

Squiggly Careers® Company Toolkit

How to create a culture where
people can own their development
and personalise their progression

What is a squiggly career?

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Careers used to be linear and ladder-like.

They were about following in other people's footsteps, and focused on getting to the top. Learning was limited by level. You didn't need to be curious about your own career beyond taking the next step.

This approach is no longer fit for purpose.

It doesn't reflect people's reality or their individuality. Today our careers are characterised by change and choices, by potential and possibilities. Climbing the ladder step-by-step has been replaced by something more 'squiggly'.

A squiggly career is all about learning, growth, and possibility.

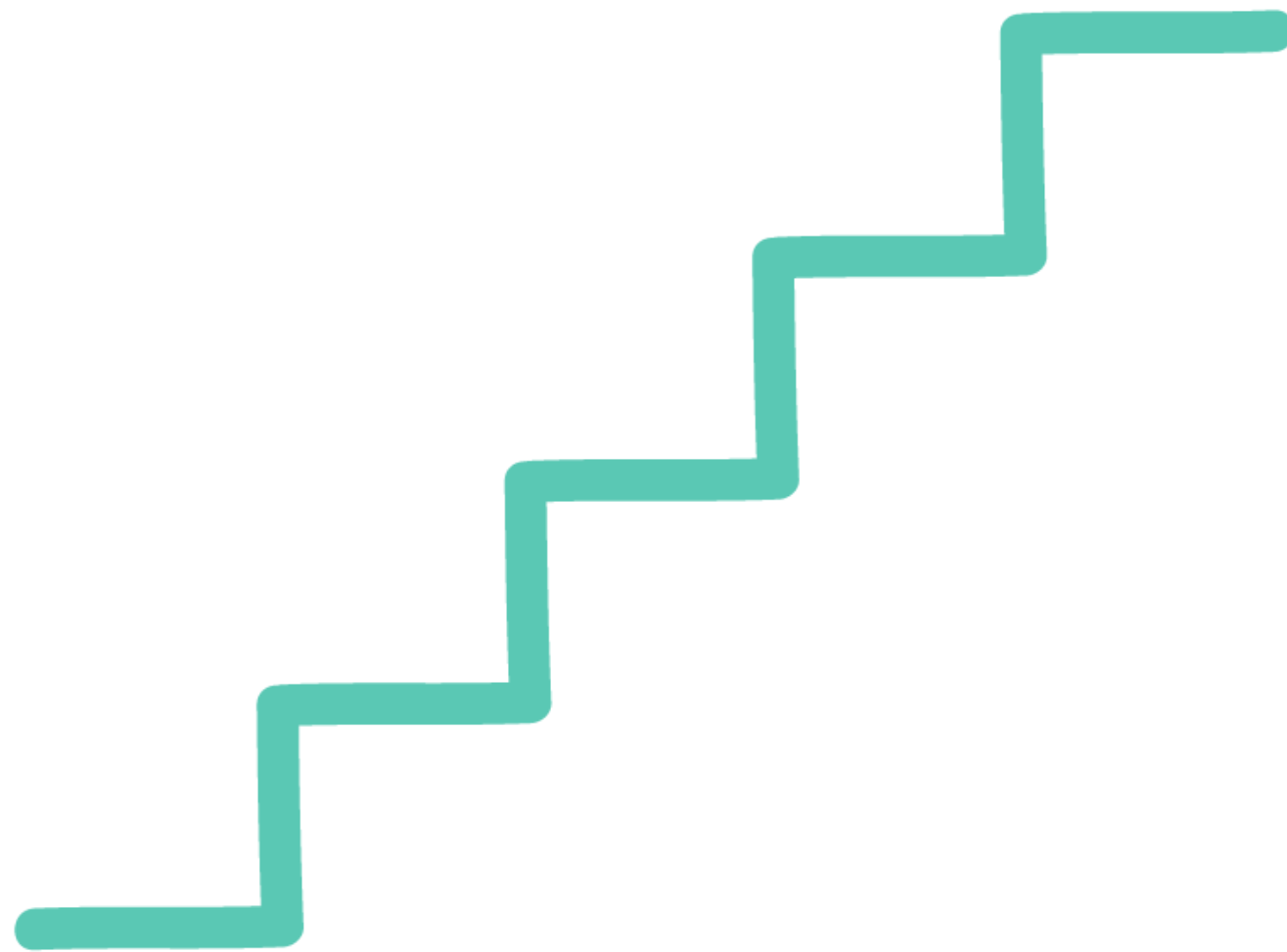
Squiggly careers give people the freedom and flexibility to develop in the direction that is right for them. It helps people's skills to stay relevant and means that their careers are more resilient to change.



