

## YOUTH GUIDE: WHAT IS YOUR WORK+LEARN PATH TO 2030 AND BEYOND?



A work+learn path is a lifelong vision of who you want to be and how you'll get there. It's the 21st century career that you build for yourself, bringing together the best that you have to offer with the most awesome resources available to you.

Your work+learn path is about learning and earning, but it's about so much more. It's about the company you want to keep. It's about the way you'll make your mark on the world, however big or small. It's what you create for yourself and for those who will follow in your footsteps.

In short, your work+learn path is how you step up and make the future you want for yourself.

**READY FOR STEP 1?**



## STEP 1

### start with five peak performance zones

Your work+learn future will be built on skills in five peak performance zones. Some of these will be more important for you than others, but all of them will be part of your path. Which are most exciting or inspirational or important to you? Check one or check them all!

- MAKE YOURSELF KNOWN** with skills for managing your reputation and identity
- BEFRIEND THE MACHINES** to curate, create, and simulate our complex world
- BUILD YOUR CREW** with startups, communities, and networks
- MAKE SENSE** with storytelling, frameworks for action, and ecosystem thinking
- KEEP IT ALL GOING** with skills for caring, sharing, and evolving human capacities

Your work+learn path will focus on building skills in the zones you check, but first, you need to immerse yourself in step 2.

## STEP 2

### find your 2030 work+learn archetype

This is where the fun starts.

A work+learn archetype is a guiding image that feels true to who you are and shapes your actions as you earn and learn.

This toolkit has nine archetypes—fictional stories about exemplary young people in the work+learn world of 2030. Yes, each one is a possible future you! The archetypes all have different paths for each of the five peak performance zones that fit their backgrounds, their passions, and their goals. They have different learning stacks: the key resources that stack up to support their peak performance skills.

Play with the archetype cards. Explore the stories. Look at the different paths that the archetypes have built in their peak performance zones. See how their learning stacks support their paths.

Now choose one or two or even three of the archetypes that most closely match who you are or who you want to be. You can use these as inspiration to build your own work+learn path.



## STEP 3

### find your sweet spot for each peak performance zone

Each peak performance zone has its own spectrum of skills, and where you perform at your best on this spectrum will help you figure out your work+learn path. Look at the spectrums for the archetypes you've chosen. See where they are at their peak of performance.

Then mark your own sweet spot for each zone—your winning position. It's the spot where you can imagine building skills for a lifetime. For example, to Build Your Crew, you might find that your sweet spot is somewhere between local communities and a more global network that can extend your reach.

Once you've found your sweet spot for all the zones, compare them to your archetype's profile. Does your profile look a lot like the archetype you've chosen? If not, compare your profile to some of the other archetypes. You might be surprised at the future that awaits you.

Finally, make up a name for your performance zone strategy that describes how you're going to build up your skills in that zone. Use your chosen archetype (or archetypes) as a guide, but make the path your own.

#### MAKE YOURSELF KNOWN

celebrity                      visibility                      self-knowledge

---

#### NAME YOUR STRATEGY

#### BEFRIEND THE MACHINES

curation                      creation                      simulation

---

#### BUILD YOUR CREW

startups                      communities                      networks

---

#### MAKE SENSE

narratives                      operational frameworks                      ecosystems

---

#### KEEP IT GOING

caring                      sharing                      evolving

---

## STEP 4

### build your learning stack

Look at your archetype's learning stack. What resources is your fictional counterpart in the future using to build peak performance? Do you have access to the same resources? Can you get access them? Do you have other resources that your archetype doesn't have?

Start to list the resources you think are most important for your work+learn journey. Put a checkmark next to those that you can use right away to build the skills in your peak performance zone. Put a star next to those you need to add to your learning stack in order to achieve peak performance. By mapping out a path like this, you'll discover partners, resources and new ways of learning and earning to aid you on your journey. Remember, this is just a starting place—your learning stack will grow throughout your life.

#### INCENTIVES

What motivates you on your path

---

#### INSTRUCTION

The people who help you  
and the places you find them

---

#### CREDENTIALS

The way you demonstrate your skills

---

#### CURRICULUM

The learning materials that help  
you know what you need to know

---

#### INFRASTRUCTURE

The tools and platforms that  
make your path possible

---

#### STANDARDS

The accepted targets for success

## STEP 5

### give your work+learn path a name that's as great as you are!

Give your path a name that will inspire you and remind you what you're working towards. Your path may change over time, but you know now where the starting point is, where you need to build your skills in each peak performance zone, and what resources you need to help you along the way. Good luck!

Your work+learn path: