

The Personal Job Ad workbook



GRAPHIC DESIGNER

318-348-4675
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chuckoleary.com

DESIGNER PROFILE

Detail oriented team player. Organized flexible and able to meet deadlines in a fast paced environment. Excellent customer service skills with a background in retail management.

Objective: to obtain full time employment as a graphic designer in a position that will allow me to utilize my experience in identity systems and logo design.

WIRE ME!

TECHNICAL QUALIFICATIONS

Proficient in both Mac OS X and Windows XP/2000 operating systems.

SOFTWARE

- Proficient in Adobe CS3: Illustrator, Photoshop, InDesign, Dreamweaver, and Flash
- In depth knowledge of HTML and CSS
- Experience in using QuickrPress
- Other skills in Microsoft Office Word Excel PowerPoint

EDUCATION

B.S.A. in Communication Design
Louisiana Tech University
August 2008

PROFESSIONAL INTERNSHIP

Twenty (20) hours (8 weeks) of training
Newport, LA - 08-09-09/07

Completed complete identity systems from concept to print. Included logo, business cards, letterhead, programs, posters, web design and apparel.

AFFILIATIONS - HONORS - ACTIVITIES

AKA Student Member
DEMYCLES Spring 2007

USP (United States Professional Graphic Union) Representative for Graphic Design students at LITech

FREELANCE DESIGN

Twenty (20) hours (8 weeks) of training
08-09-09/07
Background continued in education of website and business elements.

Design of T-shirts:
Boston, LA - 08-08-08/07
- Design and create logo, shirts, and all aspects for companies.

Design of T-shirts:
Jasper, LA - 08-08-08/07
- Create graphic designs for color and ink and produce.

OTHER EMPLOYMENT

Self-employed
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012
- 2012-2013
- 2013-2014
- 2014-2015

FREEHAND

Illustrator:
- Print and Ink
- Web design

OTHER EXPERIENCE

Screen Printing & Photography

WANT MORE DESIGNER?

MAIL TO: Chuck O'LEARY
Subscription Dept.
1032 Sanders Lane
Baton Rouge, LA 70820

NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____

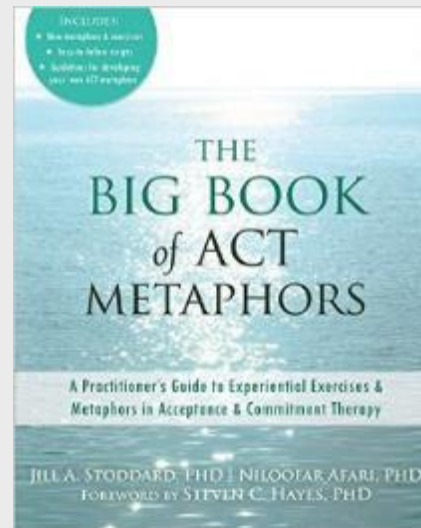
If you would like to see more of this ad, please contact us at 318-348-4675 or visit our website at www.chuckoleary.com

Acknowledgment

This exercise was inspired by [Roman Krznaric](#) and his excellent book, [Finding Meaningful Work](#).



Our adapted version of the exercise is published in the [The Big Book of ACT Metaphors](#) by Jill Stoddard and Niloofar Afari.



Introduction

We're all used to looking at and replying to job ads.

1408 Chap-
MEN WANTED
for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.
Ernest Shackleton 4 Burlington st.
MEN—Near-appearing young
pleasing

WANTED
EVIL GENIUS seeks minions
to sacrifice their lives in world
domination attempt. Must be
prepared to work 24-7 for
fascist psychopath for no pay.
Messy death inevitable but
costumes and laser death rays
provided. No weirdos.
Call: 1-900-MWAH-HAHA

APPLY TODAY
NOW OPEN = PIZZA COOK
QUALIFICATIONS: NOT BE
A CRYBAG, MASTERS IN S.Y.M
"SHUTTING YOUR MOUTH.." ABLE
TO READ YOUR SCHEDULE.