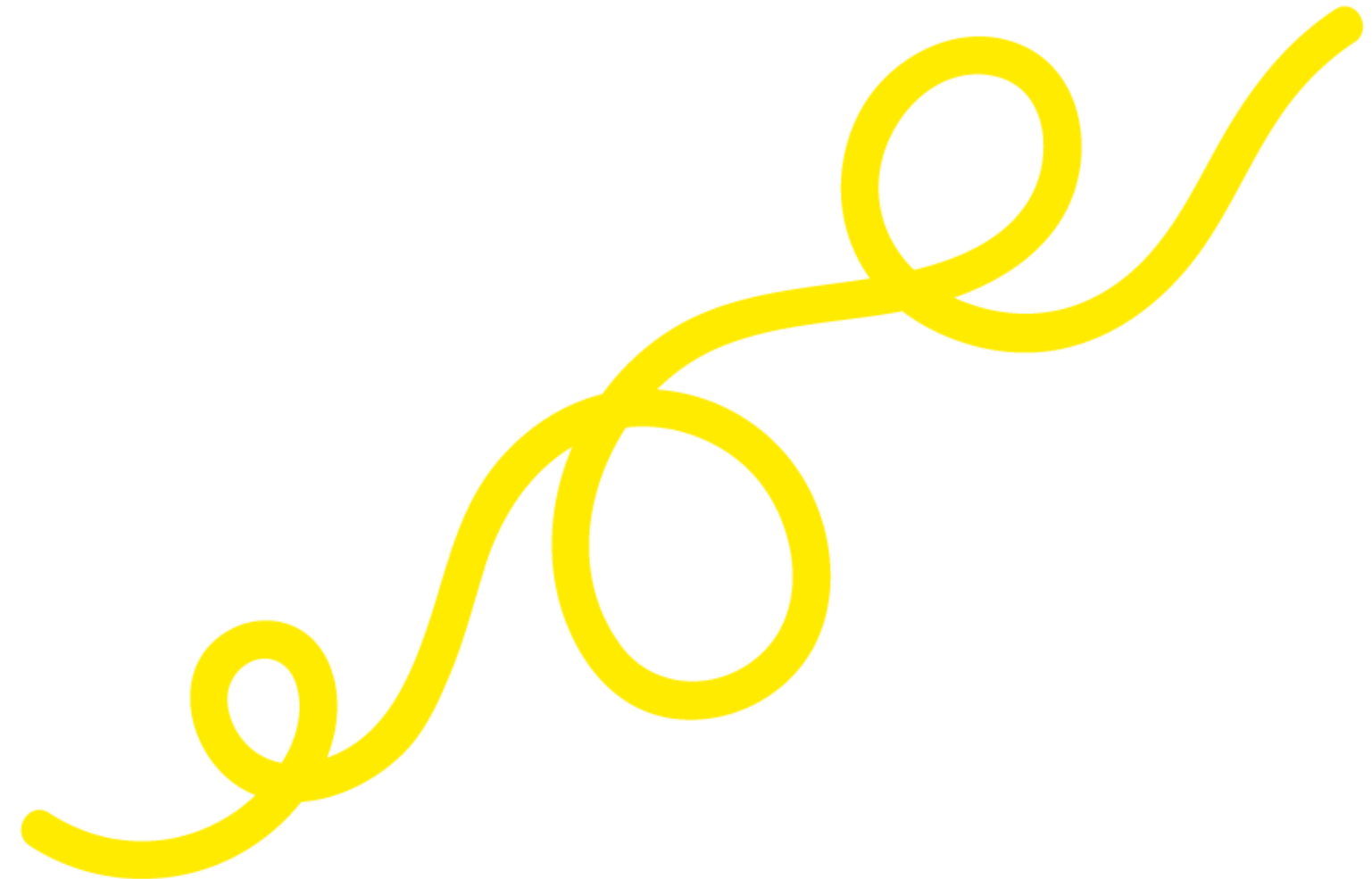
From Staircases to Squiggles

How careers have changed

Past



Present



The words we use shape how we see our careers

Ladder-like language

Plans

limit us to today's reality

Steps

suggest 'up' is the only way

Titles

don't tell the full story

Destination

fix our future

Promotion

is only one option

Squiggly swaps

Possibilities

give permission to explore

Moves

can be made in multiple directions

Talents

transfer to more people and places

Direction

gives a focus that's flexible

Progression

opens up more opportunities

Squiggly Careers are now everyone's reality



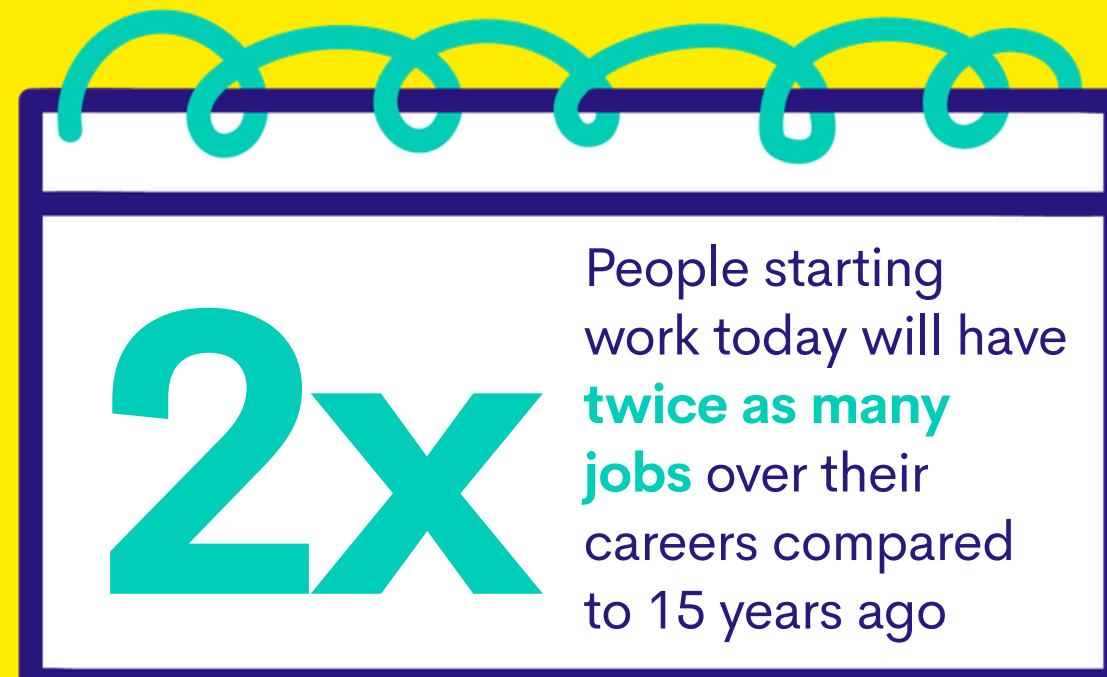
of employers **prefer people with varied skills** and experiences versus a traditional career path

When organisations support people to 'Squiggle & Stay', employees **stay for twice as long**



85%

of the jobs that will exist in 2030 **haven't been invented yet**



People starting work today will have **twice as many jobs** over their careers compared to 15 years ago

50%

of people say that would leave an organisation where they can't progress in some way



Squiggly Careers are now everyone's reality

Squiggly Careers increase ownership, opportunities and create a commitment to learning and growing in an organisation.

Squiggly Careers are now everyone's reality. People starting work today will have twice as many jobs over their careers compared to 15 years ago and 85% of the jobs that will exist in 2030 haven't been invented yet.

Growing in a job and career is a significant reason why people stay in organisations. Nearly 50% of people say they would leave a job that doesn't offer progression. But flatter organisations with fewer layers mean that progression needs to mean much more than promotion.

Investing in squiggly careers creates better outcomes for everyone.

- 🌀 Organisations who support people to 'Squiggle & Stay' find that employees stay almost twice as long as those that don't.
- 🌀 Individuals who take ownership for their careers create more opportunities and increase their relevance and resilience.

It's time to lose the ladder and help everyone succeed in their squiggly career.

