

INTRODUCTION

The **Career Achievement Project (CAP)** is an ongoing research project started by Dr. Rick Cotton over 10 years ago, compiling data on more than 30,000 individuals from 242 different professional and occupational national or international halls of fame. The study aims to examine the nature of extraordinary career achievement in order to identify the key factors that contribute to the development of exceptional success by the top 1-2% of role incumbents in different fields, helping to inform excellence going forward.

During the VKURA internship,

I collected and analyzed all inductee profiles from 6 public hall of fame websites. Additional in-depth analysis will be needed to fully answer the research question going forward.

Inductee profiles from the following halls of fame were collected and analyzed during my internship: **American Lawyer, Canadian Music, Manufacturing, Information Technology, Railroad, and Insurance.**

PETER B. GUSTAVSON SCHOOL OF BUSINESS, UNIVERSITY OF VICTORIA

CAREER ACHIEVEMENT PROJECT

BROOKE VANDENBERG

This research was supported by the Valerie Kuehne Undergraduate Research Awards, University of Victoria. Supervised by Dr. Rick Cotton .

POSTER FOCUS

- Describe research performed on inductees of Trial Lawyer, Information Technology, and Canadian Music halls of fame
- Display the similarities and differences in career patterns within and across these three halls of fame
- Highlight how success and recognition is much more difficult to achieve for women and other minorities
- Demonstrate how choosing a career that aligns with one's ikigai (i.e., "reason for being") may foster finding purpose and career success

KEY:

Men Women People of Colour Other Minorities

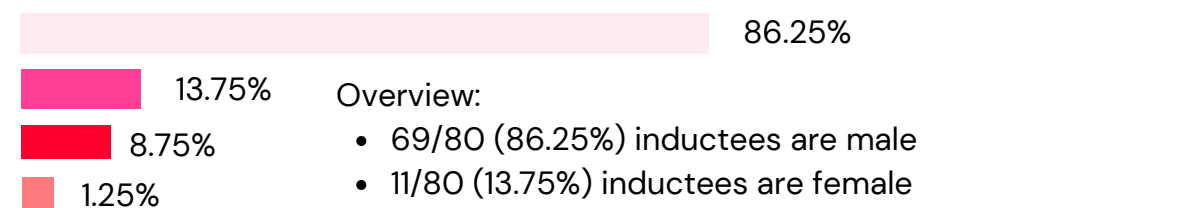
SIGNIFICANCE OF RESEARCH

Despite improving efforts towards equality and opportunities for marginalized groups, there is still such a significant difference in success and recognition for women and other minorities. This internship and the Career Achievement Project illustrated that the vast majority of inductees have been white men, demonstrating inequality and unequal access to human and social capital across a variety of fields. Although each hall of fame includes inductees whose career paths collectively span multiple decades into the past, my research further demonstrates that much change is still needed in order for minority groups to have equal access to the kinds of career opportunities and career paths that have the potential to lead to extraordinary career achievement.

With this information, I became interested in the best ways to cultivate and ensure career success as a woman. Rick made me aware of the importance purpose and satisfaction in one's work, allowing for career success. With this, we worked together to identify each element of my ikigai (e.g., insights in the areas of Passion, Profession, Vocation and Needs) to better recognize which fields and careers would best cultivate a purposeful career in my future.

TRIAL LAWYER

Inductions from 2009-2023, Careers from 1755-Present



Overview:

- 69/80 (86.25%) inductees are male
- 11/80 (13.75%) inductees are female
- 7/80 (8.75%) inductees are people of colour
- 1/80 (1.25%) inductees are from other minorities; here

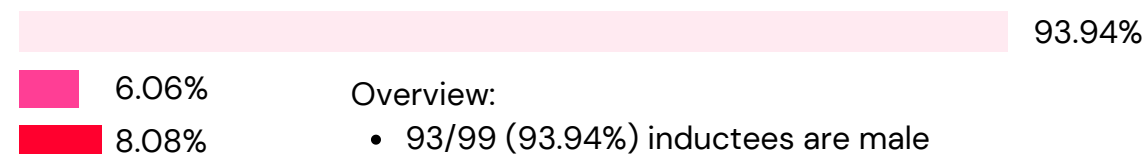
Career Patterns:

one lesbian woman who advocated for gay rights

- Almost all have their own firm or are a partner at a firm
- Majority are defense lawyers, many did both defense and prosecution
- Many defended celebrities or controversial cases, likely leading to their recognition
- Frequent employers include the US District Court, Supreme Court, Cochran Firm (has represented high profile defendants like O.J. Simpson)

