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Hello, I'm so happy to be here at the graph career festival. And I'm going to talk today about God that we mention. Are you ready for the future of work? Do you know how to get to these new jobs that are appearing in the market, I'm sure if you listen to me during the next 20 minutes, take a pen, take notes, you will find a lot of tricks and tips to find your place in your job of tomorrow. So let's just start with about me, I am now currently I'm a manager of solutions architect, one of the biggest largest tech companies in the world. I have like 17 years of experience in tech and nit. And I'm the author of your these agreements are like the book I'm mentioning today. A last year, I realized that a lot of people like we're losing the job, actually, a lot of jobs were disappearing. But at the same time, a lot of new jobs were emerging. So I was wondering, how can you find the job that is best for you? What will be the steps to to reinvent yourself? So I interviewed like many people live from different countries. And I got a lot of testimonials, a lot of data. And I wrote this book, which is like a practical guide to discover new job opportunities, and find your place in this future of work. And I have written like many articles, like for Harvard Business Review for the World Economic Forum, around all these topics. So I welcome you to go to my website, nirvana.com. And there you will find like free resources, articles, like a book that like a guy will to remind yourself. But anyway, if not just take your pen to your nose. I'm going to go now through this the the reinvention journey. So what is basically happening right now we're talking about reinvention. So if you see these, these a graphic from the future of Europe survey 2020, from the World Economic firm, we see that the shape of tasks performed by humans versus machines, like it shifts from 2020 to 2025. So we see that actually machines are doing more new stuff, like the machines are getting more into data processing into performing a complex activities, administering so that humans we are doing less of those tasks. So what does it mean? So they think that by 2025 85 million jobs are going to be displace are going to be disappear, because the

machines are there. But I'm not here to give you bad news, I'm mostly here to give you good news, because at the same time 97 million jobs will emerge, so are going to appear like in the next like four years, like so many more million jobs that are going to disappear. So the question for you is now how do we get to one of those jobs, those jobs have a lot of advantages for graduates, because you will have new years, you don't have to compete with somebody with 10 years of experience, or five years of experience. Nobody has five years of experience in a new job. And usually because they have jobs, but they don't require these simple activities. So they are more about complex activities. They have a even like weather pane. So let's talk a bit about what are those jobs just to give you a flavor, right? So if we go to the same report, we will see that if your passion is sales, you will have new jobs I have here like the monsters that are appearing like New Year like customer success, especially as sales development representative, how are these jobs evolving in this digital future? We have new jobs if you are interested in they have people on culture, like for example, information technology recruiter so I'm from I'm biased because I'm from this part of of technology. And I see around me, we are like recruiting a lot. We need like a lot of talent. And it's not only like thing that positions, also the HR, the marketing everything around it, right. The same for marketing, if you like marketing, like they're like new positions, like if you get into the digital marketing specialist, you are going to have like near new opportunities. If I go to product development, we have also like new jobs appear in all with agile, agile methodology, cloud computing, that's my area. And we need a lot of engineers, we need a lot of engineers, we are looking for them. And then they also my area there is like a boom of new jobs. So they're going to be many more jobs there, but also require new skills. So you may think, how do I prepare myself? How do I



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position myself they are like an expert in that field. So I can attract new job opportunities. So these are remnants here is like a journey. I always say so it's not like you say, Okay, I got to reinvent myself this weekend. And Pam, you're laughing man that No, no, it's not like this. And I always think it's like when you're planning your next holidays, your next vacation, you may think, Okay, first of all, where should I go? You start looking like in catalogs of trips, like, all there's this trip in Alaska, or look at these, like, look what Spain has to offer to me. So you start looking at it, like some kind of inspiration? And then you think, Okay, what is this for you? Are you a beach person? Or you're a mountain person? Do you like adventure? Or do you like to relax? How do you want to go together in a group family? So you're still thinking what is the best job for you with the best destination for you.



