

Job crafting: a technique for aligning your job with your interests



Have you ever wondered **how to make your daily work more meaningful**? **Job crafting** is a **technique** that allows **professional tasks** to be tailored so they align your work **with your interests and strengths**.

Discover how small changes can **increase your motivation, productivity, and job satisfaction**, without changing jobs.

During Wellbeing 360, **Miguel Nisembaum**, Manager of [Líder Academy](#) and founder of **Talent Map in Brazil**, talked about this approach:



</> width="900" loading="lazy"> **What is job crafting?**

Job crafting is a technique or approach to **job redesign** that allows people to **adapt their tasks, relationships, and perceptions of the impact of their role.**

According to **Nisembaum**, it is a process by which **people personalize their work to better match their interests, strengths and values**, fostering greater well-being and work engagement.

“When people make changes so they can be more themselves, more authentic, and enjoy their daily work, it changes their perception of work.”

According to research by **Adam Grant**, job crafting produces lasting **well-being in more than 50% of cases**, with a sustained impact of **more than six months.**

This technique **is not about drastic changes**, but **conscious and continuous adjustments** that match daily work with personal values and aspirations. It consists of:

- Task adjustment

Redefine daily activities to focus on those that generate more satisfaction and delegate or reduce the less motivating ones.

- Relationship redesign

Cultivate meaningful relationships with colleagues and teams, fostering collaboration and mutual inspiration.

- Cognitive change

Modify your perspective on the impact of work, aiming to find purpose in what is done, regardless of the hierarchical position.

Practical examples of job crafting

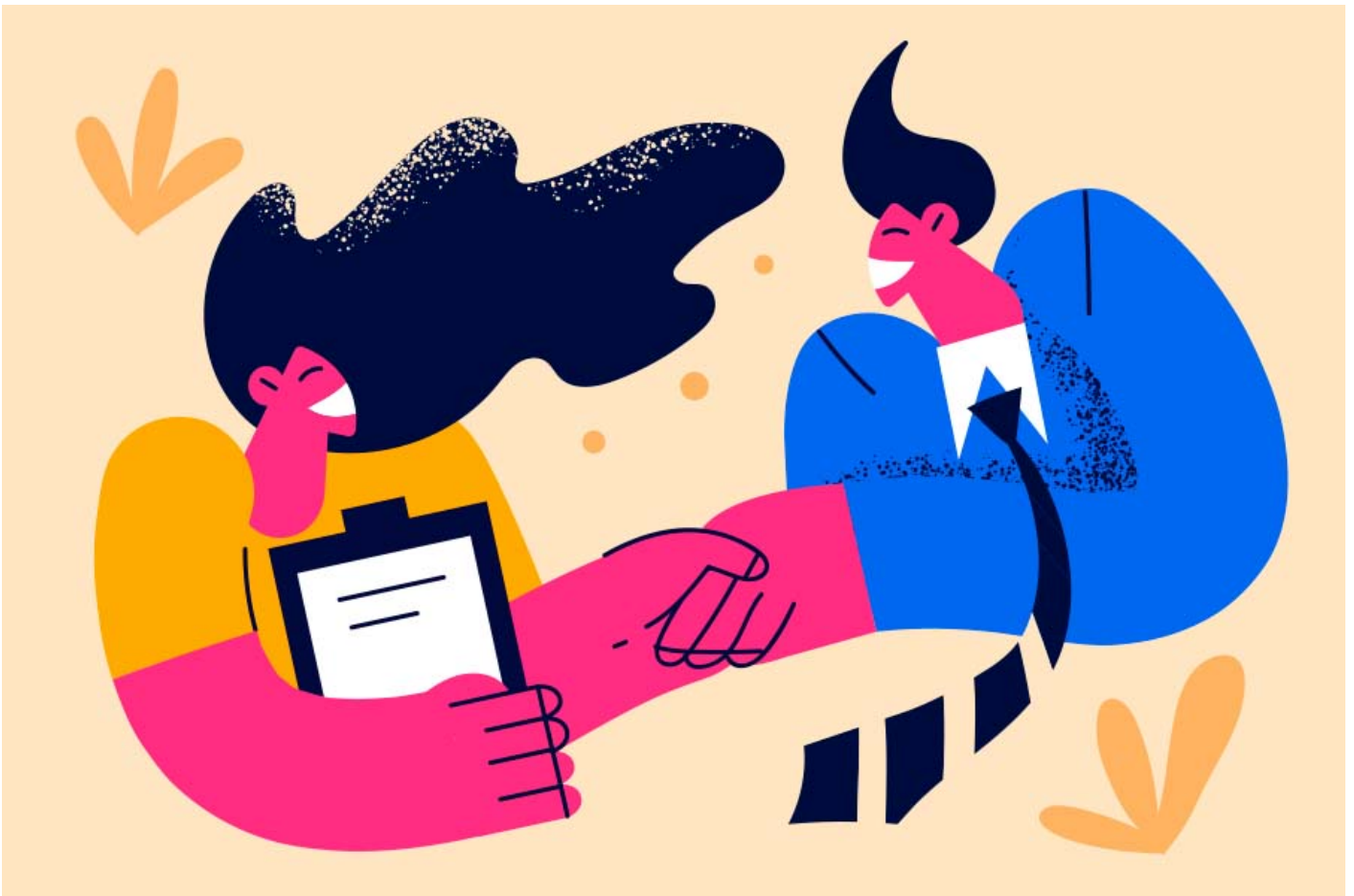
Fatima, a hospital cleaner, who found her purpose by leaving motivational notes for patients and telling anecdotes to doctors and nurses, is one of the examples shared.