INFORMATION TECHNOLOGY

Inductions from 1997-2020, Careers from 1939-Present



Overview:

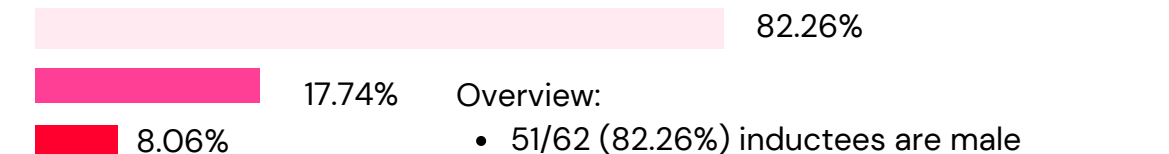
- 93/99 (93.94%) inductees are male
- 6/99 (6.06%) inductees are female
- 8/99 (8.08%) inductees are people of colour
- No other specified minorities

Career Patterns:

- Majority either founded a major company within IT or invented a new technology/database
- Many were engineers or computer scientists who went on to become inventors and business executives
- Frequent employers include Intel, Fairchild, International Business Machines (IBM), Xerox, Compaq, Microsoft, Apple

CANADIAN MUSIC

Inductions from 1978-2023, Careers from 1924-Present



Overview:

- 51/62 (82.26%) inductees are male
- 11/62 (17.74%) inductees are female
- 5/62 (8.06%) inductees are people of colour
- No other specified minorities

Career Patterns:

- Career path often starting in teen years, majority did not receive post-secondary education and many did not graduate high school
- Occupations consist of singers, songwriters, musicians, composers, and producers
- Frequent employers include Arista Records, Reprise, Warner Bros., EMI, Universal, Verve, Columbia, RCA Victor, United Artists, Dunhill, Capitol, Vanguard

ELAINE JONES

**Trial Lawyer, Inducted 2011
Career: 1970-2004**

Elaine Jones was one of the first African American females to attend and graduate from the University of Virginia Law School. She would never give in to the naysayers when they told her that she was limited by both her race and gender. She took a position with the NAACP's legal defense fund and took on some of the largest corporate giants in America, including Monsanto, American Tobacco, and Pullman Standard. Her work with the NAACP helped to abolish the death penalty in 37 states in just 12 years.



GRACE HOPPER

**Information Technology, Inducted 2001
Career: 1943-1986**

Grace Brewster Murray Hopper was the highest-ranking woman in the U.S. Navy's history, a rear admiral. Her greatest accomplishments to society came from her devotion to "leadership training," which included teaching children the principles of electrical engineering. Hopper's contribution to the IT industry was foundational, although men took credit for her ideas. Research reveals her humility in never having challenged them in her creation of the era's principal software development tool, the compiler.



BUFFY SAINTE-MARIE

**Canadian Music, Inducted 1995
Career: 1963-2023**

Buffy Sainte-Marie is an Indigenous singer-songwriter, musician, composer, visual artist, educator, pacifist, and social activist. Her work has focused on issues facing Indigenous peoples of the Americas while her singing and writing repertoire also include subjects of love, war, religion, and mysticism. She has won recognition, awards and honours for her music as well as her work in education and social activism, and she was the first Indigenous North American person to win an Oscar.



The Fourth Industrial Revolution and Ikigai: Finding Human Work with Purpose and Unleashing the Hall of Famer Within

We are in the midst of what many consider to be the Fourth Industrial Revolution (Industry 4.0 or 4IR), which experts say has been going on since roughly 2011 and builds from the first three industrial revolutions. These first three IRs include: 1) The first or original industrial revolution that went from about 1760 to 1840 and was marked by the shift from manual labor to machine production and included breakthroughs like steam power and mechanization; 2) 2IR that went from about 1870 to 1915 and was known as the electrical revolution and was marked by economies of scale and mass production through electrical equipment and assembly lines, and mass communication through telegraphs and mass transportation through railroads; 3) 3IR, known as the digital revolution went from the early 1970s to 2010 and was marked by rapid and wide-scale computerization, digital communication and the use of supercomputers. 4IR started in 2011 and includes rapid changes to technology, industries, and societal patterns primarily due to increasing interconnectivity, smart automation, artificial intelligence, augmented reality, virtualization, the Internet of Things (IoT) and advanced robotics and before its over, 4IR is predicted to feature the joining of technologies such as AI, gene editing, and advanced robotics, continually blurring the line between physical, digital, and biological worlds.

