

# How to Find My Desired Career?

# Agenda

- **Understanding the Market**
  - New “re-imagined” world
  - Gig Economy and Shared Economy
  - Human -machine partnership - Internet of Things, FinTech, Artificial Intelligence, Big Data
  - Obsolete jobs
  - New jobs and jobs that have staying power
- **Understanding Yourself**
  - Who am I? What do I want to do?
  - Your interests, abilities, values, needs and expectations
  - Must it be STEM?
- **Where is the Fit?**
  - What do employers really want
  - Employability skills
  - Slash - good or bad?
- **Ready....Get Set.... Go**
  - Traditional job search
  - Online job search
  - Networking - 6 degree of separation

# Understanding the Market

# The “Re-imagined” World

**Did you Know that in 2028 ?**

<https://www.youtube.com/watch?v=Biw-TGrSq78>



# Group Activity

Write down on post-it notes as many points as you can remember from the video “Did You Know That in 2028”

**Small Group Discussion – 10 min.**  
**Presentation – 2 min. each group**

# The 4th Industrial Revolution

- The 1st Industrial Revolution
  - Used water and steam power to mechanize production
- The 2nd Industrial Revolution
  - Used Electric power to create mass
- The 3rd Industrial Revolution
  - Used electronics and information technology to automate production
- The 4th Industrial Revolution
  - Digital world, unprecedented processing power, storage capacity and access to knowledge is unlimited
  - Technology breakthroughs such as artificial intelligence (A.I.), robotics, the Internet of Things (IOT), autonomous vehicles, 3-D printing, nanotechnology...etc.

# Major Industries in Hong Kong

- **Four pillar industries:**
  - Trading & logistics
  - Financial services
  - Professional services & other producer services
  - Tourism
  
- **2 new areas of focus:**
  - Creative industry
  - Innovation & technology - smart city, artificial intelligence (A.I.), biomedicine, financial technology (FinTech), big data, internet of things (IOT)

# Internet of Things (IOT)



The interconnection via the internet of computing devices embedded in everyday objects, enabling them to send and receive data

## What is the Smart Home

- Network interconnected
- Internet with high speed broadband
- Highly Automated
- Light control
- Climate control
- Improve comfort
- Ensure security





# Financial Technology (FinTech)

- New technology and innovation that aim to compete with traditional financial methods in the delivery of financial services, making transactions more efficient
- HK is an important FinTech hub - 16% of GDP, 6% of workforce
- FinTech activities include financing, payments & infrastructure, operation and risk management, data security, and customer interface

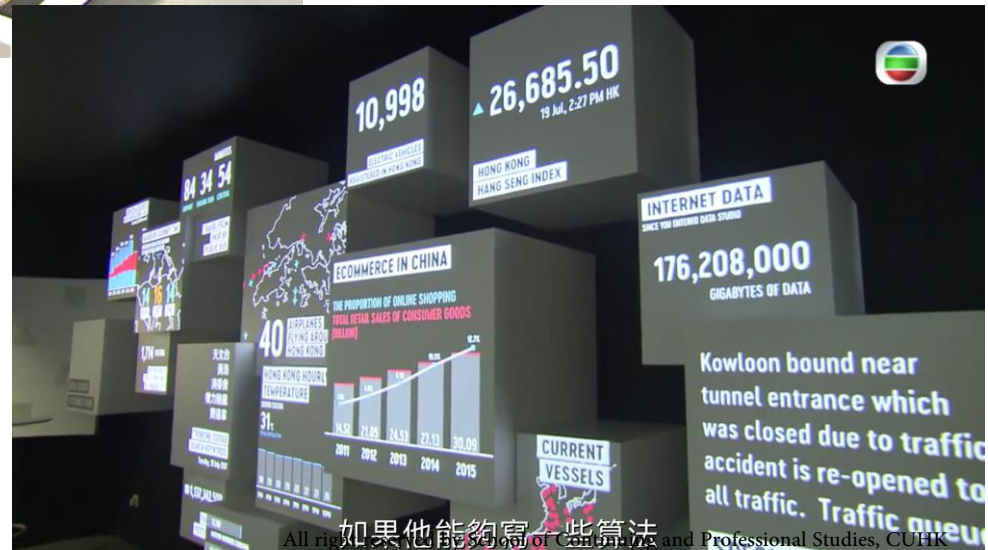


# Big Data in Hong Kong



- HK slow in big data development #24  
Taiwan #1, Japan #12, Singapore #13
- Big data - at corporate level, improve customer service, lower operation \$, at Government level, improve environment, medical, traffic, quality of life
- Data scientists, AI trainers

## 创科局成立数据工作室



Source: TVB Program 创科导航 August 2017

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# Artificial Intelligence (A.I.)