How to get started with squiggly careers

How to help people succeed in a squiggly career

There are 3 ways you can get started with squiggly careers in your organisation:

1. Squiggly career **skills**
2. Squiggly career **support**
3. Squiggly career **structures**

To create momentum with squiggly careers in your company, we've got three ideas for action and tools to help you get started.

1. Skills

Run a Skills Sprint

Build an everyday learning habit with our guide to running a skills sprint for teams

2. Support

Improve career conversations

Have a great career conversation using our Career Canvas

3. Structures

Help people Squiggle and Stay Simple experiments and prompts to help you reimagine retention

How to develop squiggly career skills

Skills sprints

Not having enough time is the biggest barrier for most people when it comes to career development.

A skills sprint can create momentum and energy to encourage everyone to learn in a way that's easy to add in to their day.

Idea for action

Our **skills sprints** take less than 10 minutes a day and are designed for individuals or teams to learn together.

YouTube Playlist



Squiggly Careers Skills Sprint

A guide to get
started and create
your learning streak

Squiggly
Careers
Skills Sprint
amazingif.com

How to support squiggly career conversations

Career conversations

Career conversations are a moment that matters for people's motivation and progression.

A useful career conversation creates clarity and prompts people to take positive action to grow in their roles and explore opportunities for the future.

Idea for action

Our **career canvas tool** uses coaching questions to provide individuals and managers with a framework for having a career conversation

Podcast

Episode 109

How to have
a career
conversation

Squiggly
Careers

Free tool: Career Canvas

Career Canvas

Coach Yourself Questions

Values

What motivates & drives me?

1. What's most important to me about what I work on, who I work with and where I work?
2. What do my career highs have in common and what can I learn from my lows?
3. How could I spend more time living my values (at work and at home)?

Strengths

What do I want to be known for?

1. What gives me the most energy at work?
2. What do I want to build a reputation, and be recommended, for?
3. How could I make my strengths stronger?

Confidence

What gremlins get in my way?

1. What gremlins (beliefs that hold me back) are getting in my way?
2. What am I proud of over the past few months?
3. Who is supporting me to build my belief?

Community

Who helps me to learn & grow?

1. What can I give to my career community and what would I like to gain?
2. When am I building relationships beyond the ones I need for my day job?
3. What gaps have I got on my personal board (challenger, supporter, ideator, questioner, empathiser, connector)?

Possibilities

What opportunities am I curious to explore?

1. What roles am I curious to learn more about?
2. What am I learning to support my career development?
3. Who could I have a curious career conversation with?

How to create squiggly career structures

Squiggle & Stay

Ladder-like career development limits people's opportunity to progress and results in employees being more likely to leave.

Unlocking progression possibilities that go beyond promotion gives people the ability to personalise their career development.

Idea for action

Use our **Squiggle and Stay Playbook** for inspiration to unlock progression possibilities in your company.

