



Where talent meets potential.

**ACTIVATE YOUR CAREER –TAKE CONTROL
AND
DESIGN YOUR FUTURE**

Welcome

**“It’s all
about people.....”**

Our world of work is changing

- Where do I fit
- How do I fit
- What do I need to fit



New forces at play

- Unprecedented advancements in technology
- An emergent share economy and platform culture
- Concept and perception of “The Future of Work”
- Reports of “a global talent crunch”*
- Four generations “competing” for attention



Outcomes from today

- The “HOW” of uncovering your unique value
- Understand more deeply how to transition and transfer your skills
- The importance of sponsors and advocates – stakeholders in your future
- How to open doors when you have no networks
- Insight into the employment market in the APAC

What we will learn

- Learn the framework to position yourself for the success you seek – short and long term
- Change your mindset to PROACTIVE not REACTIVE
- Connect your potential with opportunity
- CREATE the future you want and OWN your success

Ultimately – Your unique value is your competitive advantage.

Empowered

Enabled

Purposeful





Career Strategy



Three critical steps to success



1. Self Analysis - Learning from our mistakes

Not buying Google for \$1m

Google founders Larry Page and Sergey Brin approached Excite CEO George Bell in 1999, saying they were looking to sell the search engine for around \$1m. With Bell not keen on the initial offering, the pair went down to \$750,000 in a bid to tempt him.

He still rejected. Today, Google is valued at around \$365bn.



2. Current State to Future State



3. What do I want to be known for



Creating your unique value proposition

- Your education
- Your skills – soft (the value add) and hard (technical)
- Your experiences
- Your natural talents
- Your potential
- Your aspirations
- Your motivations
- Your purpose
- Your values



Networks – Advocates and Sponsors



Opening doors to achieve success



- CV
- Cover letters
- Linked In
- Brand strategy – Thought Leadership
- Facebook and Instagram – other digital platforms

Your action list to activate your career

- Identify, crystalise, articulate and live your value proposition
- Question and test your thinking
- Know what you are known for now
- Identify what you want to be known for into the future
- Behave as you would want to be known
- Explore and research
- Connect - test and validate hypotheses with others

The Steam Capital Formula:

Your Unique **Value Proposition** +

Knowing the impact you want to have on the world

+ Purpose =

Your Success

A word on resilience and rejection

**An opportunity?
OR
Threat?**



Absolutes

- Options - Gravity hurts!
- Strategic networking - advocates & sponsors
- Mentoring
- Research

Global Trends



- **Technology and AI will be the major causes of job displacement and job creation across the APAC**
- **Growth industries* are:**
 - Wholesale and retail
 - Manufacturing
 - Agriculture
- **The big employers*:**

• IT & Communication	- 15.4% (of total workforce)
• Transport	- 14.5%
• Arts & Entertainment	- 13.8%
• Finance & Insurance	- 13.6%
• Construction	- 13.5%
• Real Estate	- 13.5%

It's **not** how good you are -
It's
how good
do you want to be.

PAUL ARDEN (1940 – 2008)

Some **things** need to be

BELIEVED

before they are seen.

Anonymous

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Contact Caroline Reis – Partnerships Manager – Graduate Management Education – APAC & US
caroline@steamcapital.com.au



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