Intelligence displayed by machines, in contrast with the natural intelligence displayed by humans and other animals



Exhibition



Hospitality - Henn Na Hotel, Japan



Military - Bomb Squad



Health care

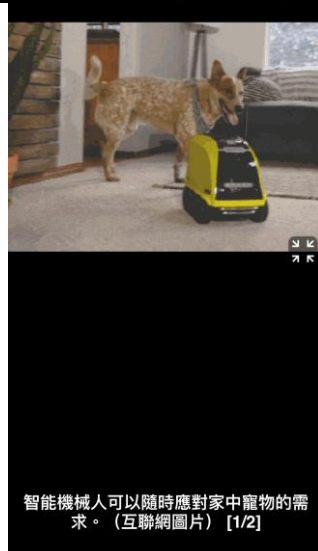
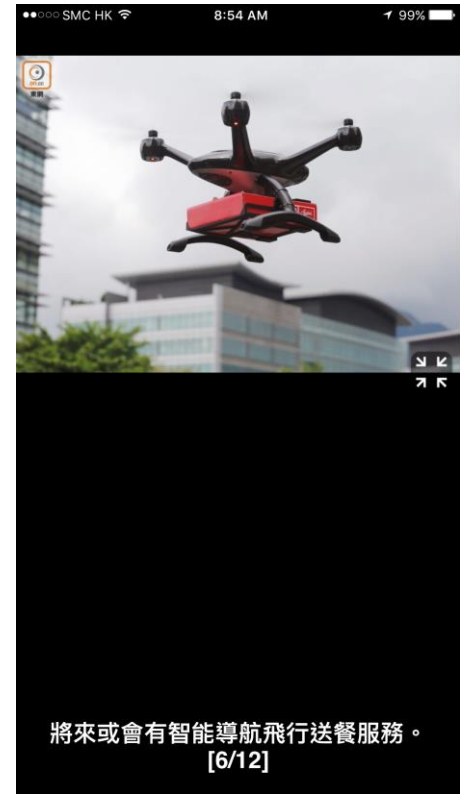
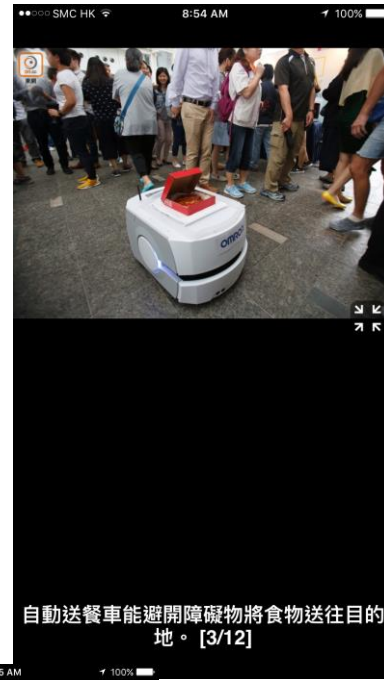
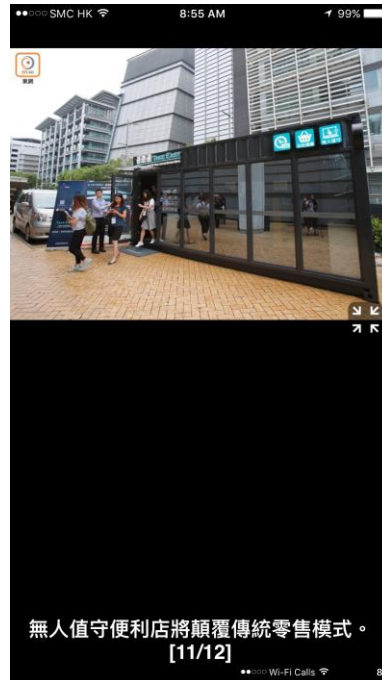


Sophia - 1st A.I. with citizenship granted by UAE



Amazon Alexa

# A.I. in Hong Kong



# A.I. - Friend or Foe?

4th World Internet Conference in Wu Zhen Dec 2017:



- **Tim Cook - Apple:**

- A.I. helps to improve people's work, especially in education and medical services
- Technology is not developed with either good or bad intention, but it's everyone's responsibility to keep them people-oriented
- Does not worry that “robots will think like human” but afraid “humans will think like robots”

- **Pony Ma - Tencent: (马化藤)**

- A.I. is being developed to serve people better (Seattle)
- Application in medical field and transportation
- Not a threat to human beings



