactly what makes me feel reassured”

Too-ticky

Tove Jansson