4IR's focus on sophisticated and integrated technology is prompting humans to increasingly focus on what we humans do best especially when it comes to work and careers. In fact, in just over a decade, 4IR has already produced cloud storage, 5th generation wireless, 3D printing, increasingly lifelike virtual reality, fully autonomous vehicles, prototype flying taxis and robots like Flippy the Burger Flipping Robot and lifelike robots like Ameca and Atlas, a robot that moves like a skilled gymnast and Lockheed's Onyx exoskeleton, a wearable that helps humans to lift up to 200 additional pounds without strain or fatigue. These examples show how technology can replace or supplement human capabilities but the question remains, "How do each of us find our own hall of famer within and figure out what it is that we do best?"

With more and more widespread use of artificial intelligence like ChatGPT and Bard, this is an increasingly important question that needs to be answered both at the societal and individual levels. Fortunately, there is a concept that can help us to both frame and determine what we humans do best. This concept which originated in Japan is called ikigai (生き甲斐; pronounced "icky guy") and it is defined as 'a reason for being' and it helps us to understand our purpose and it is often portrayed as the intersection of mission, passion, profession and vocation. The ikigai concept is also well-supported by careers theories including protean (Hall, 1996, 2004) and boundaryless (Arthur, 2014; Arthur & Rousseau, 1996) careers that are marked by a high degree of personal flexibility as well as psychological and physical mobility between and within organizations, as well as a self-directed and values-driven approach to career development (Briscoe & Hall, 2006); career construction and life design theory (Savickas, 2013; Johnston, 2018) which is marked by career adaptability and serves as a useful guide for individuals to identify life themes, deconstruct and co-construct identities, and connect these with past and future work experiences to create a sense of meaning to provide direction and purpose to one's work roles and career goals; and social cognitive career theory (Lent & Brown, 2013; Lent, et al., 1994) which helps us understand the conditions that enable and motivate people towards self-directed career behaviors, such as networking and upskilling, while also fostering larger scale interventions to assist individuals to find the most purposeful work and professional identity for themselves by taking work and non-work domains such as leisure, family and community into account.

Fortunately, during this internship, I've had the chance to use a number of careers-based tools, assessments and approaches to help me to better understand my own ikigai as described below:

Holland Hexagon Vocational Personalities

HIGH5 Top Strengths Profile

DOING	FEELING	MOTIVATING	THINKING
Believer, Deliverer, Focus Expert, Problem Solver, Time Keeper	Chameleon, Coach, Emphatizer, Optimist, Peace Keeper	Catalyst, Commander, Self-Believer, Storyteller, Winner	Analyst, Brainstormer, Philomath, Strategist, Thinker

StandOut 2.0 Strengths Roles

NAICS Exploration Top 10 Hi-Po Industries and Organizations

Top 15 from 245 Skills/Abilities Favourite Skills/Abilities to Use

maintaining, meeting, motivating, offering, overseeing, photographing	making, memorizing, navigating, operating, painting, piloting	managing, mentoring, negotiating, ordering, perceiving, planning	manipulating, modeling, observing, organizing, performing, playing	mediating, monitoring, obtaining, originating, persuading, predicting
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Life Stories Favourite Transferable Skills

Audience/Customer Segmentation Top 5 Most Rewarding Customer Segments to Serve and Support

O-NET Exploration Top 10 Hi-Po Occupations

IKIGAI

What we LOVE: Delight and fullness, but without pay

What we are GOOD AT: Satisfaction, but feeling of no positive impact on the world

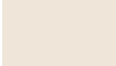
What the world NEEDS: Excitement, but feeling of uncertainty

WHAT WE CAN BE PAID FOR: Comfortable, but feeling of emptiness



"Super Seven" Career Success Dimensions

Personal Board of Advisors Assessment



Long Term Educational and Career SMART Goals

S Specific	Clearly State your Goal
M Measurable	Ensure you can Measure Success
A Attainable	Set Goals you know you can Achieve
R Relevant	Set Goals Relevant to your Career or Education
T Time-Based	Set a Deadline for Completion