



**NOT ALL ROLE MODELS
ARE EFFECTIVE**



Michelle Cho
Co-founder and CEO
Gladeo

RESEARCH STUDIES



THE MOTIVATIONAL THEORY OF ROLE MODELING (MTRM)



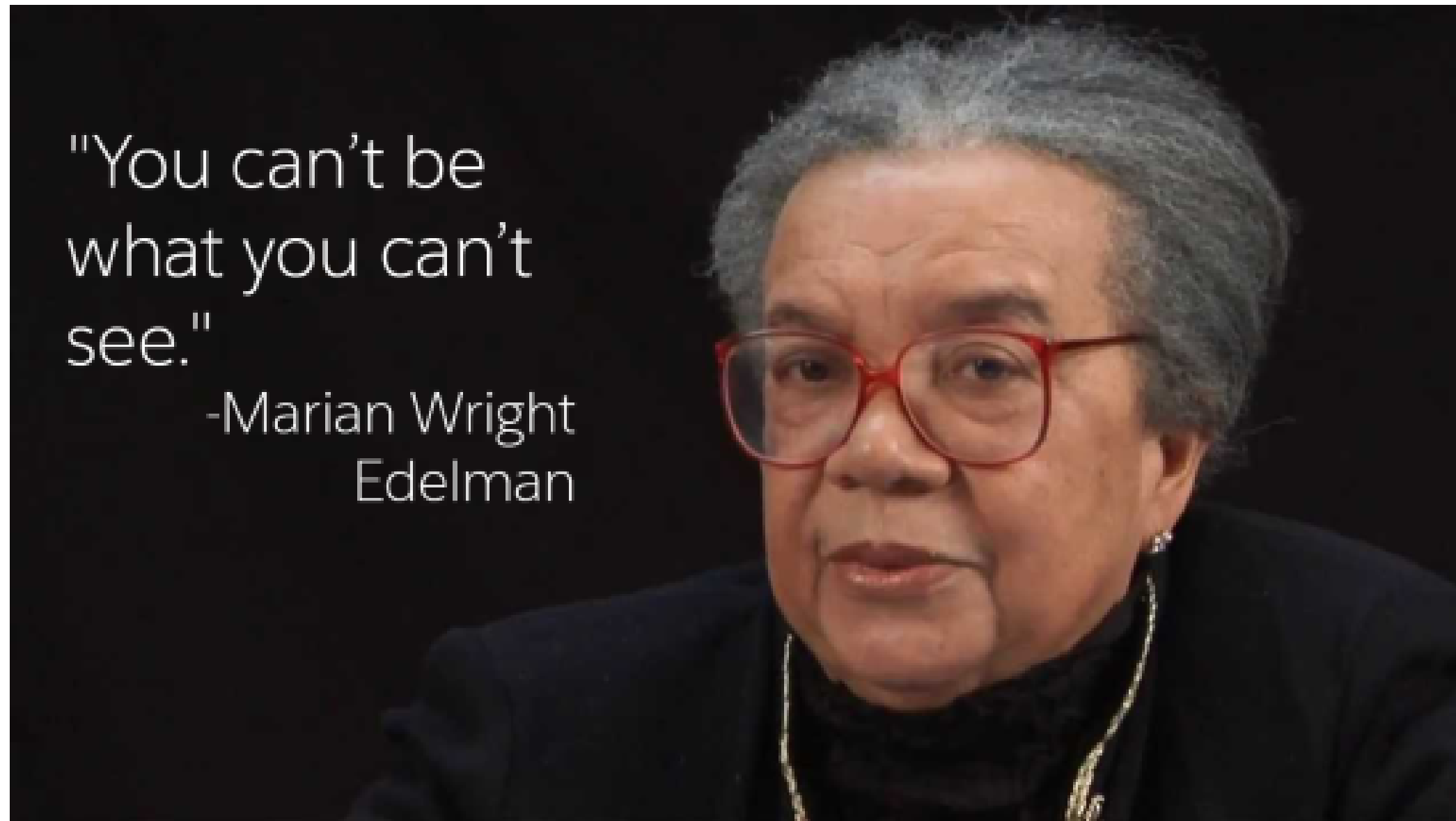
Highlights ways in which the power of role models can be harnessed to increase role aspirants' motivation, reinforce their existing goals, and facilitate their adoption of new goals.



