



Tool

Reverse Job Advert

PURPOSE: this exercise helps you generate fresh career option ideas by drawing on other people's ideas based on your own self-assessment of your skills/ strengths and what you're looking for in a job.

SOURCE: adapted from *How to Find Fulfilling Work*, Roman Krznaric (School of Life)

HOW TO DO THE EXERCISE:

1. Write your 'reverse job advert'; a half-page outline covering who you are as a person including your passions, talents, interests. For example – you might mention which languages you speak, what you love doing outside work (scuba diving, climbing mountains), your core values as a person and the causes in which you believe. Also note anything that's important to you about the roles you will consider (e.g. if you want to travel for work, do you have a minimum salary level). Avoid including any formal qualifications or track record in terms of the positions you have held – focus instead on your motivations and talents.
2. Now make a list of ten people you know from different walks of life and who have a range of careers.
3. Email these 10 people your reverse job advert asking them to suggest from their experience two or three careers that might fit with what you've written. Ask them to be specific – so rather than 'you might like to work with children' it would be better to say 'you might enjoy being a social worker'.
4. Hopefully you will end up with a long and diverse list of possible careers, many of which you would have never considered. The aim is not only to broaden the range of options you might consider, but also to help you understand better what you might enjoy and do well at.