In this context, the trick is to match ourselves to the job description as best we can, as specified by some other person or organisation.



But what if, instead of trying to match ourselves to a particular job specification,



organisations created roles to match *our* specifications?

The Personal Job Ad

Imagine that there's a new section of the newspaper where instead of having organisations advertise specific jobs, it contains information about people offering themselves and employers apply if they can provide a role that meets the candidate's requirements.

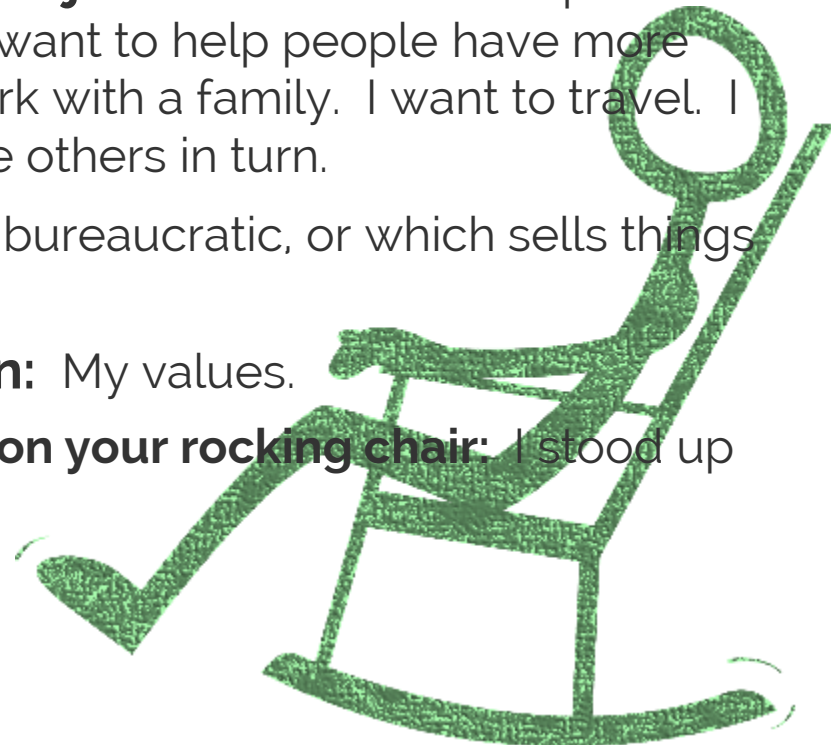


Now try writing your own personal job ad, advertising to the world the kind of person you are, what you care about, the kind of skills you have and want to use, and what values matter to you. Don't specify a particular job or profession, instead include the following:

- **Your name** and a **personal motto**
- **Personal qualities**, such as generous, curious or introverted
- **Talents** or **skills** such as playing the trumpet or designing spreadsheets
- **Ambitions** such as wanting to run your own business or to take a holiday twice a year
- **Anything else you wish for in your ideal job** such as I want a job where I am an expert / laugh a lot / use my Spanish / see the world etc
- **Jobs that need not apply** such as I don't want to talk about 'low hanging fruit'
- **One thing you will not compromise on** such as I must be outdoors
- **The one thing you want to be able to say on your rocking chair**

Example

- **Name:** Bob Bowman.
- **Motto:** 'The best of me brings out the best in others'.
- **Personal qualities:** Determined, generous, compassionate, impatient.
- **Talents or skills:** social intelligence, psychology, creativity.
- **Ambitions:** To build a business that helps people to transform their careers.
- **Anything else you wish for in your ideal job:** I want to be an expert in something and to pass this expertise on. I want to help people have more meaningful careers. I want to combine work with a family. I want to travel. I want to be inspired by others and to inspire others in turn.
- **Jobs that need not apply:** anything too bureaucratic, or which sells things that people don't need.
- **One thing you will not compromise on:** My values.
- **The one thing you want to be able to say on your rocking chair:** I stood up for what I believed in.



Thanks for reading!

[The Career Psychologist](#) is an independent psychology consultancy based in London helping people to transform their careers.



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