SOCIAL COGNITIVE CAREER THEORY (SCC)

Aimed at explaining three interrelated aspects of career development: (1) how basic academic and career interests develop, (2) how educational and career choices are made, and (3) how academic and career success is obtained.

POWER OF ROLE MODELS



**INCREASE THEIR
MOTIVATION**

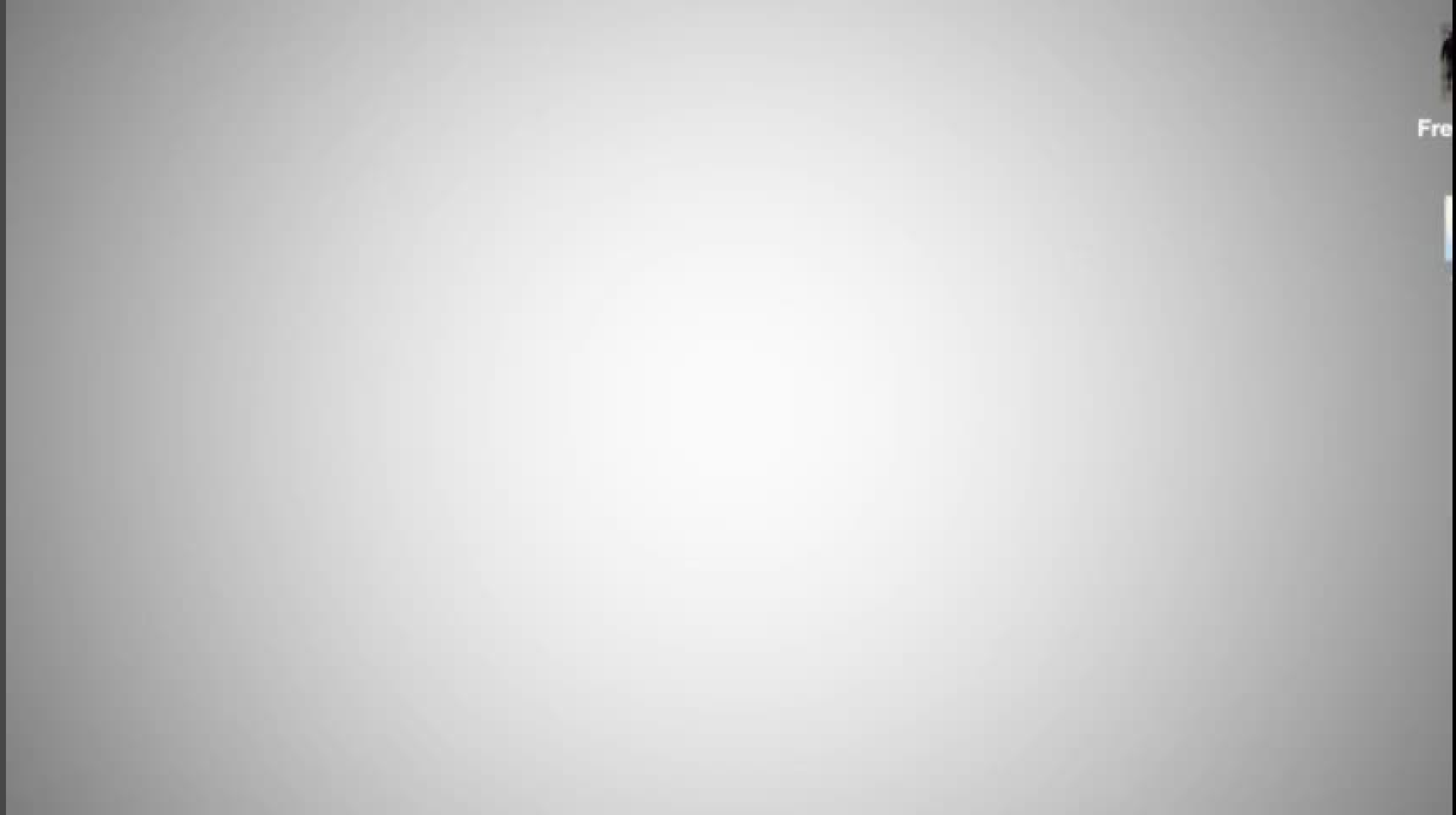
**REINFORCE THEIR
EXISTING GOALS**

**FACILITATE THEIR
ADOPTION OF NEW
GOALS**

MARIAN WRIGHT EDELMAN, FOUNDER OF CHILDREN'S DEFENSE FUND

