

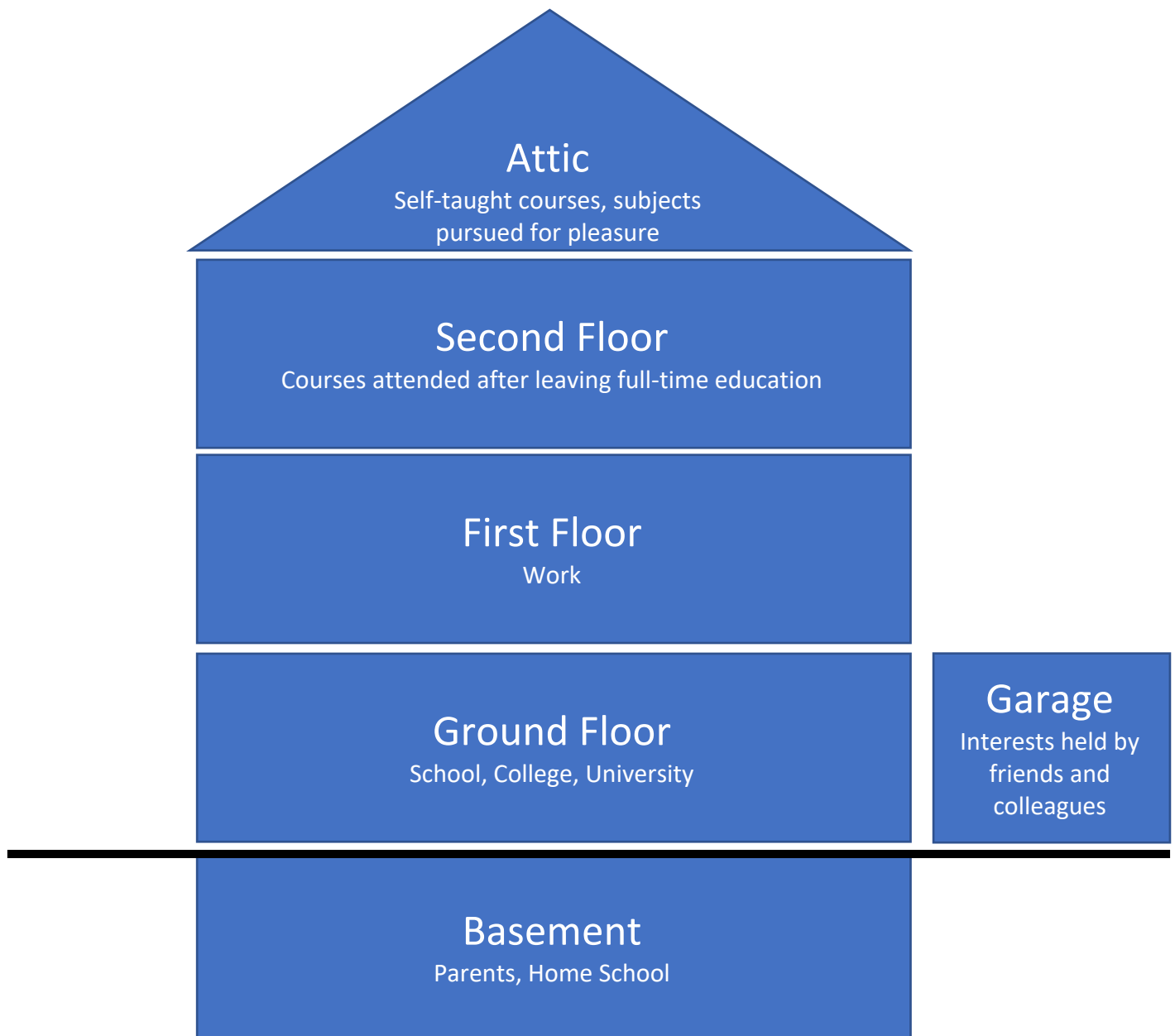
# What Do You Choose to Know?

This module will help you record your interests, but it may also help you provide links to potential industries and sectors you'd like to work in.

What we going to do is make connections between what you know and what you can do.

What's powerful about your interests is not just what you know, but why you choose to know it.

