

*DISCOVER YOUR TRUE TALENT AND INVENT THE JOB THAT FITS IT!*

# The Best **Job Title** in the World

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Knowmadic

Free Lectures



# The Best **Job Title** in the World

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What you are and who you are is connected.

What you can be and what you'd love to be too.

Wouldn't it be great if people hired you for what you can do best and love to do? Wouldn't you love to make a living on your talents?

This lecture is about finding out how to express to the world what you are as a professional job.

## Knowmads Free Lectures

*Discover the world and yourself. Connect to what is. Play with what is possible. Try the impossible.*

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## Introduction

*What do you add to the world? What are your talents and passions? The combination of these two questions should and could be your dream job. In this action lecture you'll find out how you can find the job title that helps to shape your destiny. [With each blue question posed to you, write down your answer.](#)*

It seems so easy. A great business card as start of your dream job or start up. It should proudly present you, who you are, what you do best!

But alas for most people reality is different. Your title may reflect your education, fits you in with colleagues or is just a funny gig. Perhaps you are caught in a conventional job; trying to fit the function, rather than find or better even, shape the function that fits you. Or even more difficult you don't know what your biggest talent or dream is.

Do you recognise this or just wonder what is possible, than read on.

What makes a great job title? It tells others what you do, and at the same time toggles curiosity. And perhaps most importantly: **a great job title supports you to feel free to do what you are best at.**

It's worth it to take time on this. In this lecture you'll find exercises to find your purpose and how to come up with a job title or business concept<sup>1</sup> that makes you shine. Good luck.

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<sup>1</sup> You can use the same road to come up with titles or names for books, articles and products. And you can use parts to find your destiny your purpose and passions.

## A very short history of job titles

In the Middle Ages guilds guarded their secrets and standards very well. Sometimes to protect a standard of quality, sometimes just to keep the competition out. You couldn't just take a title. You had to earn it. You had to have the right education. You had to prove you fitted the profile. Professions were all about adapting to standards.

Professional unions used to maintain a lot of power until the end of the 20<sup>th</sup> century. In the last two decades there has been a boost of many new job titles due to new inventions, cheap status rises<sup>2</sup>, new media, new wealth and a growing number of independents. Web designers, flash artists, internet hosts, spiritual coaches, assistant manager office supplies, personal trainers, dog walkers, talent show celebrities, etc; all found their way to the market. Many new professions combined, improved or even circumvented older ones. It seems anyone can come up with a new professional title and many do.

There's good reasons to do so. We all are very different. Our professional title may not highlight our best talent very well. Our profession may be coaching, but our special talent may be rephrasing someone's ideas. Then if coaching doesn't work out, you might try ghost writing speeches. Our job may be cook, but our talent may be to run a understaffed kitchen smoothly. Such a cook may be fired for lack of star quality, but there are many places where such a person would be warmly welcomed. **By being more precise in job titles about special talents, it becomes easier to find the best spot to work.**

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<sup>2</sup> Technician could become manager technical engineering just to give you a better feeling about your job. Try the online bullshit job title generator: <http://www.bullshitjob.com/title/>

## Job Titles and Education

Of course it's possible to take on a title that is almost similar to one that is legally protected and demands the right education. The idea of this lecture is not to cheat yourself into a profession. It's about adapting a new way of thinking to get where you already are. Yes, you are there already! **If your new job title describes your true talent, you must already be able to do what your new title says.**

This may seem contrary to what education tells you. But education is mostly still a 19<sup>th</sup> century institute that fills up the troops needed in all kinds of industries. Most schools demand you comply to their standards and test well on their criteria. Most schools seem to reason that if you got your grades and you didn't misbehave; you are ready for the job market. **Most school don't care about special talents that do not fit their standards.** Some schools may even destroy more talent than they are creating. But you are more than what school sees. Compare this to some Native American Tribes. There you could earn names that put your talent in the centre: Run like Hare, Sees very Far or Wise Wolf.



New Job Title: Change Maker

IQ: above average  
School: average<sup>+</sup>  
Special Talents  
for stuff outside  
school: yes!  
Joined  
Knowmad

“Destiny shapes itself between who you are, what you present to the world and how the world responds.”