Podcast



Squiggle & Stay Experiments

Squiggly job specs



Squiggly safari



Move mentoring



Career moments



Progression projects



Squiggly stories

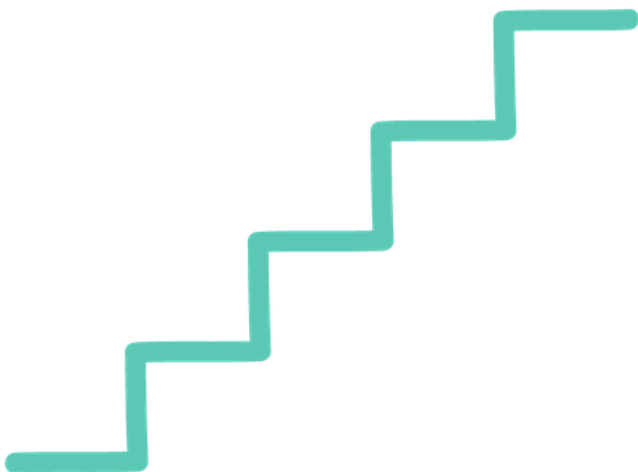


Links & logos

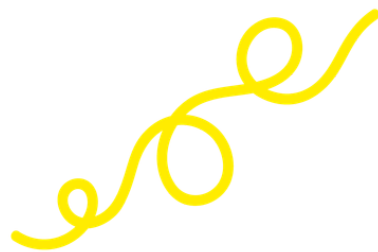
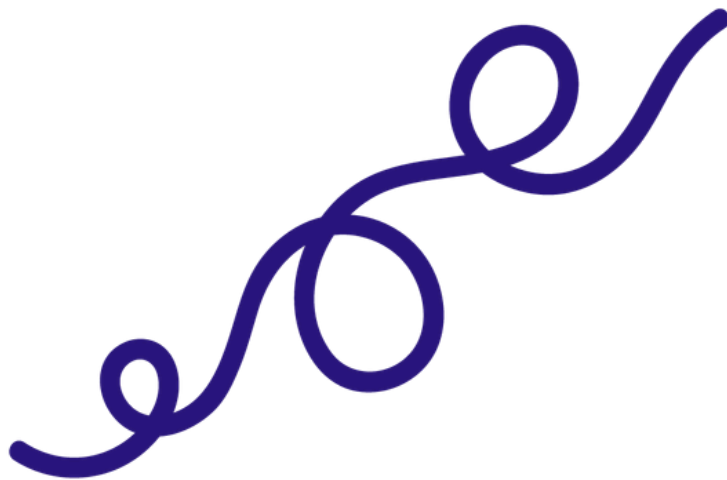
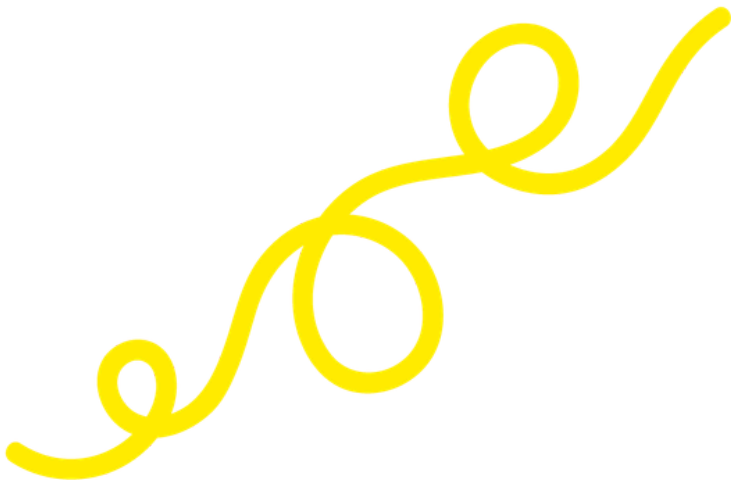
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Careers Past