“More than just keeping the space clean, I wanted to create a positive environment.”

This **act of authenticity lies at the heart of job crafting**: making meaningful adjustments that allow you to connect with your purpose.

Another example highlighted was **Renato Sorriso**, a street sweeper at Rio de Janeiro’s carnival festivities, who **danced while doing his job**, becoming part of his city’s cultural heritage.

*“Anyone, regardless of hierarchical level, can transform their role by **adding a personal touch.**”*



/> width="900" loading="lazy">

Five steps to implement *job crafting* in your role

1. Align your strengths with your tasks

- Identify what you do best and integrate those skills into your daily work.

- Aim to minimize routine or bureaucratic tasks that do not add value to your development (Miguel).

2. Create meaningful connections

- Foster relationships that inspire and support you.
- Establish strategic connections to improve team collaboration (Miguel).

3. Redesign your perspective of impact

- Find purpose in your work, beyond the formal role.
- Small gestures, such as those of Fatima or Renato Sorriso, can transform the environment (Miguel).

4. Be proactive and adapt your role

- Don't expect changes from the organization: propose adjustments that allow you to grow.
- Use every opportunity to align your interests with the company's objectives (Miguel).

5. Integrate well-being as part of the job

- Constantly think about which activities motivate you and which ones exhaust you.
- Sustainable change comes from combining personal awareness with concrete actions (Miguel).

“Being a master of your craft means redesigning your work from the inside out, aligning your talents and aspirations with the opportunities presented to you.”



/> width="900" loading="lazy">

Wellbeing at Work: Wellbeing 360° begins

Tecmilenio has held the 12th edition of **Wellbeing 360**, an event attended by more than **700 participants** and thousands of virtual spectators, under the title ***“Transforming organizations through purpose.”***

Wellbeing 360 is organized by Tecmilenio’s Institute of Integral Wellbeing Sciences, a leader in promoting personal and collective wellbeing.

Tecmilenio’s Rector Bruno Cepeda highlighted this during his welcoming speech: ***“At Tecmilenio, we’ve made wellbeing a priority, focusing on the formation of people with a purpose in life and both technical and human skills.”***

Rosalinda Ballesteros, **Director of the Institute of Integral Wellbeing Sciences**, invited attendees to think about the importance of wellbeing in all aspects of life:

“We come to learn and share with a community that believes in the importance of wellbeing.”

The event was held at Expo Santa Fe, Mexico City, on October 17, 2024. For conference presentations and more information about the event, visit <https://www.wellbeing360.tv/>.

READ ALSO:

<https://conecta.tec.mx/en/news/national/institution/futurists-gather-tec-talk-about-foresight-and-innovation>