**Most people have talents that are not standard.** They are not tested for them, perhaps they can't even be tested. It's often the more independent entrepreneurial or creative people who drop out and do have success. People like Bill Gates, Richard Branson, Will Smith flunked school at one point. Many great artists were considered problematic at school and are now making more people happy, inspire more people than their former educations ever did. Some of the greatest scientists got very low grades, like Einstein, sometimes on the topic they later became so famous for.

So do not regard your education in any way as telling what you can or cannot be. Build your career on what and who you are and what you feel called to spend your time on. It is up to you!



New Job Title: Bridge Builder

School: yes!  
Ambition: Yes!  
Do something Useful:  
Yes!  
Reach other people:  
yes!  
Make things happen  
between them: Yes!

## How a Job Title can influence your life

A friend of mine is photographer. He worked a lot in neighbourhood riddled with problems. He always felt awkward photographing these people. Then he changed his title to Narrative Photographer. Now he felt his work to tell their story to the outside world. This liberated him from feeling awkward.



Photographer?  
Picture taker?  
Social Photographer?  
Visual Storyteller?

*New Jobtitle: Narrative Photographer*

She gave Singing Lessons. She loved to help people sing from the heart. She had also skills in meditation and massage. Many clients though expected her to improve their singing skills, but she lacked formal training. Then she started naming her classes Singing Sessions. If you were blocked she could help unblock the head with meditation and unblock the body with massage. Her clients now don't expect the sing better, but to be liberated to sing freely.

During the IT boom in the nineties big business fought over new young high potentials. It was kind of cool to work for the most cool organisations. So if this is the lingo, what guy will bring in the new employees: the Job Recruiter or The Guy

Who Brings In the Cool People? You can imagine that if this guy likes you, you must be cool.



My coming out was with the title Corporate Fool<sup>3</sup>. It helped me to play whatever I felt fitted the occasion. It wasn't a commercial success but it helped me to become the free spirited entrepreneur I am still today. I think that many organisations and preferably peace negotiations could do with some conscious fools to unravel heated ego's, frozen thought patterns and tunnel vision. Why play could save the day in so many places where seriousness is part of the problem is a whole different lecture.

So to innovate organisations and jobs you can start right at the beginning, namely titles. For example once there worked in the USA government for Agriculture a Troublemaker. This department must have been in dire need of a guy, or woman, tearing down old structures and at the same time open minded enough to consider this option. Or perhaps there was a guy who was a lot of trouble, for his questioning existing paradigms, and his boss saw the gift in it for the organisation.



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<sup>3</sup> No I never wore silly hats or costumes. I just took the liberty to challenge conventions, mirror behaviour and create fun en possibilities for employees.



## Expose Yourself

So how do you create the card or job that truly fits you? How can a seemingly simple thing as a job title help you to shape your destiny?

**Destiny shapes itself between who you are, what you present to the world and how the world responds.** You can't determine the response of the world. Luck in meeting the right people can help a lot. But not all is luck. **If you are open about who you are and what you want in a honest and attractive way people are way more willing to help you meet the right people.** Then it may feel like destiny unfolds, in reality your personal presentation was the trigger.

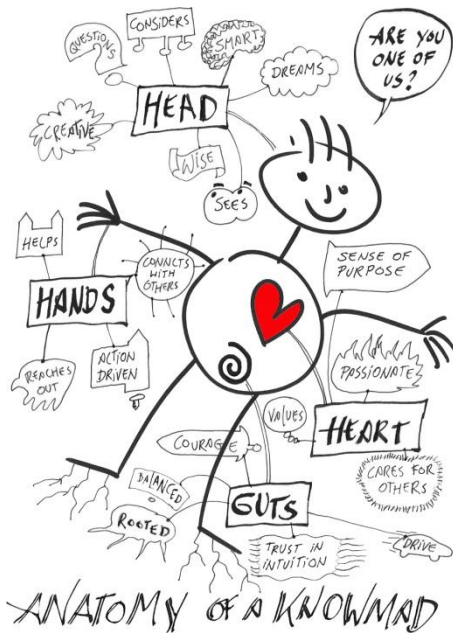
So a great job title can shape your destiny. Such a simple thing may have many levels. It may even feel similar to the coming out that most gay people have to go through. Saying this is me, this is what I want, this is what difference I want to make for others can feel very naked and confronting at first. Because this is the real issue underneath: do you dare to shape your own destiny? Do you dare to be your best self? Do you dare to tell the whole world?

