What is Lifology?

Lifology is the study of human beings in relationship to their career and occupational eco-system.

- Lifology is the outcome of the search for a more valid, and precise knowledge about the relationship between human beings, career and occupational eco-system.

Fundamental Premise

The fundamental premise of Lifology is:

- People spend almost 1/3 of their life in ‘profession or career’. Thus total happiness in life is mainly influenced by happiness in profession (Witczynowski, 1997).
- The identity of a person in this world is largely marked based on what they do in profession. (Ross, 2013)
- Performance in profession has a large contribution towards the feeling of achievement in life.

Thus, job is not just a means of life, as developed during the era of industrialization and scientific management, but ‘life itself’.

Our Philosophical root : Job – Career – Calling

- The inspiration for our approach came from Habits of the Heart, in which Bellah et al. (1985) argue that there are three distinct relations people can have to their work
- The distinctions, drawn starkly, are these:
  - People who have jobs are only interested in the material benefits from work and do not seek or receive any other type of reward from it.
  - The work is not an end in itself, but instead is a means that allows individuals to acquire the resources needed to enjoy their time away from the job.
  - The major interests and ambitions of Job holders are not expressed through their work. In contrast, people who have Careers have a deeper personal investment in their work and mark their achievements not only through monetary gain, but through advancement within the occupational structure.
Our Philosophical root : Job – Career – Calling
(Continuing)
• The third approach often brings higher social standing, increased power within the scope of one’s occupation, and higher self esteem for the worker (Bellah et al., 1985, p. 66).
• Finally, people with "Callings" find that their work is inseparable from their life.
• A person with a Calling works not for financial gain or Career advancement, but instead for the fulfillment that doing the work brings to the individual.

Wrzesniewski, 1997

Rationale for the Intervention
• Most of our career development systems are developed by considering job as a material process or means of life alone. We need a new approach that considers career development as a holistic, organic process that acts as the source of meaning in life.
• The current theoretical and practical approaches to career development and planning have developed within the context of industrialized society. We need an approach that suits better with a more open world.
• Most of our tests are based on a single model theory which has been questioned by many scholars before also (Bradley, 1994; Herr, 1988; Isaacson & Brown, 1993; Kidd, 1988; Tinsley & Bradley, 1988).

LIFOLOGY – The Paradigm Shift
In this context, we propose the discipline of Lifology as a paradigm shift in the domain of Vocational Psychology.
Relevance in the contemporary world

The 4th industrial revolution creates Volatility, Uncertainty, Complexity and Ambiguity (VUCA) in the professional world that leads to drastic changes in the occupational eco-system. More than 50% of jobs are expected to alter in their nature in a decade. The trend will continue. People will have to move forward with increased pace, accuracy and planning to withstand the wave of changes. The ones who see professional life just as a means of life, may not be intrinsically empowered to manage the VUCA. This needs more organic involvement with profession.

Nature of Lifology

Lifology is a multidisciplinary science. Lifology has strong roots in Philosophy and it attempts to explore the concepts based on sociology, psychology, economics and other sciences. Thus it is multidisciplinary in nature.

Lifology is a social science not a physical science: Social sciences focus on various aspect of human society and life while physical sciences deal with natural phenomena. Thus Lifology is a social science as it deals with human beings and their relationship to career and the occupational eco-system.

Lifology is descriptive and empirically tested: Lifology attempts to present concepts as 'what it is' and every one is empirically proved.

Lifology is an applied science: Lifology is not only interested in acquisition of knowledge, but largely in its application.

Lifology is relatively an abstract science in concept and concrete in application: It studies human beings and occupation in abstract (theoretical not physical) way, but also interested in particular occupations and category of people, while developing applied methodologies.

Scope of Lifology

Lifology is a growing discipline. Thus its scope cannot be limited to any small boundary.

But to ensure a direction it mainly emphasis on,
- Human beings and their relationship with career and occupation
- Role of career in ensuring happiness and satisfaction in life
- Leading right people to the right career and occupation
- Career development of people from various backgrounds
- The influence of other disciplines such as politics, sociology, economics etc. on career and through that on human life.

The Model

Praveen, Rahul, Sreehari, (2018)
Application of Learning

www.lifology.com

- A technology driven growth eco-system powered by Artificial Intelligence that helps children to the best, secure and meaningful future. It provides with internationally validated scientific Lifometric assessments, systematic coaching, expert mentoring reliable labour market information and educational videos to ensure a perfect career.

Application Explained:
Multi-disciplinary Assessments

Lifology.com consists of a pack of 5 Lifometric Assessments that together helps a child to explore self. Each of them are designed following the studies of:

- Carl Gustav Jung – FACE
- William Moulton Marston – MTI
- Howard Gardner – MIO
- Neil Fleming – VAK
- David Kolb – CARE

All these tests are scientifically tested for validity and reliability. They together assess more than 50 factors in a child.

Application Explained:
Labour Market Information

Lifology.com process every policy decisions on education and career, macro economic changes, major industry reports, academic studies and institutional data and develop as easy to understand pieces of information to share with students and parents. This helps the students and parents to take informed decisions about career.
Application Explained: Coaching

Lifilogist – One who is trained in the discipline of Lifology

Every coaches are trained on the ‘Lifology Model of Coaching’.

Lifology Model of Coaching: Lifology model of coaching views profession neither as a material process nor a means of life, but a major part of life itself. It asserts the need for alignment of multiple factors for a successful career. The model begins with exploration, goes through understanding self and the world around, correlation of interest – opportunity – aptitude, decision making and action plan development. The coaching model views parents also an important stakeholder of decision making on their child’s future.

Application Explained: Mentoring

Mentoring is defined as a professional relationship in which an experienced person (the mentor) assists another (the mentee) in developing specific skills and knowledge that will enhance the less-experienced person’s professional and personal growth.

Lifology.com facilitates mentoring relationship between ‘children’ who decides to pursue certain career and experts in that domain.

Application Explained: Lifeware Educational Videos

A child needs to be empowered with appropriate attitude, life-skills and holistic life orientation. Lifology.com provides children with thoughtfully created videos by experts on these areas. Along with their decision to pursue the most suitable career options, Lifeware videos give proper insight to move forward in the right manner.

The Mission

To lead every person, irrespective of all barriers, to a meaningful future by ensuring the right choice, orientation and approach to career through the integration of assessments, coaching, mentoring, digital tutorials and such scientific as well as advanced systems.

The most important idea: ‘Irrespective of all barriers’. Lifology.com attempts to help students to access the most comprehensive system, without any barriers.
The Guinness World Record

The Official Guinness World Record for ‘Most People Taking a Career Assessment Tests’ is in the name of Lifology.com.

By achieving the Official Guinness World Record for “The most number of people taking Career Assessment Test”, Lifology.com has secured for India her first and foremost Guinness World Record in the field of Assessment, Guidance and Coaching.

Way forward

We are moving forward with the mission to contribute the world with a more valid and precise knowledge about the relationship between human beings, career and occupational eco-system.

We expect and look forward to join hands with every stakeholders including researchers, practitioners, organizations, universities and governments to catalyze the journey.

Contact

Praveen Parameswar
L.LB, PGDL, ASSM (London School of Economics), MHR (UK)

Chief Executive Officer
Lifology.com
Kerala, India
praveen@lifology.com

+91 (0) 97469 12345

Kindly connect me for any association regarding research, conference or practice on Lifology and other streams of occupational psychology in India. I am really happy to work with you.