



Unique You

## IDEAS BANK



What goes into the Ideas Bank? Anything from fully formed ideas (*"I think I might like to be a wildlife photographer"*), to a concept (*"I'd like to help people"*) or an environment (*"I'd like to work in a more creative atmosphere"*), a skill you'd like to use (*"I want to write"*), a dream (*"I've always wanted to design fashion"*). It can be a single word or a job ad clipped from a magazine. It could be a photograph of someone enjoying an activity. Be creative and get involved, as it's really vital to the effectiveness of the process.

The key thing is that all the ideas that have been sparked as a result of the Unique You program (essentials and extras) are stored in one place. You're aiming to pack it full of possibilities.

### Tips

This is a "blue sky" process – you're not looking for logical, rational, realistic job possibilities – or not only. The Ideas Bank is the place for any passing thought, concept, dream, wish, desire relevant to your working life.

### Jumpstart your Ideas Bank

Open the jobs section of a broadsheet newspaper and give yourself ten minutes to go through it quickly, skimming the job ads. You can pick out "whole jobs" or just words and phrases that appeal to you.

Look for at least 15 words, phrases or jobs. Highlight anything that evokes some kind of gut response in you. Don't censor yourself ("*Ah but that job is in Singapore....*") and don't analyse the reasons behind your responses. Tear out all the ads or parts of ads you have highlighted and add them to your Ideas Bank. It is best to do this with a general jobs supplement so you get plenty of variety.

You can print out stuff you find on internet sites or tear out of other newspapers, together with articles, jottings from conversations with friends, images and thoughts you have. Your Ideas Bank should now have lots in it.

### [Delve into past dreams](#)

Revisit all those careers you dreamed you might do when you were 5, 11, 14, 18 years old: Train driver, fashion model, astronaut, brain surgeon. Put a note in your Ideas Bank or even visit [www.prospects.ac.uk](http://www.prospects.ac.uk) and look up "Explore types of jobs" to see what those possible careers involve. Make a note of what appeals about these careers now and put that in your Ideas Bank.

### [Window on the world](#)

From now on, as you go through your daily life, keep an eye out for the jobs that people around you are doing. What you're looking for is aspects of people's jobs that appeal to you. So, you see a window cleaner up a ladder, you know you don't want to be a window cleaner (probably!) but ask yourself what does appeal to you about that job, the answer may be "*working for myself, working in the outdoors, working the hours I fancy, meeting lots of different kinds of people*". Get it? Capture everything, and put the ideas that appeal to you in your Ideas Bank for later.