



Waipapa  
Taumata Rau  
**University  
of Auckland**

# Life Reset

## **Job Search for Career Changers**

Brendan Griffiths, Career Consultant

# What comes next?





**What do I want?**

**What is possible?**



# Talk Outline

- **Job-focused search**
- **Challenge Mindset**
- **Employer-focused Search**  
(‘menu’ of possible futures)
- **People sleuthing**  
(what counts as ‘qualified’?)





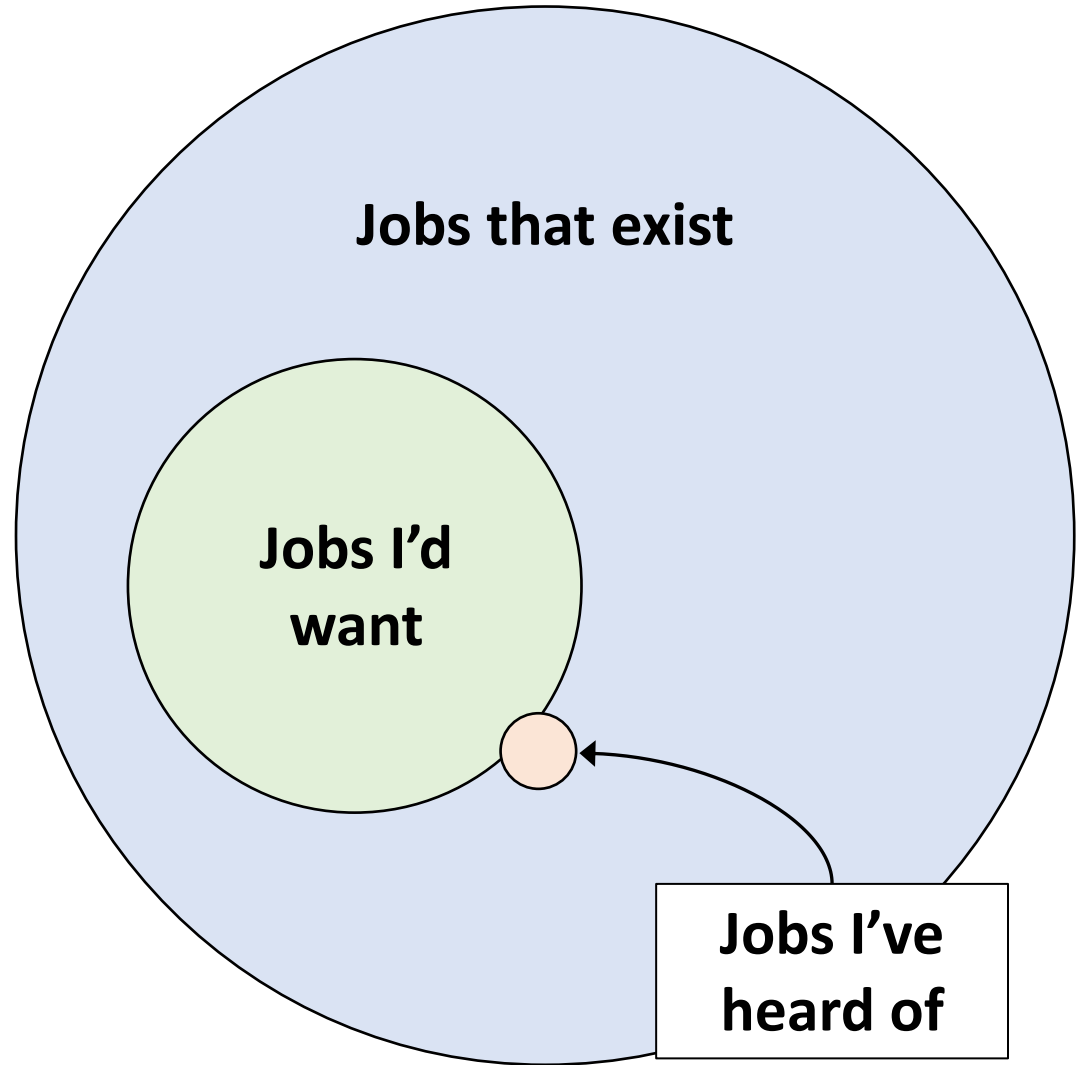
# Job-Focused Search



# Problem

## What if I don't know...

- Job titles?
- Employers?
- Seasonality?
- Qualifications?