Careers Present



More Squiggly Careers support



Newsletter

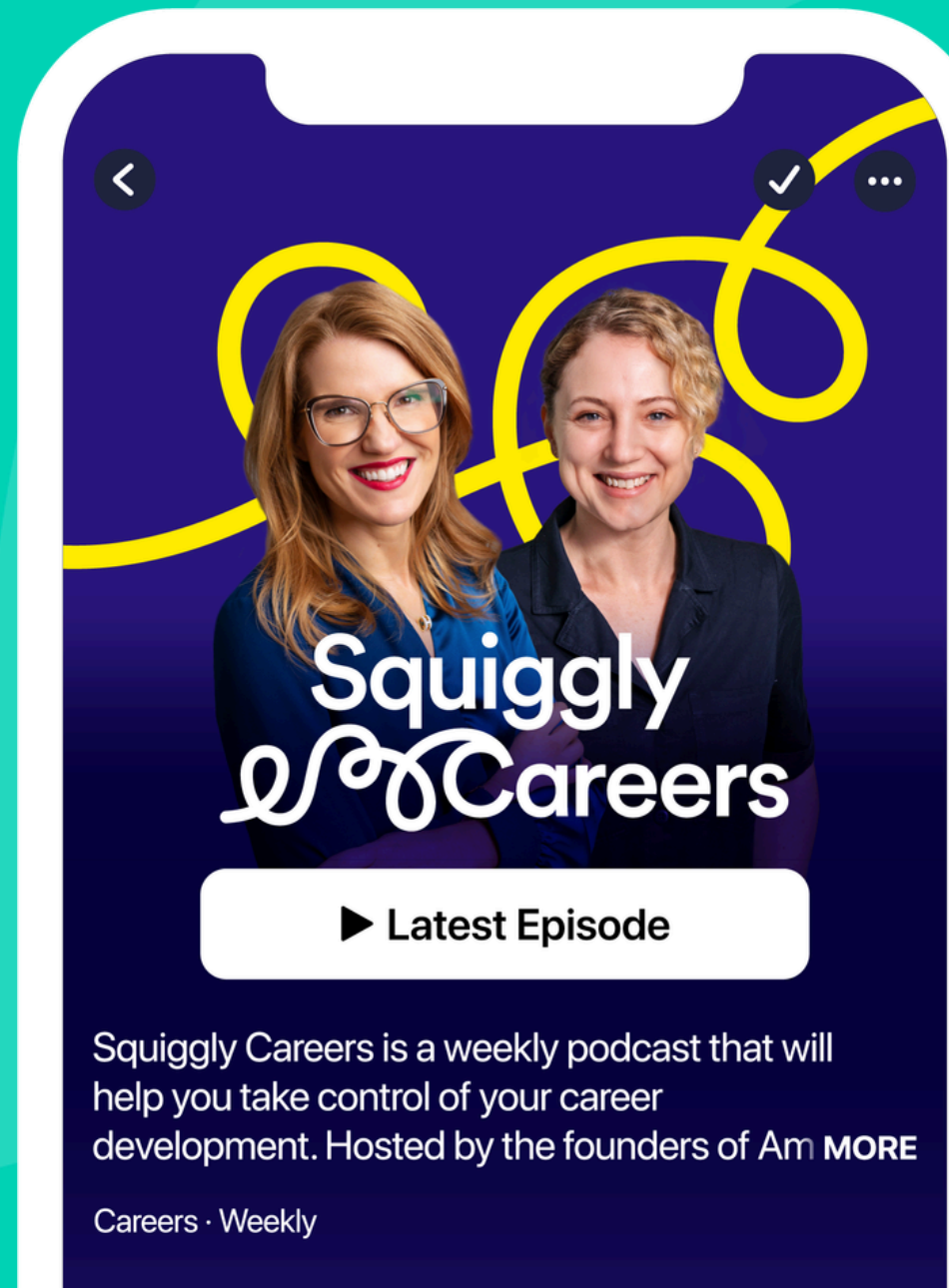


How to manage future career fear, learn from mistakes and find the squiggly support you need.

This week is 'Learning at Work Week'. Sometimes it feels like there is a week or a day everything (did you miss last week's Lost Sock Day... I'm not joking, it's a thing!) Anyway, we think having a week dedicated to learning at work is useful. If we don't learn at work, we risk getting left behind with our development and that's not going to help anyone succeed in their Squiggly Career.

Time remains one of the biggest challenges and unfortunately we can't magic up more. What we can do it make sure that when we learn, our insights are more likely to last. One of the most effective ways to achieve this is to learn with others. We've got some good ideas for how to do this in this week's podcast (fancy trying a game of 'skills snap' in your next team meeting?) and we've also got some events coming up which will help you learn too. 📌

Podcasts



2D AGO

#481 Four AI Prompts To Accelerate Your Squiggly Career

Self-reflection and career development can be supercharged with the right questions — and A...