**BUT NOT ALL ROLE
MODELS CAN DO
THIS...**

LIKE CASTING FOR A REALITY TV SHOW

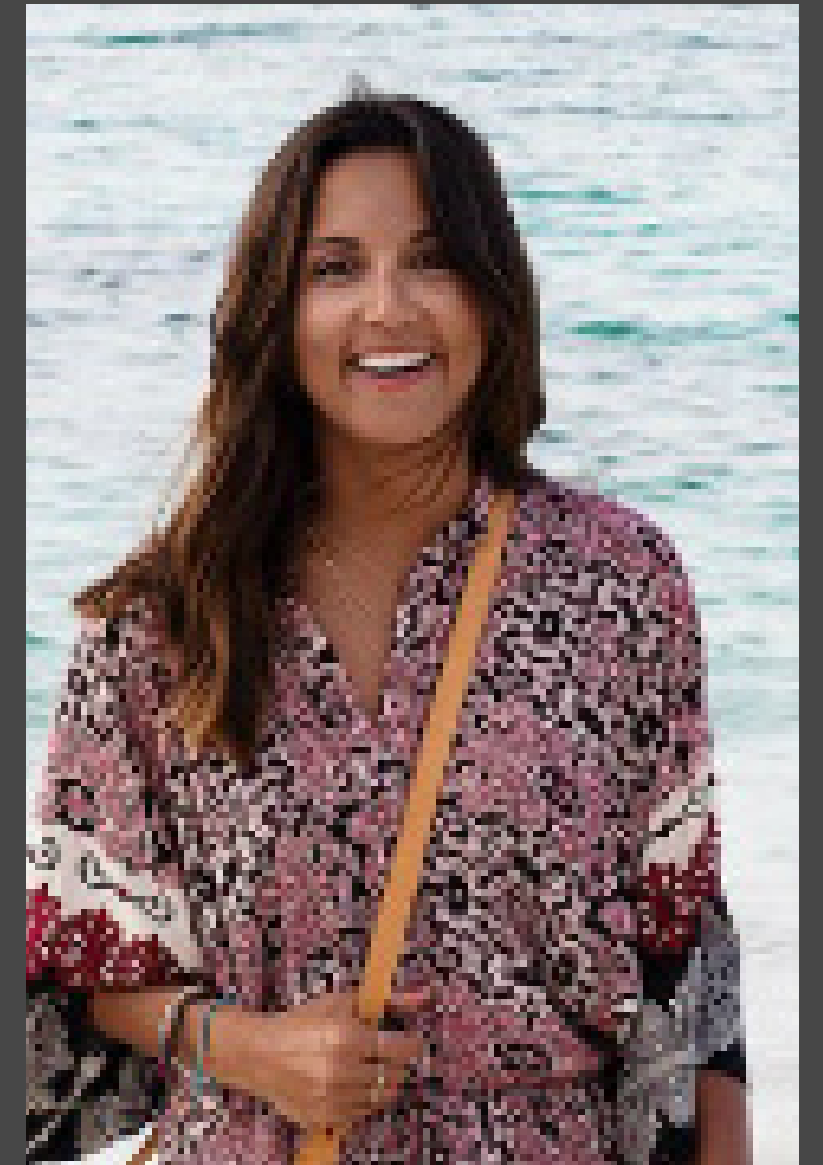


DEFINING ROLE MODELS



They are different from mentors & sponsors.

"Although all 3 types of career guides can be helpful to students, role models are distinguished from the other two types of career guides by the fact that they need not (and in fact often do not) have any prior relationship with the students whom they are influencing."