# Challenge Mindset

## Challenges

What does the world need?  
What do I want to be part of?

## Organisations

What groups of humans are responding to those challenges?  
Who are my potential employers?

## People

What roles do those orgs hire for?  
What do the humans in those roles actually do?

## Learning

What is my plan to become competitive for the roles I want?

## Story

What will I communicate in my job applications?

# Challenge Mindset

Challenges

Organisations

People

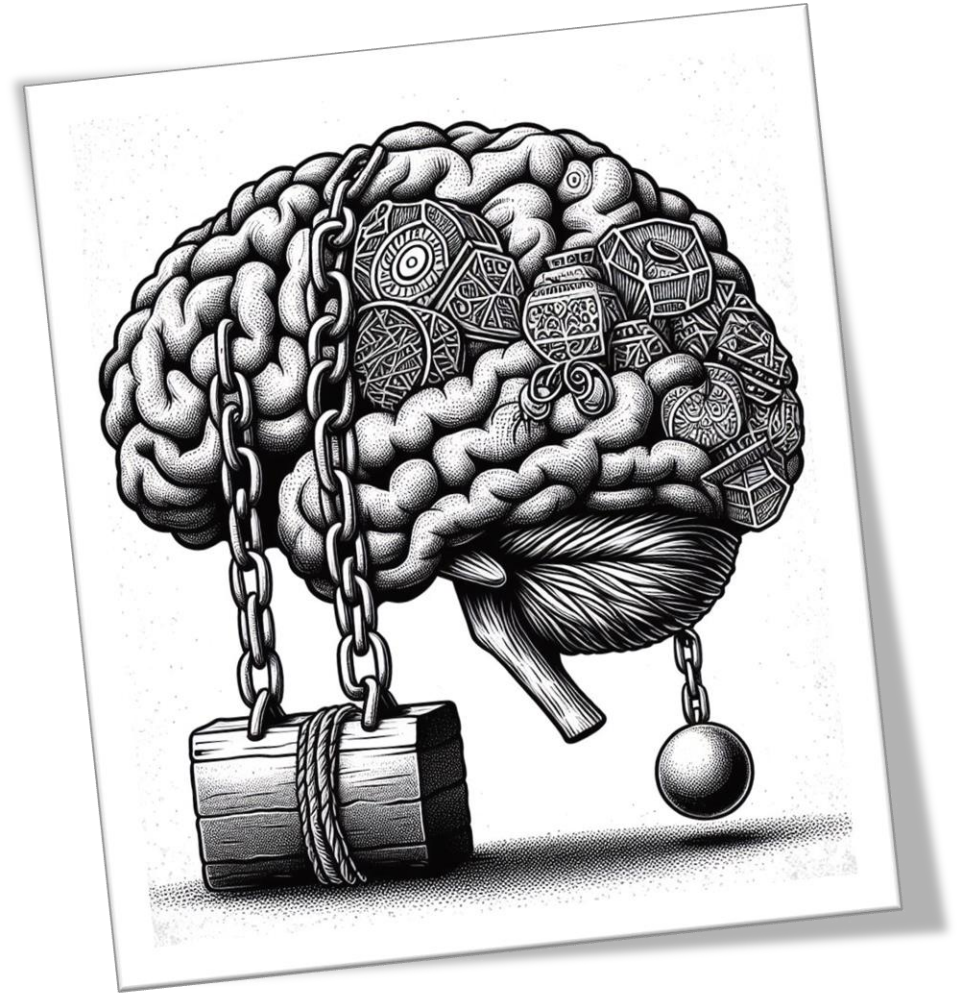
Learning

Story

Dreaming Brain

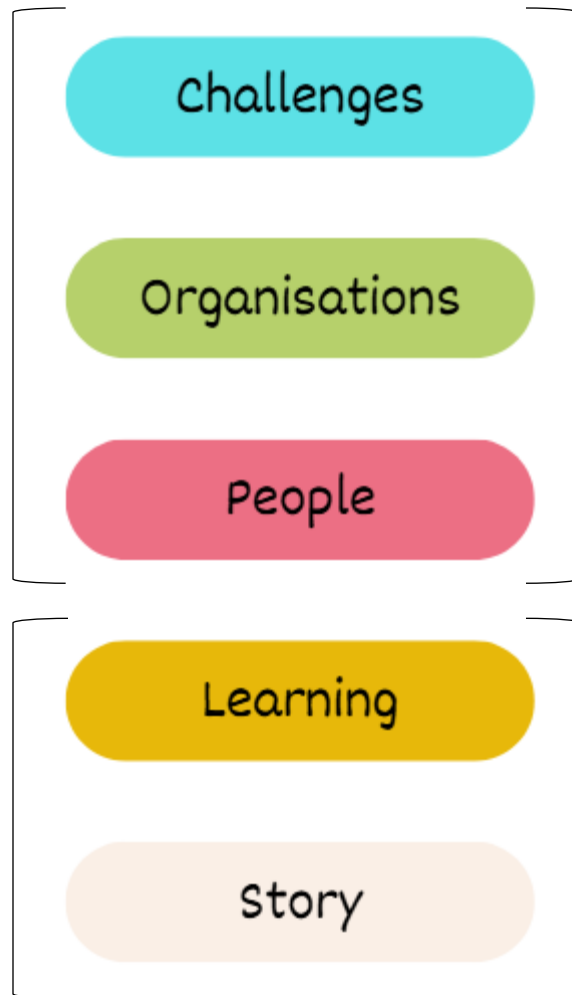


Planning Brain

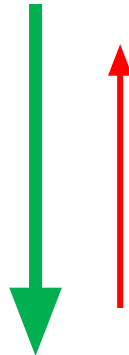




# Challenge Mindset



Dreaming Brain



Planning Brain



# Outline

## Employer-Focused Search

Challenges

Step 1 – Data from Dreaming Brain

Organisations

Step 2 – ChatGPT menu

Step 3 – Shortlist employers and track jobs

People

Step 4 – LinkedIn people-sleuthing

Learning

Story



Planning Brain is on vacation!

