



BCS EARLY CAREERS PROFESSIONAL SERIES – REAL IT BITES

My Purpose Shield



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The event will start shortly....

Jag Sohal

IT Business Relationship Manager



Real IT Bites Series - Purpose



Name and Job Title



Jag Sohal - IT
Business
Relationship
Manager (BRM)



Organisation



NFU Mutual



This webinar
consists of career
stories and a forum
to ask questions to
industry
professionals.



It is aimed at
anyone seeking a
broader
understanding of the
types of roles plus
essential soft skills
in demand today.



My purpose is to
increase talent into
the Digital & IT
industry.

Purpose and People

No turning back: UK CEOs are approaching a purpose tipping point - 25th Annual UK CEO Survey - PwC UK

Commitments to purpose and ESG are on the rise as CEOs make stronger connections to business strategy and growth. But there is still work to do.

PwC's 25th Annual CEO Survey reveals a growing trend towards more purposeful business practices, including a greater focus on trust, transparency and personal accountability from CEOs on issues such as climate change and inequality.

Published February 2022



Justin Murphy • 1st

PwC Transformation Partner, Technology, Data & Analytics

2h • 🌐

Business leaders are being encouraged to prioritise ESG commitments by the growing expectations of stakeholders demanding more of who they invest in, work for and buy from. Explore the insights from PwC's 25th Annual [#CEOSurvey](#)

25th Annual CEO Survey

UK CEOs are making stronger connections between purpose and profitability



CEO Survey - Making an organisation more investable

[pwcuk.smh.re](#) • 1 min read

You and 13 others

1 comment

Definition of Purpose

Purpose is an “Authentically-lived Aspiration that provides a call to Action for an organisation and its stakeholders, that Advances something or someone external to the organisation.”

– James Bolle, Purpose and Team Happiness Expert

- The four A's that define a true Purpose are:
 - **Aspiration** - the hope of achieving something important - and maybe unattainable - over the long-term
 - **Action** - the inspiration to behave in a certain way
 - **Advancement** - something that advances and provides a benefit to people or things outside of the organisation itself as it is pursued
 - **Authenticity** - not something that's written on a wall or only referred to when selling, something that lives and breathes throughout everything the organisation does
- My purpose journey based on techniques I have learned

Connect with James Bolle on LinkedIn or visit the PRPSFL page and learn more from James here: [What is Purpose — PRPSFL](#)

Making a statement

The two most important days in your life are the day you are born and the day you find out why. - Mark Twain

- As part of my role as a people leader:
 - Understanding what **motivates** or provides a **sense of achievement**
 - Where does this come from, what does the person **value most**?
 - How can we leverage purpose to help support personal and wider team or company **objectives**?
- We all created short purposeful statements and shared them

A mission statement becomes the DNA for every other decision we make. - Stephen Covey

Making a statement

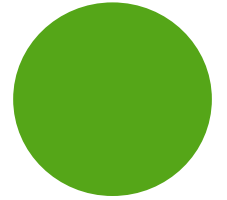
Examples of being..

- Accountable
- An Expert
- An Enabler
- A Connector

Or be Creative!

I want to be known by..

- Developing Apps with Ethics!
- The Expert on Database Design!
- IT Finance with a Friendly Face!
- Fighting Cyber crime Quick Time!



Purpose Shield

Having a sense of purpose is having a sense of self. A course to plot is a destination to hope for. - Bryant H. McGill

This model allows you to consider:

- Finding meaning in what you do
- Figuring out your passion
- A shield, to protect you from obstacles in achieving your purpose
- What makes you feel great, successful, productive
- What qualities you admire in others



Purpose: Ikigai (ee-key-guy). Japanese concept that means "a reason for being."

Purpose Shield – Jag Sohal

- Building strong, credible and lasting relationships
- Establish trust
- Exchange knowledge with people
- Engage at every level



- Variety – every day to be different!
- Networking
- Staying curious and learning from others
- Helping improving the lives of others

- Champion new ideas
- Challenge traditional ways of working
- Deeper understanding of how a business operates
- Develop others in the team

- More kindness
- More humour
- More face to face time
- Make considered decisions with long-lasting results

Early Career Professional Series – it's a wrap!

- Business Relationship Management
- Essential Future Competencies within IT
- Project Management Office
- Success Stories - #bethechange
- Panel Discussion (Recruiter tips!) - #itscocktailhour
- Early Career in Change & Transformation
- Let's Play Myth-busters!
- Your Purpose Shield

All these sessions will be available on BCS social media

Contact Us!

- Email: groups@bcs.uk
- BCS Branch Webpage: bcs.org/membership/member-communities/birmingham-branch
- LinkedIn: [linkedin.com/groups/4650884](https://www.linkedin.com/groups/4650884)
- Twitter: @BCS_Birmingham
- YouTube: [youtube.com/user/BCS1957](https://www.youtube.com/user/BCS1957)
- Instagram: @weare_bcs

Birmingham Branch Co-Chairs:

- Tom Goodman & Terry Bounds

Myth-busting

- ***Rigid structure*** – no, you can move around IT and the whole Organisation
- ***Degree-based*** – no, you can apply for roles with any varied degree background, and a degree isn't the be and end all
- ***Technical skills*** – yes some cases where required but many roles require more collaboration, learner mindset, and communication skills
- ***Isn't IT just Helpdesk?*** – many of you will interact with service-facing Helpdesks hence the impression. Service Desk is an exciting place to work, but there is much more to what we do. Types of roles vary, and there are many places you can start your career, based on what type of person you are, or skills you have
- ***Where is the support?*** - Recruiters, BCS, Mentors, Early Career teams are available to speak too

*Technology plays a huge part in Society, so we need
People from a variety of backgrounds, to reflect real
society too 😊*

THANK YOU