3 FEATURES

**PERCEIVED
COMPETENCE
OF THE ROLE
MODEL**

**PERCEIVED
SIMILARITY (OR
RELATABILITY)
OF THE ROLE
MODEL TO THE
SELF**



**PERCEIVE THE
ROLE MODEL'S
SUCCESS TO BE
ATTAINABLE**



SO...ONE SIZE DOESN'T FIT ALL



COMPETENCE OF THE ROLE MODEL

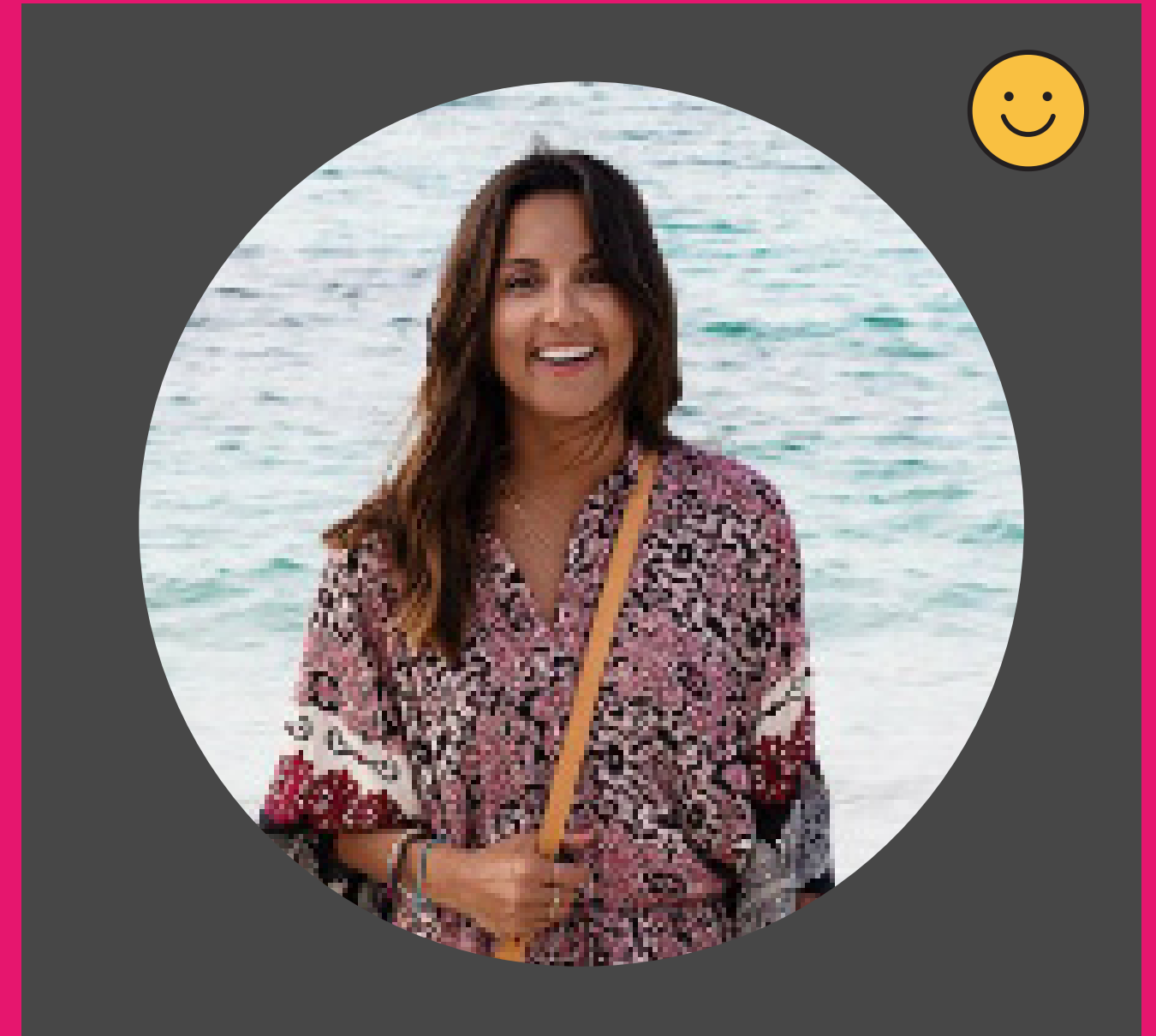


"I WANT TO BE LIKE
HER! SHE'S AWESOME!"

CHRISSI HERNANDEZ
GRAPHIC DESIGNER



- SHE IS AWESOME AT HER JOB - SHE WORKED FOR SEPHORA?!; HER WORK LOOKS AMAZING!
- I LOVE HER LIFE! I WANT TO TRAVEL. I WANT TO HAVE A HOUSE LIKE THAT!