Books

The No. 1
Sunday Times
Business Bestseller

Helen Tupper
Sarah Ellis

The five
skills you need
to succeed in
work today

The Squiggly Career

Ditch the ladder,
Discover opportunity,
Design your career

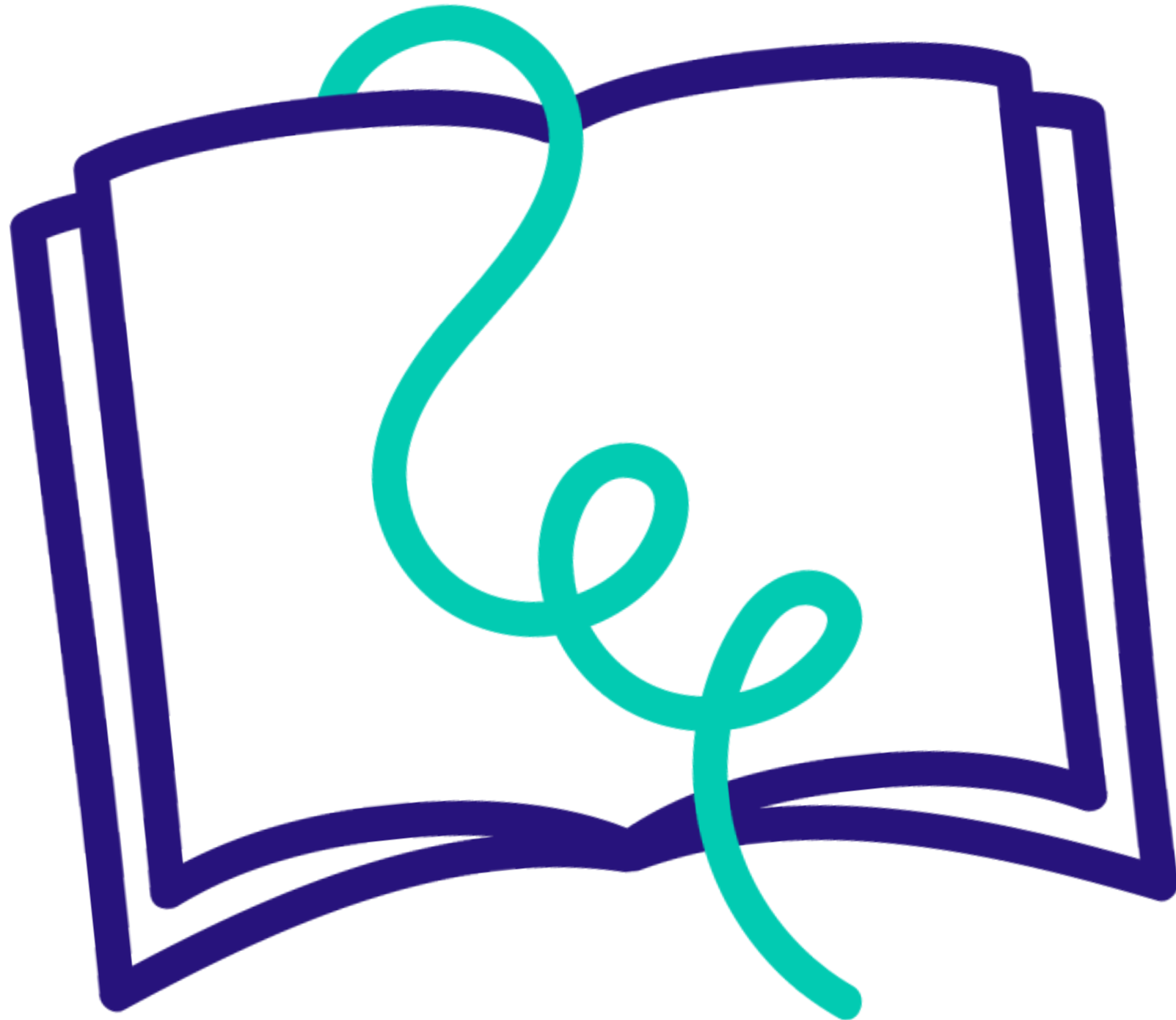
'An indispensable guide to creating your own working life'
Viv Groskop, author of *How to Own the Room*

How can we help?

We're on a mission to make careers better for everyone. Get in touch to let us know how else we can help.

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People starting work today will have twice as many jobs over their careers compared to 15 years ago

<https://www.thetimes.com/article/thousands-of-over-50s-are-choosing-to-embark-on-a-second-career-in-an-entirely-new-field-s58wqhht3>

85% of the jobs that will exist in 2030 haven't been invented yet

<https://www.dell.com/en-us/dt/perspectives/realizing-2030.htm>

When organisations support people to 'Squiggle & Stay' employees stay for twice as long

<https://learning.linkedin.com/content/dam/me/business/en-us/amp/learning-solutions/images/wlr-2024/LinkedIn-Workplace-Learning-Report-2024.pdf>

Nearly 50% of people say that would leave an organisation where they can't progress in some way

<https://www.pwc.co.uk/services/human-resource-services/insights/uk-hopes-and-fears-survey.html>

88% of employers prefer people with varied skills and experiences versus a traditional career path

<https://www.familyfriendlyworking.co.uk/2024/08/04/88-of-employers-prefer-jack-of-all-trades-professionals-over-those-who-follow-traditional-routes/>