

Career Achievement Project

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Introduction

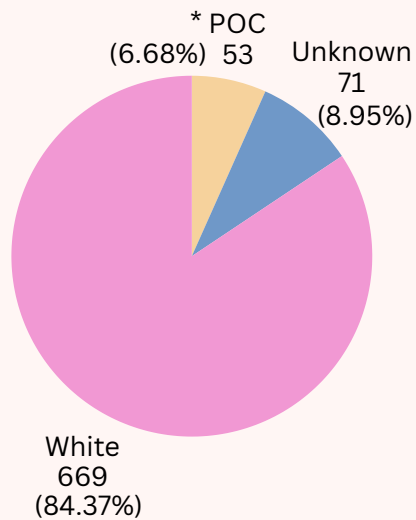
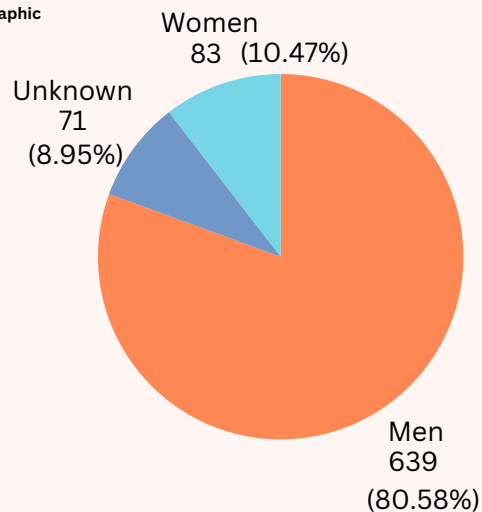
My research was done through Dr. Rick Cotton's Career Achievement Project (CAP) which focuses on studying Hall of Fame inductees that represent the top 1% of performers in their fields. I reviewed Halls of Fames and read biographies, extracted data, categorized career patterns and identified demographic statistics for nine different halls of fame. This research will be compiled to understand factors that lead to occupational success. This research will require further analysis and is ongoing.

Significance of Research

- Determine factors that influence career success across occupations
- Present the minority and female inequality in Halls of Fame
- Identified that minority inductees focused on giving back through mentoring, activism and equality initiatives more often than non-minority inductees

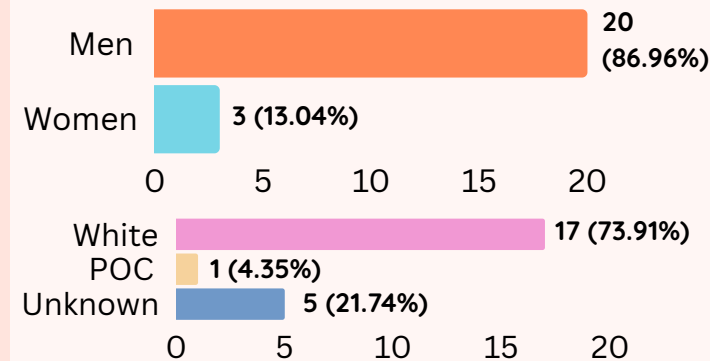
*POC stands for people of color for the whole infographic

Demographic Statistics From All 9 Halls of Fame (793 inductees)



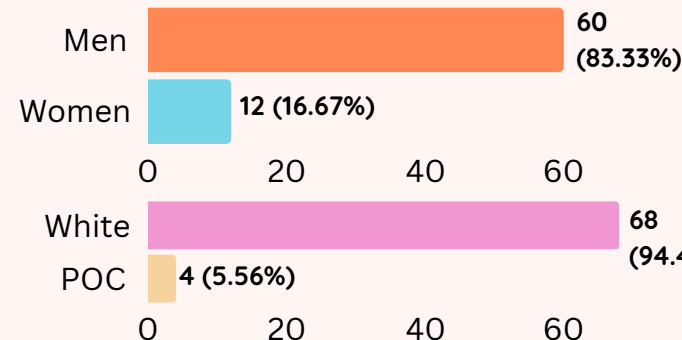
Highlighted Halls of Fame and Individuals

International Green Industry (23 individual inductees)



- Entrepreneurs, engineers, inventors, scientists, authors, professors and researchers focusing on climate change were the most common careers
- All inductees focused on environmentalism and/or activism
- 52 company inductees, all focusing on ways that they can produce goods and services with the best environmental outcome as possible

One Club Creative (72 inductees)



- Art directors, advertisers, graphic designers, creative directors, and entrepreneurs were the most common careers
- Out of the 4 African American inductees, 3 inductees focused on gaining equality for POC and believed in giving back
- Chicago, New York City, Los Angeles and San Francisco were the most common cities for inductees to work

Cristina Mittermeier International Green Industry



Local Vancouver Island conservation photographer and founder, Cristina Mittermeier, focuses on climate change awareness in her career | 1 of 3 women and the only person of color in the International Green Industry HoF.

Tom Burrell One Club Creative



Tom Burrell is an advertiser focused on including African American and youth demographics in his advertising to reach a more diverse market | 1 of 4 Black inductees and the only blind inductee in the One Club Creative HoF.

References