If yes, then you are ready for the action in the next part.

## Time to start thinking for yourself:

Who are you? Draw a picture of yourself in the middle of a big sheet of paper. Attribute qualities to different parts of your body. What kind of heart, stomach, eyes, brain etc do you have? What are your hands for? Building, connecting, touching?

Write and draw around your body dreams, passions, hobbies, landscapes, symbols you have and love.



Ask yourself these two questions: What talents do I have that were supported and improved at school, including the ones in spite of school? And what talent(s) do I have that school never valued, never saw or even degraded rather than supported?

Looking around: What professional titles do I know that I like best? Which inspire me, just by being there?

What is most important to me in a job? Making a difference? The pay? The people I work with? The activity? The goal? The topic? The tools? Etc.

Add all your answer to the earlier drawing at appropriate places.





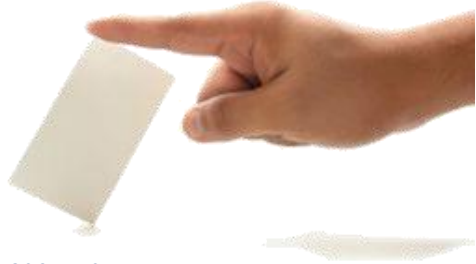
## The Great Questionnaire

*Write down the answer to each question as soon as possible.  
Add them to the drawing you made before at places that fit.*

- *What's your favourite holiday activity?*
- *What are your hobbies?*
- *What do you learn from your hobbies?*
- *What are you good at in them?*
  
- *What does your best friend says is your biggest talent?*
- *What qualities are you known for with your family?  
Friends? Colleagues?*
- *What do you get admired for by others, or makes  
them jealous?*
  
- *What job's have you had? What job titles have you  
carried?*
- *Strike through the one(s) you never ever want to be  
associated with ever again.*
- *What kind of actions in your work were your favourite  
ones?*
- *What were you best at?*
- *What did your colleagues ask you for?*
- *Do you have dreams? What about?*
  - *What would you change in the world?*
  - *What would you do with a million?*
  - *What with a 1000 euro?*
  - *What with 250 million?*
  
- *If you could choose your first study  
again, what choice would you make?*
  
- *What are your most precious  
life's lessons?*



- *What do you believe in?*
- *In a group, what is your role?*
- *In a football team? Would you be coach, striker, defender, goalie, equipment guy or referee?*



## **From many to a few**

*Look at your mood board again.*

*Write down key words or tags of everything you see and like.*

*Cluster all your answers and tags. An easy way to do it is to encircle all related or similar words with the same colour marker. You can also rip everything apart and make piles and then turn it into a mindmap<sup>6</sup>.*

## **Few words left**

*The next steps are a quite difficult process. It is essential to step outside your regular thinking patterns. Perhaps it's better to invite a good friend or coach over to take the steps with you.*

*What are your favourite clusters? Choose a top 3: what's your number one, number two and number three? What are they about? Can you rephrase them into one word each? What synonyms do you have for these words? Which do you like best? What words encompass the most important thing you'd like to say/be?*

*Which words are already a job title? Which words could be a job title?*

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<sup>6</sup> Google 'mindmap' if you don't know what that is. Consider it a worthwhile lecture to find out how they work and how to use them.



## Wordplay to get a title.

*From a few words to a title*

*Now it's time to play with these words. Each play may result in some options.*

### Approach

What do You focus on? Different questions lead to different answers and aspects to highlight. Even with something as straightforward as a Bakery. Wherein lies your best aspect?

- What I Am: Bakery
- What I Do: Create & Bake: Bread and Cake
- What I Represent: Le Croissant Specialist, Pure Bread
- How I Work: Bread Craftsmanship
- What I Offer: Breakfast and lunch supplies
- What I Achieve: The best Start Up for your day

### Google it

Are others using this title? Do you like them? Do many people search on these words? Is the URL available? Do you need it?



## Twisting

Just play in your head, on paper, in conversations with the words. Change order, throw some out, put new ones in. As you like it. When you get stuck elsewhere return to this play.