We're going use the House of Knowledge to analyse where your interests may come from and start generating a list.



**1. Begin with the basement of your house, the firm foundation provided by your home and school.**

- a. What did you learn from your parents?
- b. What was your favourite subject at school?
- c. What projects or activities engaged you outside the classroom?
- d. What was the first thing you wanted to read when you put aside your textbooks?
- e. When were you so enthusiastic about a subject at school or college that you went off and found more to read in your own time?

**2. Complete the list for the ground, first and second floors.**

- a. Think of knowledge areas which do not yet appear in your CV – including the things you forgot you know about.
- b. What training courses have you attended which you found stimulating? Think about courses you chose to put yourself on and the courses you were sent on that turned out to be more interesting than expected. What was the topic?
- c. What subjects led you to turning points in your life (that subject you did at school that changed your career path for example).
- d. What subjects have you enjoyed training others in?
- e. When in your career were you hungry to extend your learning?

**3. Now think about your leisure activities and interests. This is your attic, the part of your brain where you store all that old junk you've forgotten you have, stuff you never thought you would find a use for.**

- a. What areas of knowledge are hidden in those dusty boxes?
- b. When did you teach yourself something or learn something just for your own amusement?
- c. When do you find yourself reading, talking or thinking about a subject and others have to shut you up?
- d. When do you find yourself so engrossed in an article or a book that the time passes unnoticed?
- e. Given a free choice, what subjects would you choose to talk about over a relaxed meal?
- f. Think of a time when you have enjoyed learning about someone else's favourite subject or hobby. What was the subject?

- g. Which internet pages do you have bookmarked at home?
- h. If you could teach a workshop on any subject in the world, to any audience, and given unlimited preparation time, what would that subject be?
- i. If you could learn about any subject in the world, from any teacher, what would that subject be?
- j. If you were accidentally locked into a large bookshop for the weekend, in which section would you camp out? Once you got bored, where would you go next? And next? Write down the headings displayed on the bookshelves.
- k. When your Sunday newspaper arrives, full with different sections, which part do you turn to first? Which part second?
- l. If you received a request from an aged relative that would fund a return to full-time education, what would you study?
- m. If you won the lottery and didn't have to work, you'd spend a year to two indulging yourself, but eventually, you would get bored. What might you want to learn about to fill the time.

**4. Last but not least, the garage. It's in an annex at the side because it's about living life through the eyes and minds of other people.**

- a. Think about close friends whose interest you share.
- b. For example you might share the same sporting interest or interest in classic cars.

Try to remember what really interests you and all the things you have chosen to know about.

“The most successful people are those who do all year long what they would otherwise do in their summer vacation” Mark Twain

## Turning Subjects of Interests into Industries and Sectors

Now we're going to review your knowledge and interests to come up with potential matching industries and sectors.

**ACTION: I want you to populate the table below and I want you to try and come up with at least 20 potential related industries/sectors.**

If you want a career breakthrough, commit time to exploring industries of interest and keep an open mind.

**STEP 1: List all the subjects that interest you.**

Use the house of knowledge activity as a starting point – what interests did it throw up?

Add any extras that have come to mind.

**STEP 2: Against each subject area record at least two obvious matching industries.**

For example, if you have put “history” as an interest, then obviously matching industries could be museums or conversation.

**STEP 3: Now think of two or more not so obvious industries.**

Ask yourself “where else are people who know about this subject employed? (e.g documentary making).

Do your homework (e.g Google career ideas using your given topic).

**STEP 4: Add any wild ideas that come to mind.**

Don't dismiss anything: be as imaginative as possible.

Ask friends for suggestions if you need to.

**STEP 5: As you inevitably come across names of example organisations, list them in the right-hand column.**

**STEP 6: Pick out target industries for further investigation.**

Draw up a prioritised list of industries that appeal to you. Set out a plan to investigate more about them.

Later on in this course I'm going to help you use this information to start generating a list of target employers that you'd love to work for.

## Turning Subjects of Interests into Industries and Sectors

Subjects that interest me	Obvious matching industries/sectors	Not so obvious industries or sectors	Wild Ideas	Example Organisations
