



Steer Your Career: Career Identity for Everyday People

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Steer Your Career: Career Identity for Everyday People

1. What is career management?
2. Know yourself
3. Be yourself
4. Express yourself
5. Your next move

What is 'Career Management?'

Common Career Situations

- Don't like current job or organization
- Want a promotion, new position
- Burnt out, restless
- Want to improve self
- Forced to leave job



What you want
(Ideal job)

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What you're good at
(What you are able to do)

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Where you want to be
(Goals and aspirations)

= Career Identity

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Know Yourself: Career Identity

What are Your ...

Values?

Passions?

What is Your ...

Mission?

Vision?



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Be Yourself

**What unique skills / point of view
do you bring to your work?**

**What is your Career Identity
(personal brand)?**



Be Yourself

- Change Your Attitude
- Change Your Work Activities
- Set Goals & Deadlines
- Seek Out Allies



Be Yourself: Employer's View

Benefits

- Greater employee job satisfaction
- New skills and competencies
- Improved work performance
- Stronger public image



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Express Yourself

- Show Your Personality ~ Be You!
- Professional / Community Development
- Be a Subject-Matter Expert / Thought Leader
- Networking & Social Media

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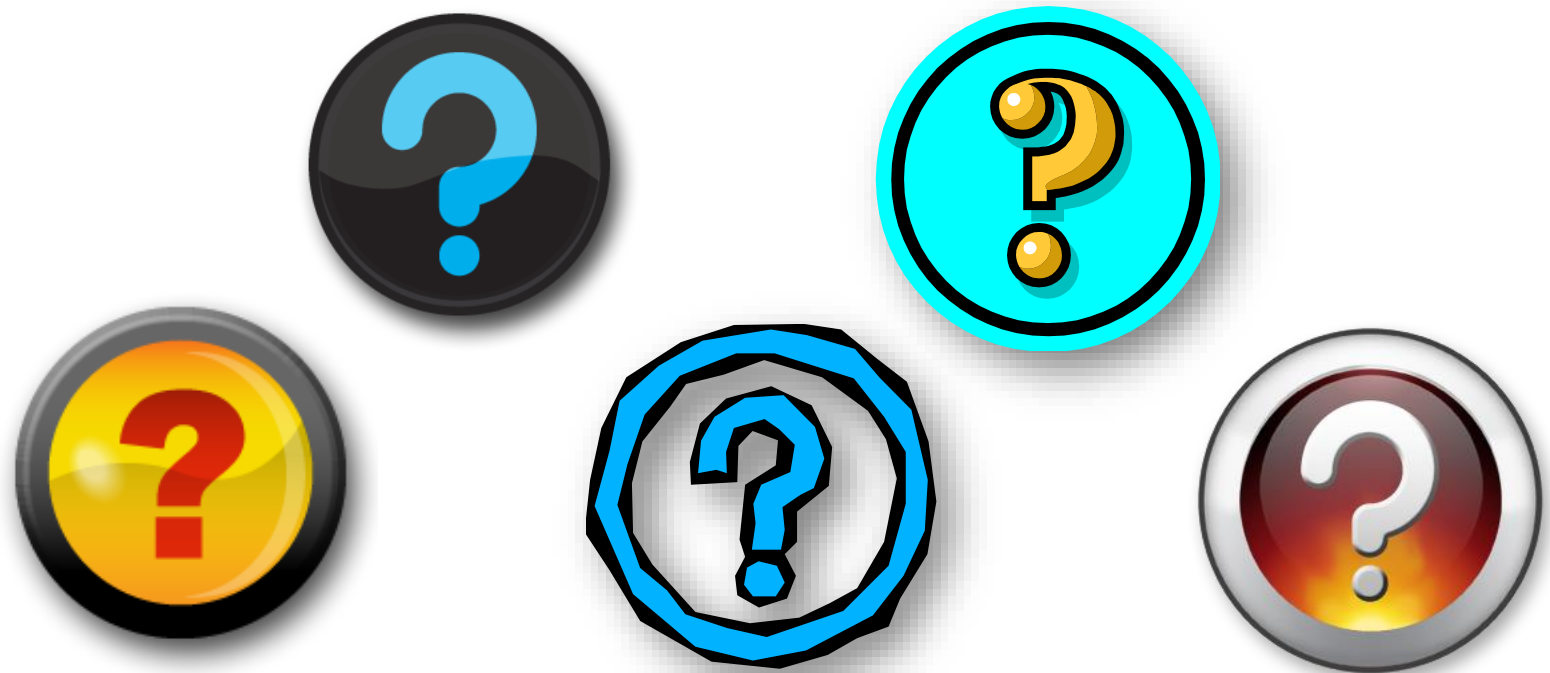
Your Next Move

1. Identify Your Values, Mission, Passions

- Visioning exercises
- Look at your past activities
- Talk to those who know you
- Talk to others living their passions

2. Clarify Your Career Identity





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