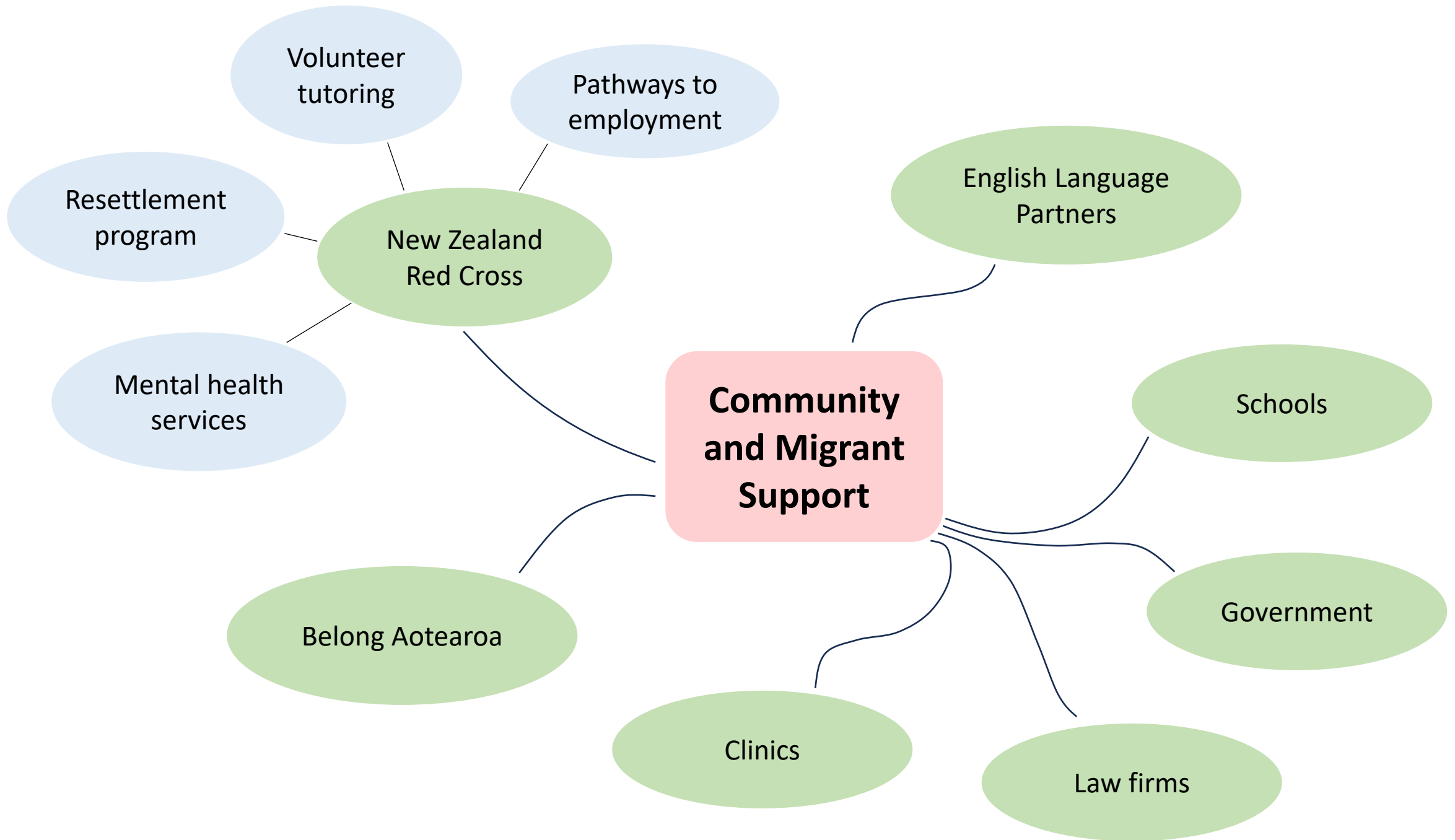
# Data from Dreaming Brain



- Problems of interest
- People / populations
- Ways of helping
- Interests / enjoyment
- What you've been doing (actions, not degree)
- What you've imagined doing (forget 'qualified' for now)
- What else does Dreaming Brain say?

**ChatGPT:** *"Generate a list of [up to 50] employers in [New Zealand and Australia] based on the data above."*





new zealand red cross jobs

×

ALL

SEARCH

SCHOOL

IMAGES

VIDEOS

MAPS

COPILOT

MORE

TOOLS

## 103 Redcross Nz jobs

Find your ideal job at SEEK with **103 Redcross Nz jobs** found in New Zealand. View all our Redcross Nz vacancies now with new jobs added daily!

Redcross Nz Jobs in New Zealand, Job Vacancies - SEEK

 [www.seek.co.nz/redcross-nz-jobs](http://www.seek.co.nz/redcross-nz-jobs)

Was this helpful?  



New Zealand Red Cross

<https://www.redcross.org.nz> › [get-involved](#) › [work-for-us](#)

Work for us - New Zealand Red Cross

Join the largest humanitarian organization in the world and be part of improving the lives of vulnerable people. Find out about working at New Zealand Red Cross and search our vacancies.