CLICK PICTURE TO WATCH HER CAREER STORY

WHAT KIND OF SIMILARITIES

GENDER, RACE

**PERSONALITY
TYPE
(INTROVERT,
EXTROVERT,
FEELERS,
THINKERS...)**

----->

**LIFE
EXPERIENCE
(FOSTER YOUTH,
1ST GEN,
FORMERLY
INCARCERATED)**



ATTAINABLE



**NOT THE CEO,
NOBEL PRIZE
WINNER...ETC**

**NOT TOO MUCH LUCK
OR A VERY
SPECIFIC/NARROW
PATH**

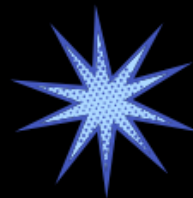
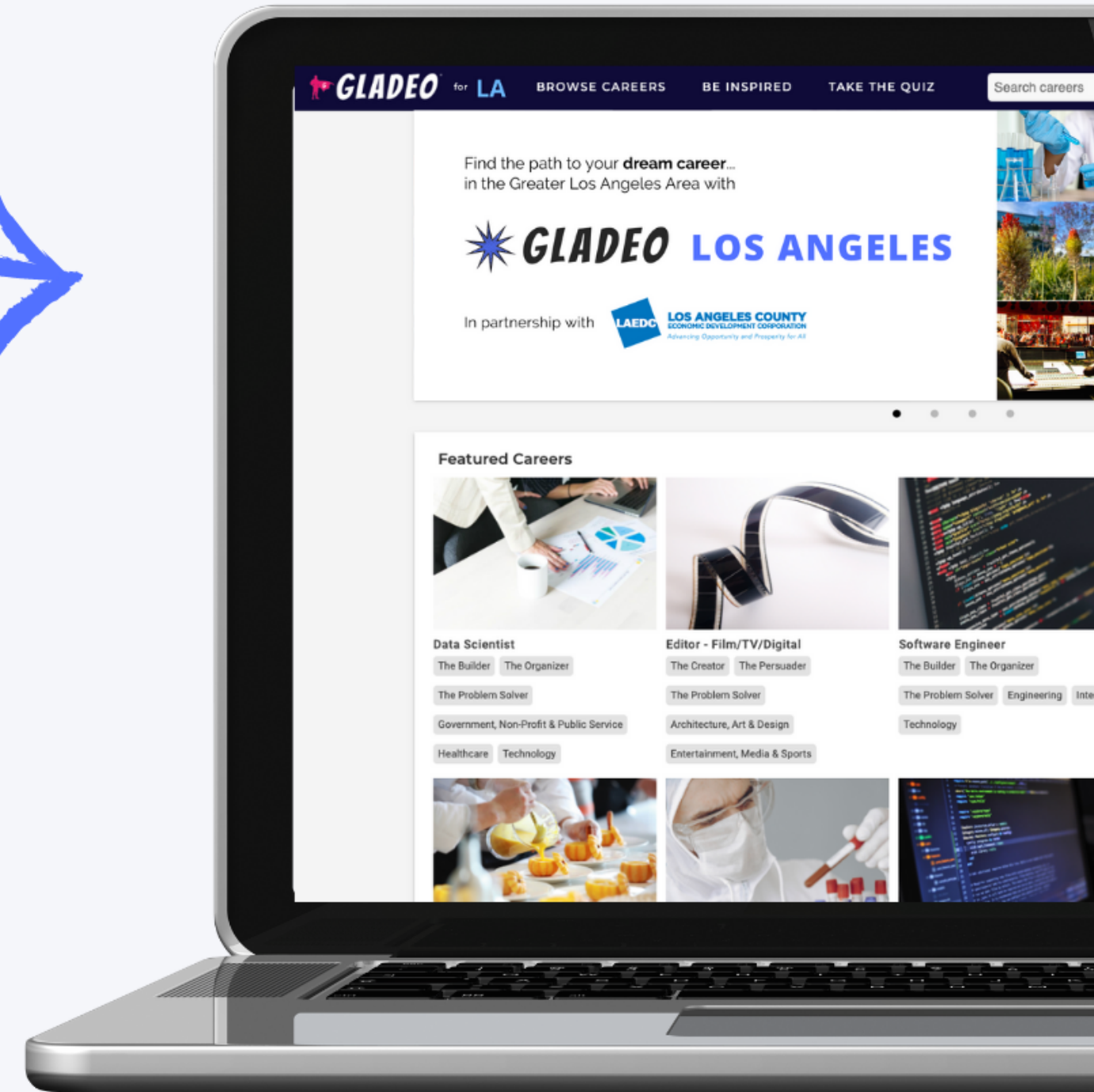
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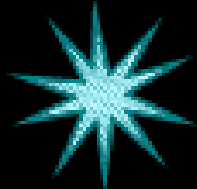


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