- **Robin Li - Baidu: (李彦宏)**

- “When technology changes the world, a lot of jobs are lost...you cannot change that. What you can do is to continue to innovate and create more new jobs for people”

# Job Market

The screenshot shows the JobsDB.com website interface. At the top, there is a search bar with the text "Search 54,200 jobs". Below the search bar, there are several filters: "Enter job title or employer name", "All locations", "All job functions", "Monthly", and "HK\$ 0 to 120,000+". A "Search" button is located to the right of the search bar. Below the search bar, there is a table with two columns: "Job Alert" and "Browse jobs". The "Browse jobs" column is further divided into "Function" and "Industry". The "Function" column lists various job functions with their respective counts, and the "Industry" column lists various industries with their respective counts. To the right of the table, there is a section titled "You may be interested in" which features a list of job opportunities from the Bank of China (Hong Kong) and a "Let's explore jobsDB" section with a "2017 畢業求職全攻略" (2017 Graduation Job Search Strategy) banner.

Search 54,200 jobs

Enter job title or employer name All locations Search

All job functions Monthly HK\$ 0 to 120,000+ More options

Job Alert	Browse jobs
Function	Industry
Accounting (6575)	Manufacturing (2231)
Admin & HR (8255)	Marketing / Public Relations (5431)
Banking / Finance (7989)	Media & Advertising (1789)
Beauty Care / Health (764)	Medical Services (744)
Building & Construction (2829)	Merchandising & Purchasing (2769)
Design (2267)	Professional Services (2502)
Education (978)	Property / Real Estate (1937)
Engineering (3791)	Public / Civil (265)
Hospitality / F & B (2542)	Sales, CS & Business Devpt (10886)
Information Technology (IT) (7268)	Sciences, Lab, R&D (741)
Insurance (1926)	Transportation & Logistics (3322)
Management (1087)	Others (2799)

You may be interested in

- Customer Relationship Manager, Retail Banking (Wealth Management)
- Assistant Personal Banking Manager
- Personal Banking Officer (Branch) [Fresh graduates with strong aspirations to excel in the financial industry are welcome]
- Customer Services Officer
- Relationship Manager, SME Banking

Work location will be primarily arranged to Hong Kong Island

Let's explore jobsDB

2017 畢業求職全攻略

取得貼士

Source: JobsDB.com, August 2017

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# Frequently Advertised Jobs

- Dish washers
- Waiters
- Security guards
- Retail Sales
- Caretakers
- Beauty consultants
- Construction workers
- Programmers
- Web designers
- Data analysts
- Salesmen – various fields
- Engineers – various fields

Source: [Ctgoodjobs.hk](http://Ctgoodjobs.hk)

# The Gig Economy & Shared Economy

## The gig economy (零工经济)

- A labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs

## The shared economy (共享经济)

- Also known as collaborative consumption (协同消费)
- A business concept that highlights the ability to rent or borrow goods rather than buy and own them



# The Gig Economy & Shared Economy



# Group Activity

What are some of the jobs which may disappear in 10-20 years?

Small Group Discussion – 10 min.  
Presentation – 2 min. each group

# What are jobs with potential?

## New technology related jobs:

- Software engineers
- Application developers
- Wireless engineers
- Data scientists
- A.I. trainers
- Fintech experts

## People-oriented related jobs:

- Education and training - e.g. teachers, trainers, mentors
- Management
- Creative jobs - e.g. music, advertising, architecture

## Health care/ageing related jobs:

- Hospice service
- Funeral service
- Food, supplements, cosmetics, physiotherapy, clothing
- Health related classes and activities

# How to Face This Fast Changing Work World?

- Be aware of the changes and stay alert
- Embrace this human-machine partnership and “re-imagine” our attitude - stay curious, optimistic and be prepared to take risks
- Learn new skills to survive
- Know yourself better

# Understanding Yourself

# Millenials – Top 5 Dreams

- Buy a new home (29%)
- Find better job or start a business (18%)
- Travel around the world (14%)
- Go for further studies (11%)
- Earn more money (11%)

Source: 美国万通 (Massmutual) Sept 2015

# Millenials – Top 3 Priorities in Job Search

- Secure stable employment
- High salary
- Good work-life balance

Source: CLAP for Youth@JC Conference 2017

# Millenials – Top 3 Job Industries

- 23% education
- 20% medical
- 20% hospitality/tourism
- 37% NOT SURE

Source: Interview with 3000+DSE students in 2017



# Who Are You? What Do You Want to Do with Your Life? Career - or Just A Job?

## Interests

- Music
- Writing/Reading
- Sports
- Arts

## Personality

- Introvert/extrovert
- People-oriented
- Shy
- Analytical

## Abilities/Skills

- Good with numbers
- Project management
- Good communication
- Problem-solving

## Values/Needs/Expectations/Purpose

- Money/prestige
- Help and heal people
- Work-life balance
- A meaningful life
- A structured work environment

