

The One Hundred Jobs Exercise

From Getting Unstuck, Timothy Butler
Harvard Business School Press, 2007.

Step One: Select Your Most Exciting Work Roles

Reading through this list of one hundred occupational roles, select the twelve roles you instinctively feel would be the most exciting, engaging, and meaningful. Move rapidly through the list and use your first intuitive impression. Do *not* consider its financial rewards. Identify the twelve roles that would simply be most engaging.

When you have selected your top twelve, rank them with number one being the work role you find most exciting.

List of Occupations

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| 1. Marketing Researcher | 41. Real estate developer |
| 2. Child-care worker | 42. Music composer |
| 3. Computer software designer | 43. Veterinarian |
| 4. Sports coach | 44. Advertising copywriter |
| 5. Manager at a manufacturing plant | 45. Senior manager of a manufacturing business |
| 6. Salesperson in a retail store | 46. Nurse |
| 7. Social Services professional | 47. Ship captain |
| 8. Salesperson for high-tech products | 48. Research sociologist |
| 9. Litigator (courtroom lawyer) | 49. Manager of information systems |
| 10. Psychotherapist | 50. Investigative reporter |
| 11. Manager of a retail store | 51. Medical researcher |
| 12. Public relations professional | 52. Chief financial officer |
| 13. Advertising executive | 53. Office manager |
| 14. TV talk show host | 54. Police officer |
| 15. Theologian | 55. Investment banker |
| 16. Speech therapist | 56. Manager of a restaurant |
| 17. Newscaster | 57. Entrepreneur |
| 18. Secretary | 58. Vacation resort manager |
| 19. Automobile mechanic | 59. Electrical engineer |
| 20. Electrician | 60. High school teacher |
| 21. Entertainer (singer, comedian, etc.) | 61. Professor of political science |
| 22. Optometrist | 62. Theoretical physicist |
| 23. Professional actor | 63. Computer systems analyst |
| 24. Senior hospital manager | 64. Fiction writer |
| 25. Fine artist | 65. Newspaper editor |
| 26. School superintendent | 66. University professor |
| 27. Leader of a product-development team | 67. Military serviceperson |
| 28. Religious counselor | 68. Diplomat |
| 29. Financial analyst | 69. Venture capitalist |
| 30. TV or film director | 70. Military strategist |
| 31. Personal financial advisor | 71. Logistical planner |
| 32. Director of human resources | 72. City planner |
| 33. Graphic designer | 73. Accountant |
| 34. Economist | 74. Bank manager |
| 35. Business strategy consultant | 75. Architect |
| 36. Homemaker | 76. Carpenter |
| 37. Senior military leader | 77. Manufacturing process engineer |
| 38. Chief executive officer | 78. Firefighter |
| 39. Librarian | 79. Marketing brand manager |
| 40. Research and development manager | 80. Surgeon |

81. Investment manager
82. Stockbroker
83. Director of nonprofit organization
84. Event planner
85. Administrative assistant
86. Credit manager
87. Elected public official
88. Motivational speaker
89. Mayor of a city or town
90. President of a community charity

91. Real estate salesperson
92. Professional athlete
93. Clerical worker
94. Foreign trade negotiator
95. Bookkeeper
96. Emergency medical technician
97. Statistician
98. Manager of a stock or bond mutual fund
99. Proofreader
100. Civil engineer

Step Two: Identify Underlying Themes

Looking over your list, identify themes that seem to tie together many of your occupational role choices. A theme does not have to apply for all of the choices on your list, but it probably should be present in at least four or five of them.

Step Three: Identify Dynamic Tensions

Dynamic tension is present when a theme seems to apply to several occupations on your list, while other occupations seem to contradict that theme.

Step Four: Paying Attention to Spontaneous Images

As you work to identify themes and dynamic tensions, you will from time to time become aware of images that come to you spontaneously. These images may also come later when you are rereading your list and the new list of themes and dynamic tensions. Write every image down, as irrational or irrelevant as it may seem.

You will end up with a written document containing your list, as well as themes, dynamic tensions, and images that emerged from your work on the list.