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And then you start



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like packing in your backpack, what you're going to bring. And you're like in the verdien is when you arrive at your destination, and you're taking a picture and sharing with the people. And this is a bit what we are going to talk today about this journey about these agreements. And this is what is explained in the book. So I went to I'm here to share some some tricks and some tips. In the book I explain like five Sprint's to go through this journey, like, first you need to get the inspiration. Second direction, where are you going? Learning Time is like the backpack? What do you actually need? networking is like when you're traveling, and you go to the forums, and you ask like, Okay, what are the tricks, what what should I do, and settings when you're like sharing your journey, and you're already there. So I'm going to go now in this presentation through the fire experience, and I'm going to give some tips for each of the sprints. And if you're interested, like I will, I will tell you more resources. So let's start like inspiration. This is our trip, you are here now in the inspiration part, the first sprint. And what you should do is like take like two weeks, like First of all, to think what is happening around me, you could first like search your position on the little words, I give some examples in the book, if you're an HR look, HR data transformation, Google that HR, big data, it's a future of work, you will find out which new jobs are happening, for example, in this HR area. And the same with sales, with marketing with technical skills, read what is happening there, then what's five videos, take five talks about what is happening, what the future is bringing,



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and



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refer three plus plus COVID. So now because of the COVID, we have a lot of new reports. And I mean, like it goes to this report, like for this sample from the McKinsey and Accenture's of the world, whatever you say in one of my good reference is always a World Economic Forum. It has read reports, and it's real articles and so on. What do you think and I think two weeks just thinking and I always advise to have like a journal journal, and write down everything that you are like reading, and what is resonating with you. So once you have had that inspiration, you can go to the next step, which is like direction. In this

part, you are going to analyze yourself and then focusing on your strengths, thinking where should you go. And which exercise I advise here, I explained them in more detail in the book. But you can find your stress witness through a 360 review, which means basically you write emails to people around you, to your family, to your friends, to your people that have been students, with you, teachers, people who you work for, and ask them, What do you think, are my strengths because you will be surprised, they will see things that you didn't think about. Then you can define your opportunity, for example, you are an HR and you want to go through an HR job of the future, which ones are the ones that are best for you, and then prioritize the skills needed. Like I've done this many times, because I've been like changing even what I'm thinking because I was changing. I was realizing what moment that I was from the area of networking, like pure networking of like telecommunications, networking, and I wanted to switch to data, I realized I actually don't have time to be a data scientist, but I have time to do some trainings to get a skills on big data and business. So I was like looking like okay with the skills I need. If you go to my website, like for free, you can develop a download, like your journey journal. And there you can see like, some guidance like for this exercise, for example, this will be like how the skills prioritization will look like. I will also advise you to do a personal development plan. This is again, where you can download it for free. And then you can see like, Okay, what do you want to go? How do you get there, the different focus areas? Yes, they will have your personal development plan before you start learning. And then yes, then you go to the learning time, I call this like the moment with what do you need your backpack to be successful? And here it is like also again, I'm going to give you my free exercise to learn more effectively. Like the first one, you have to find out your learning preferences. Like, and this is like from what time of the day is best for you? Like, are you a person that prefers to, to learn in the morning or in the evening? Or like commuting on? How do you like to learn, for example, when I'm just listening to something is I forget it. So I'm really bad at that. But I have some friends who are super good. And they like to just hear podcast and get educated through podcasts. So find out your learning preferences. And so of course, as you all now probably have like a degree, you have studied something. So I'm just talking about courses, they usually take like, two, three months, and make your CV stand out, you have this degree plus this course in sustainability in, in digital marketing, in the future of work HR. So it's something that is giving just a different framework to your CV and making it like a standout. Blend your learning time. I'm a fan or a fan of planning. So you can also like, yeah, have a plan of your learning time when and how are you going to learn. And then let's go like to the networking. So to be honest, when we're not like if I have 10 years ago, I will have to, if I'm inspired, I know where to go. And I learned, I'm an expert, I need to get a new job for sure. And I realize it's only like half of the journey. so important. The new two sprints I learned to mention Now, first of all, is working on second shift. So let's go for the networking. Networking is like when you go on a trip, and you're taking the photos, and then you realize that some people say if you go to the city, you

shouldn't go to this bar, because at 8pm is a great atmosphere for tourists. I mean, this doesn't appear like in the guiding books, it doesn't appear anywhere. But this is like from some people who were there a couple of months ago and realize about that. So that's amazing. And this is why it's important to network to be a network that supports you, and is with you during this journey.



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In my case, for example, when I was looking into moving to this data, I found the lightning network in my case was woman in big data that really really supported me through my journey because I found like a safe space where I could like volunteer, I could start delivering some talks, I could like learn people in the industry, they will not work in the same company I was working for. But I will get more perspective. And this is what I encourage you to not to do. Maybe the future of work, it's or maybe marketing data, maybe sustainability. They have like a lot of network. So identify your digital network, you go to these meetups, even right you find people, I find them go go and look for them and attend different events and follow up. So when you meet an event, people just connect them through LinkedIn extension, some views, you may do this for many people, or maybe you only click with two. But if you click with two and you realize that a person has is going through the same journey, you really really it can help you each other to grow together, you can see like these companies are looking for these jobs, or I've seen this course is very good to be in this journey together and build a network that supports you. And then you can create your networking plan and decide who you are going to meet and how Actually, this is another screenshot from my friend, freedom. Journey, journal that you can download from my website. And I show like how you can do like for the different weeks code will be made with event you will attend? I have like, Yeah, well, I have many examples in the book of like how you can a meet up like industry events. Or if you're already working in a company in the company, if you're working. If you're in a college in the college, it's important that you build up relationships with people. And then yeah, we go to the last one sharing settings. Like I said, we take a selfie where you are. But this is not a valid exercise. It's not that you are sewing, Hey, I got here I'm hearing in the in the in the Caribbean. Look at me. Now I was looking at this kind of influencer and actually talking about sharing a picture, to inspire the others to facilitate that they go through the same journey as you this. And certainly so important. So when you start sharing your expertise, well, it's great for the people around you because they know that more it's great for them where you work because like they learn from you. I believe it's great for the society because if we all learn what we know, and we share what we know, it's better for everybody. They can get expert inspire, but ultimately sorts of very good for yourself. Because when you send expertise, you get challenge, you get questions, you prepare for it, you start discussions, and you become better at what you are. So identify your content

and format in mind. You want to be like the next expert in sustainability in tech. If you start like creating some content, some Indian article, some tweet about that maybe in the beginning, nobody reading them, it's fine. But then you start building if you are constant, you start building your followers, you start being recognized, like when we are in only, like 1% of the people, like, create some content. So you're already in one or 2% of content creators, and people start realizing you are the person sharing about this. And if you do do later on interview in a job, like you will show like, okay, I am a person that I have written about this, and this is really differentiates you. So go for it, you don't need to be the expert, you need just to show what you know, with your perspective. And the rest of the world is going to find it interesting. If you feel like first like I don't there, yes, test this with your immediate network, get some friends and stuff like sharing like a draft of the article, or a draft of the talk, just just go for that. And you can also like choose networks said online, I'm actually really active on LinkedIn, I really love if you connect with me on LinkedIn and follow me, I try and always do think, Okay, I have to share my Twitter and Instagram, to juice a couple of networks where you feel more confident, and then start sharing online, your expertise. And this is like a brief of the of what you can find in the book. In the book, what I've done is like I interviewed experts, I'm also writing some stories of like different people who, how they go through this journey. And I just want now that you finish and you think of like the following key takeaways, when we only do remind ourselves, so even if you're like a young person just coming from the university, you will always need like to get like something like more specific for yourself to prepare for the job of tomorrow. So it's something that we all need. And I see it as positive like, you don't compete with somebody 20 years in the same industry, no different fight, there are new things, you just have to look with the data and make a plan and a journey for that. Second thing you take away, we are a fit for this journey.



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So it's not that you need like to have like a certain degree from a certain University, or like it's just like, so many new things are appearing. There's just you need this map. This is sprint, follow and you can find it. I wrote this book, I published it last September. And I myself I go to Peter Jones, the people around me who read it found a better job opportunities, it does work. And this you need to follow their fiber screens, I always advise to have a travel body and a journal to write your progress. You can download the journal for free from my website, you can just use a notebook. So lovely. Please tell me about your journey. I want to know like Please tell me like if you have been like starting your journey, how are you doing it and they are doing a LinkedIn, Twitter, Instagram on and you can just download the journey journal in my website like for free. You will also find there like a podcast videos and stuff around the direction and the future of work. So I really hope that you enjoy this talk. I really enjoyed talking to you. I'm so happy to be here. Hey, I really

hope that this book is very, very useful for your journey. So thank you. Thank you very much.