

FIND YOUR GRIND INDUSTRY CATEGORY RATIONALE

JUSTIFICATION FOR THE INDUSTRY CATEGORIES LIST

Introduction: The *Find Your Grind Industry Categories* list is unique to Find Your Grind and supports our philosophy of *helping individuals discover who they are, where they're going, and the first steps to get there*. Inspired by flipping the script on the traditional mindset, our resistance to outdated categories, and the hopefulness of the future, our learning design team applied a careful analysis of labor market data sources to formulate our own line-up of categories that align with our Find Your Grind Ethos. It is our intention to inspire and engage our users to be agents of change for their futures.

How the list was formulated: Find Your Grind used extensive research to ensure we were using the most accurate and forward-thinking resources available to organize our current career framework into relevant and valid industry groups. Sources like the National Career Clusters[®] Framework, the U.S. Bureau of Labor Statistics' *Occupational Outlook Handbook*, the U.S. Department of Labor/Employment and Training Administration's *O*NET Online* website, and the U.S. Bureau of Labor Statistics *Standard Occupational Classification (SOC) System* all played a part in the creation of the *Find Your Grind Industry Categories* list. To inspire our forward-thinking approach, we have coupled these traditional industry classification sources with the latest research in the future of work, economic disruption, automation, and global education from sources like the World Economic Forum, Forbes, LinkedIn, Gartner, Deloitte, McKinsey, and Holon IQ.

Rationale & benefits of formulating the list: In support of our philosophy, Find Your Grind realized that simplifying governmental industry frameworks was essential to reaching and capturing the attention of young people across the country. Grouping industries into eight categories makes the list more manageable for users to navigate the vast amount of career information available, a strategy consistent with our design principle of simplifying content consumption. The eight industry categories align with *Find Your Grind and the Future of Work Position Statement*. The categories align to new and dramatically changing career pathways that are blending and becoming non-linear thus focusing more on skill sets and experience, particularly in high-growth careers. Our Find Your Grind industry taxonomy is relevant to the future of work and provides a more accessible, user-friendly, and less intimidating approach to career exploration. This approach facilitates a lifestyle-first alignment of career industries to strengths and interests, to champion our framework and promote applied learning. This allows learners to more quickly align their identified lifestyle with the industry category that is most closely related to their strengths and interests.

How are the FYG Industry Categories used? Find Your Grind uses the industry categories throughout our product as a metadata feature for alignment of content, personalization, and user experience design. The categories also inform our content and digital asset creation strategy in terms of module development, new career profiles, new mentor profiles, video assets, podcasts, and other marketing content. In this time of unprecedented changes in jobs and the job market, having a more streamlined list will allow Find Your Grind's Learning Design team to more readily identify where emerging careers fit in the future of work.

FIND YOUR GRIND INDUSTRY CATEGORIES:

- Audience
- Community
- Consumer
- Earth
- Guide
- Health
- Infrastructure
- Technology