# ...they are often hidden...

Home > Get involved > Work for us

Volunteer in New Zealand

Fundraise

Learn

Apply to be an international delegate

Work for us

**Join the largest humanitarian organisation in the world and be part of improving the lives of vulnerable people. Find out about working at New Zealand Red Cross and search our vacancies.**


People who work for us say they love being part of a diverse organisation that's doing good for people, not just here in Aotearoa New Zealand, but in the wider Pacific and beyond.

Red Cross people are a dedicated team of hundreds of employees who support the work of thousands of volunteers. Our career opportunities are as varied as our work and include roles in fundraising, marketing and communications, finance and HR, and roles delivering our frontline services. These might be in refugee support, disaster preparedness and response, international programmes, first aid training, or in community programmes.

We provide a supportive and flexible workplace genuinely focused on our people's wellbeing. We're committed to diversity and inclusion and have an active Takatāpui and Rainbow Network, Rōpū Hāpai Māori, and Sustainability Network.

Our national office is in Wellington and there are 21 regional offices and 51 Red Cross Shops around the country from Kerikeri to Invercargill.

## Our vacancies

[View our current vacancies](#) 

## Further information

Find out more about our work or email the People and Capability team at [talent@redcross.org.nz](mailto:talent@redcross.org.nz)

[About us](#)





## Bookmark 5 to 10



















- Check weekly for 12+ weeks

## What if an org doesn't have an internal board?

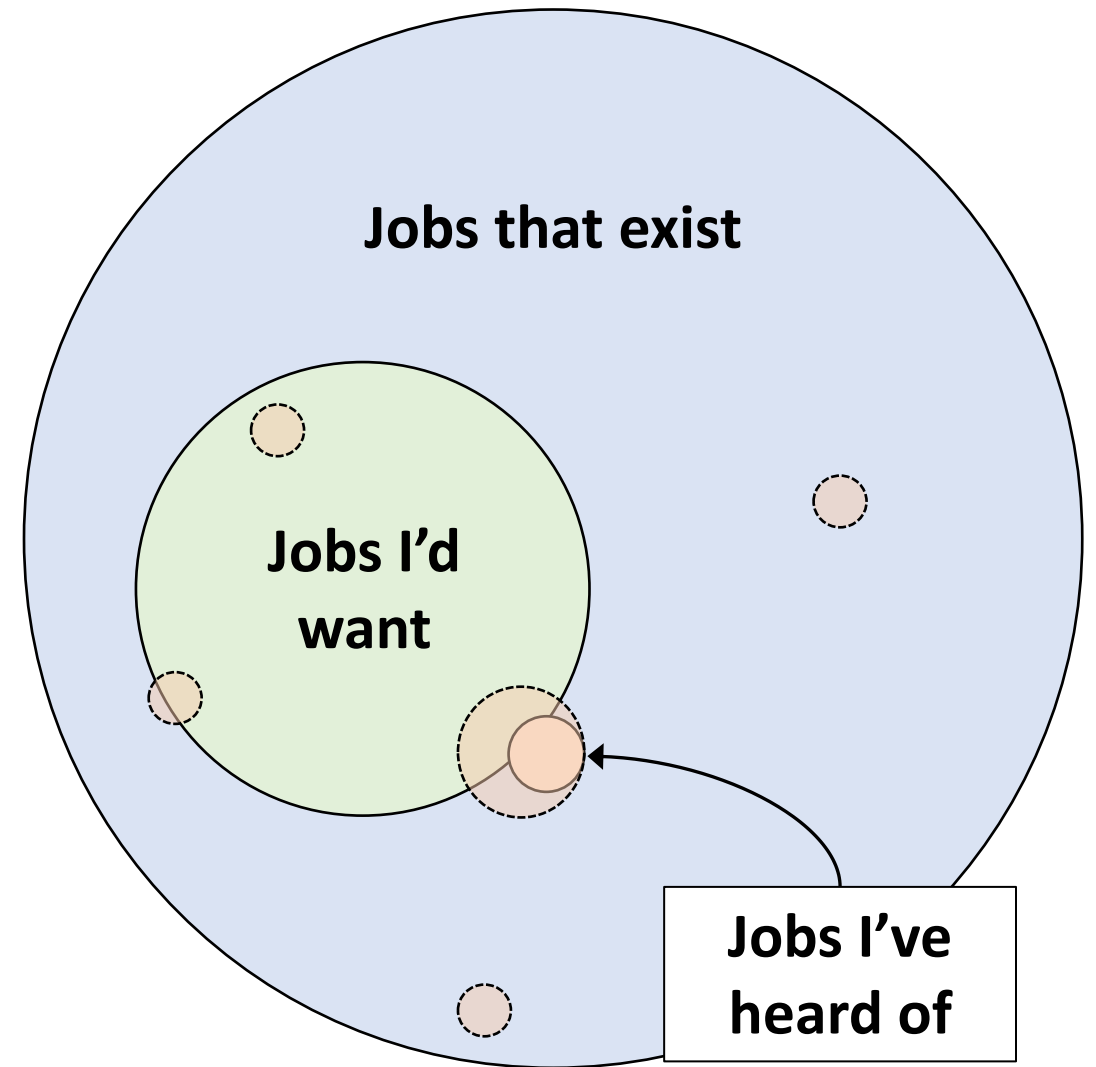
- SEEK and LinkedIn instead
- Cold email or informational interview

### Search Jobs

<input type="text" value="Search"/>				
<b>Job Location</b>	<b>Job Type</b>	<b>Job Category</b>		
<input type="text" value="Select Job Location"/>	<input type="text" value="Select Job Type"/>	<input type="text" value="Select Job Category"/>		

<b>Sales Consultant</b>				Wellington
Boost growth by engaging new and existing clients, building strong relationships, and driving results. Ready to make an impact? This role is for you!				Permanent - Full Time
				30/06/2025
<b>Employer Liaison</b>				Masterton
Help refugees find meaningful employment and build a future of independence.				Fixed Term
				01/07/2025
<b>Pashto Speaking Settlement Cross Cultural Worker</b>				Wellington
We have an exciting casual opportunity for a Pashto-speaking person, based in Wellington.				Casual
				02/07/2025
<b>Swahili Speaking Settlement Cross Cultural Worker</b>				Masterton
We have an exciting casual opportunity for a Swahili speaking person, based in Masterton.				Casual
				02/07/2025
<b>First Aid Instructor</b>				Hamilton
Are you passionate about making a difference and eager to start a rewarding career in educating others about life-saving techniques?				Permanent - Part Time
				07/07/2025
<b>First Aid Instructor</b>				Auckland
Are you passionate about making a difference and eager to start a rewarding career in educating others about life-saving techniques?				Permanent - Part Time
				08/07/2025

You can't read everything  
on SEEK, but you can  
**read everything  
from a few orgs**



# Where to next?

Challenges

Step 1 – Data from Dreaming Brain

Organisations

Step 2 – ChatGPT menu

Step 3 – Shortlist employers and track jobs

People

**Step 4 – LinkedIn people-sleuthing** (what counts as ‘qualified’?)

Learning

Story



Planning Brain is still on vacation!



# What's your path?

## LinkedIn People-Sleuthing



**create your future**  
*kei ōu ringaringa te ao*



# What is LinkedIn for?

- Live CV
- Personal Branding
- Networking Aid
- Professional Community
- News
- Job Board
- **Role / People Research**



# Characters on LinkedIn



## Super-User

Liudmyla Beraud  
Miura Elikana



## Seasonal Networker

Brendan Griffiths



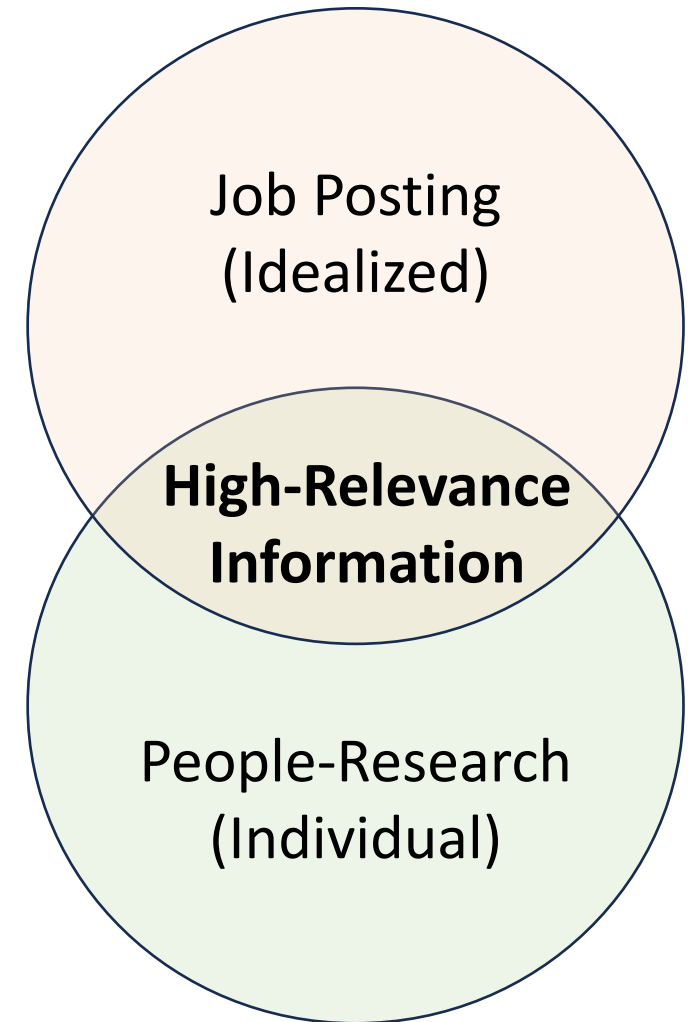
## Researcher



# What counts as 'qualified'?

## **Case Study:** "Career Development and Employability Consultant" at UoA

- 1) Find 5+ people with job title (or similar) at employer (or similar)
- 2) Study work history and education
- 3) Compare to job advertisement
  - 'Relevant' degree (Level 7+)
  - 3+ years 1-on-1 and group support
  - Online learning material dev.
  - Teaching workshops etc.





career development and employa...



Home



My Network



Jobs



Messaging



People

1st

2nd

3rd+

Locations

Current company

All filters



Dianna Bluck



• 2nd

Career Consultant

Auckland

Current: **Employability & Career** Specialist at Auckland University of Technology

Tamsin Kingston, Pepe Afeaki, and 5 other mutual connections

Connect



Naufa Abdul Sattar



• 2nd

Employability and Career Specialist at AUT | Student support - Employability skill developmen...

Auckland

Current: **Employability** and **Career** Specialist at Auckland University of Technology

Pepe Afeaki, Lillian Vimahi, and 1 other mutual connection

Connect



Kylie Pass



• 2nd

Career Practitioner | Supporting tertiary students' employability | Strengths-based coaching

Auckland

Current: **Career** and **Employability Consultant** at Unitec Institute of Technology

Pepe Afeaki, Sarah Moyne, and 1 other mutual connection

Connect

# Summary

## Employer-Focused Search

1. Data from Dreaming Brain (challenges etc.)
2. Organisations 'menu' with AI assistance
3. Manual web research
4. Short list 5-10 orgs
5. Bookmark
6. Check weekly for 8+ weeks
7. Download all interests (moderate+)
8. LinkedIn sleuthing

# Closing suggestions for job seekers

- **Timeline** (job searches take minimum 2 to 6 months)
- **Check twice weekly** (mix of job-focused and employer-focused)
- **Reasonable pace** (e.g. 1 to 10 serious apps per week)
- **Tailor** (edit each app ~30 to 90 mins)
- **Manage heartbreak** (10% of apps yielding interviews is reasonable)





**Questions for discussion?**