## Synonyms

Co creator, co-operator, joint worker, fellow, helper, builder. Be very free in play with other words for almost the same thing. Sense how each word offers different emphasises.

## Change angles

What if playfulness is most important? Super Clown? What if understanding is most important? Humour Coach? What if the effect is most important? Happy Maker? Laugh Liberator? What if the process is most important? Relativity

## Play with hierarchy

Is it assistant manager or management assistant? Is it Inner Hero Booster or Coach for Inner Heroism? Is it Superior Car Instructor or Instructor Superior Cars. Which word leads all others?

## Play with Sound and Image

How does it sound? Do the words come easily and naturally over your lips? Does it feel you? Is there music in the way you (can) say it? English Literature Editor or English Essay Editor? Sales Specialist or More Money Maker? If you write it down, is there anything that could make it look better? Co-creation Guide or CoCreation Guide?



## Your New Professional Title

When you have made have least some options, use these criteria to check if it will work:

### A strong new professional title:

#### 1. Is simple and clear.

And it reveals the core of the issue. Cleaner, to me, beats Organisational & Domestic Maintenance Officer. You may prefer the bigger title because, you think, people may look up to you. Your boss may prefer it, because, he thinks, he can demand more money for such an expert. Your client may prefer it, because he may think it can make an impression with friends having one work for him. But when it comes down to what needs to be done, or about new clients finding you, the cleaner is the word you google.

**The title doesn't have to be original.** That often makes it too constructed.

#### 2. Invites to further investigation.

The Idea Sheppard. It may be clear what he or she does, at the same time it makes you curious for more. Can ideas be grazed, herded, fed, milked, shorn? How does he do it? Who cares to know better what an accountant does. At a network meeting it's the Idea Sheppard you want to tell more about his job.

### 3. Is positive and empowering

**You must feel good or even better with this title. It's no shame wearing it, no, it's great.** The name makes you want to go out and act on it. What title would make you feel proud? At the same time it needs realism. It reflects you as you are. It's not a bluff that puts pressure on you to prove it, for yourself or others. It gives inner calm and excitement towards others. You feel you are this and it makes you shine.

### 4. Offers freedom and inspiration to act on.

The name opens new doors and possibilities. Say you'd consider Nosy as a job title. However bad and negative this professional title is, it's clear and it will get questions. But most of all it offers you the freedom to put your nose into everything that picks your interest. Meddling with anyone's affairs will now be a sign you're doing your job. **A great job title alters the mindset of the one carrying it and of those he or she meets.** A new possibility is born that cannot be denied. Just stick your nose in it.



Hi I am your new Network Story Engineer.

What is that? As your New Job Title Coach I wonder what you do.


I don't know. I need to rethink my whole concept.

Ah, you're an Idea Explorer now.



## 5. **Attracts the people you wish to attract.**

Consider what clients your job title would attract or how the people you wish to attract would react to it. Corporate Fool was nice. It helped to be noticed. But many possible clients thought it would not be taken serious enough by their employees or colleges. This seriousness was perhaps the problem, but I discovered I needed a more serious name to get to play with the people I wanted to play with. Somebody I worked with switched for a while to global photographer. Her clients where happy she wanted to travel for them. Exactly her wish. She now has dropped this title, having no need for it anymore, since as a photographer she is now known for her travels.

A close-up photograph of a person's hand holding a light-colored rectangular card. The card is held horizontally and features bold, dark blue text. The background is plain white.

**Test drive the best  
options on cards  
you give to friends.**

If your new job title fails anywhere in this test, try the twisting again, switch words, find synonyms, add something, play with it, etc.

**Enter Your new Job Title here**



Wow, that's the new you....until off course you need to change it. Feel free. You are the master of your destiny.

NB: Don't mind it if others copy your title. Be proud of it. It helps you to be found on Google. Protecting the title will make you the only one and might make the title feel more like a brand name. Share it and you might be the father or mother of a whole new professional corps.

**Now continue to work on developing the services that you offer. What possibilities lie in store with this job title? Frame what and who you can work for. See who demands your services and discover a profession you are proud of and the world is waiting for...**

**Don't forget to  
design the card  
so it fits the title  
and attracts your  
preferred clients**

## Some Samples of interesting #newjobtitles

**Change Maker:** A rebel with a cause, looking to make a constructive & positive difference in the world and or in organisations.