**\*\*There are a lot of assessments available to help you find out\*\***

# STEM - The Future?

## STEM

- Science
- Technology
- Engineering
- Mathematics

## Harvard Business Review - JM Olejarz (Aug 2017)

- “Liberal Arts majors are the future of the tech industry”
- Should not encourage students to approach education vocationally
- Barriers to technical roles are dropping (Jack Ma)
- “What matters now is not the skills you have but how you think”
- “Need people who grasp the why's and how's of human behavior”
- Studying literature provides the best training

# Where is the Fit?

# Group Activity

What do employers really want?  
Please find the \*\*hard skills, soft skills and character traits required on the job ads

Small Group Discussion – 10 min.  
Presentation – 2 min. each group

**\*\*Soft skills - subjective, not easily measurable**  
**Hard skills - teachable, easier to measure**

# Employability Skills

## Top Ten Most Wanted Skills

1. Verbal/Written Communication Skills
2. Teamwork
3. Time Management Skills
4. Problem-Solving Skills
5. Planning & Organization Skills
6. Business & Customer Acumen
7. IT Skills
8. Positive Attitude
9. Leadership Skills
10. Entrepreneurship

### Other wanted skills and values:

- Adaptability to change at work, resilience, proactivity, motivation, honesty
- Foreign language
  - English competency in Asia – #1 Singapore, #2 Malaysia, #3 Philippines, #4 India, #5 Korea, #6 HK
  - English competency correlated with salary and competitiveness

# Employers vs. Job Applicants

Employers Want to Know....	What You Have to Offer...
<ul style="list-style-type: none"><li>• Why are you interested in my company and this industry?</li><li>• What skills and abilities do you have?</li><li>• What kind of a person are you?</li><li>• How are you different from other 1,000 applicants?</li></ul>	<ul style="list-style-type: none"><li>• You show your passion for and knowledge of this industry and company</li><li>• You show your abilities and skills</li><li>• You show your attractive character</li><li>• You show the 'extra mile' that you are willing to walk</li></ul>

# Slash culture - Pros & Cons

- Derived from “gig economy”
- E.g. Irene works 3 jobs:
  - Graphic designer/ Fashion blogger/ Waitress
- Is this something you want?
- Pros & cons

**Ready...Get Set...GO!**



# Kick-Starting Job Search

## Traditional vs. Creative Methods

- Traditional
  - Newspaper classified posts
  - Job fairs
  - Career office
- Creative
  - Online
  - Internships
  - Summer jobs, part-time jobs
  - Networking

# Traditional Methods



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# Career Office is Your Friend

- Do your career assessment and planning
- Sign up for interested campus company talks
  - Talk to the people giving talk
  - Ask intelligent questions
- Sign up for interested campus job interviews
  - You already got your left foot in!

# Creative Methods



# Social Network as Job Search Platform

- The visible job market vs. hidden job market
- “Google is your new resume”
  - What Color is Your Parachute – Richard N. Bolles
  - 91% of US employers have visited a job hunter’s profile on social network
- LinkedIn - a lot of company HRs use this
  - Change LinkedIn default email to your own name
  - Use “keywords” under the subtitle to increase chance of search
  - A great summary to show personality
  - Add related industry group, follow company
  - Be careful with security settings

# Power of Networking

- Start early in high school - do summer internships, volunteer work or part-time jobs
  - Build your network
  - Understand the job nature
- Continue internships during undergrad
  - Build more network and experience
- Shadow a worker in a company you are interested in
- Do not underestimate informal social networking

# Six Degree of Separation

- Six degree of separation theory
  - Each person on this planet is only six introductions away from any other person on the planet
  - E.g. you want to be introduced to Victor Li - you may go through your sister -> the sister's boyfriend -> the boyfriend's uncle -> the uncle's ex-colleague ->the ex-colleague who works for Victor Li
- “Strong ties” vs. “weak ties”
- “There is.... a structural tendency for those to whom one is only weakly tied, to have better access to job information one does not already have. Acquaintances, as compared to close friends, are more prone to move in different circles than one's self. Those to whom one is closest are likely to have the greater overlap with those one already knows, so that the information to which they are privy is likely to be much the same as that which one already has”\*

\*Source: Getting a Job: A Study of Contacts and Careers, Mark Granovetter (professor of Stanford University)

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# Thank You