**Corporate Fool:** Says the truth in organisations, reflects lack of smart thinking and acting and proofs different ways are possible, all with a sense of humour.

**Organizational Libero:** Person who can do whatever feels necessary to add to the organization. Has authority and passion to start contributing projects.

**Network Detective:** the one who finds out who fits a plan or is fun and approachable.

**Bridge Builder:** a mediator and connector of people(s), groups, organisations and ideas. Helps to bridge gaps and misunderstandings.

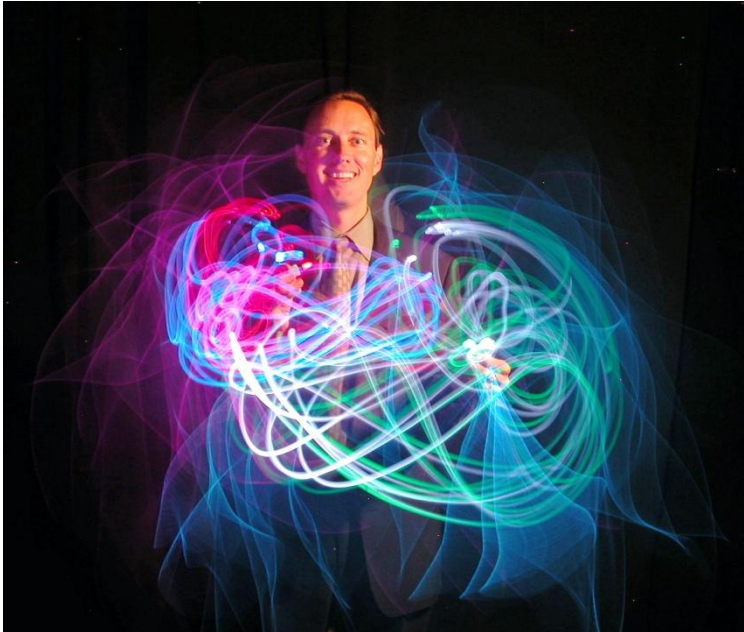
**Play Designer:** someone who makes an idea directly experiential in the here and now. Builds playfully on the experience, rather than plan.

**Network mobilisator:** the one who gets people to follow a shared vision, offers tools and facilitates talents to make big things happen.

**Community Cartographer:** new media specialist operates as node. He finds the people and ideas you need amidst info overload.

**Soft Change Expert:** Seeks to change cultures by soft nudges and alternative open presence as partner in the organisation .

**Idea Sheppard:** creates new possibilities by connecting ideas and paradigms in a new vibrant mix and herding them towards appropriate people.



**Idea Alchemist:** A person that play or add value in any field by opening up to inner senses, knowledge and creative source.

**Your turn:**

NB: Share your inventions on twitter with #newjobtitles. There are people like you out there looking for these.

## *Afterword*

We want to bring synergy between who you are and what the world needs right now. Our Open Source lectures are written with this in mind. We strive to give you keys towards a purposeful professional life: the best of you for a better world. Our lectures are all about ideas for action and change.

The speed by which the world changes grows more rapid. Introductions of new ideas, knowledge, tools, techniques create every day new possibilities and problems that were not there before. To keep up you need a flexible & entrepreneurial behaviour.

We love you to discover how to change with what happens around you and to discover the interesting possibilities that arise from all the changes.

Understanding is only part of that. To understand is not the same as being able to. Or as John Lennon put it: "Life happens, while you are busy trying to understand it." So more than offering knowledge we will focus on igniting and deepening your personal paradigms, attitude and wisdom.

How do we do that? With simple practical tools, paradigm shifting thoughts and opening doors to your personal box of possibility. We think this is valuable education for the 21<sup>st</sup> century. Education that considers the whole of you.


As a Knowmad student the world is a laboratory and you are the experimenter.

Good luck.

If you have questions, suggestions or feedback about this lecture write directly to [floris@knowmads.nl](mailto:floris@knowmads.nl)

Floris Koot Fall 2010



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We Educate Change Makers