

Personal Career Map

Use this simple tracking tool.

The Personal Career Map is designed to help you evaluate your skills and likelihood of getting specific careers based upon where you are right now. It will help you form a realistic picture of what you may need to do to get started in a new career area.

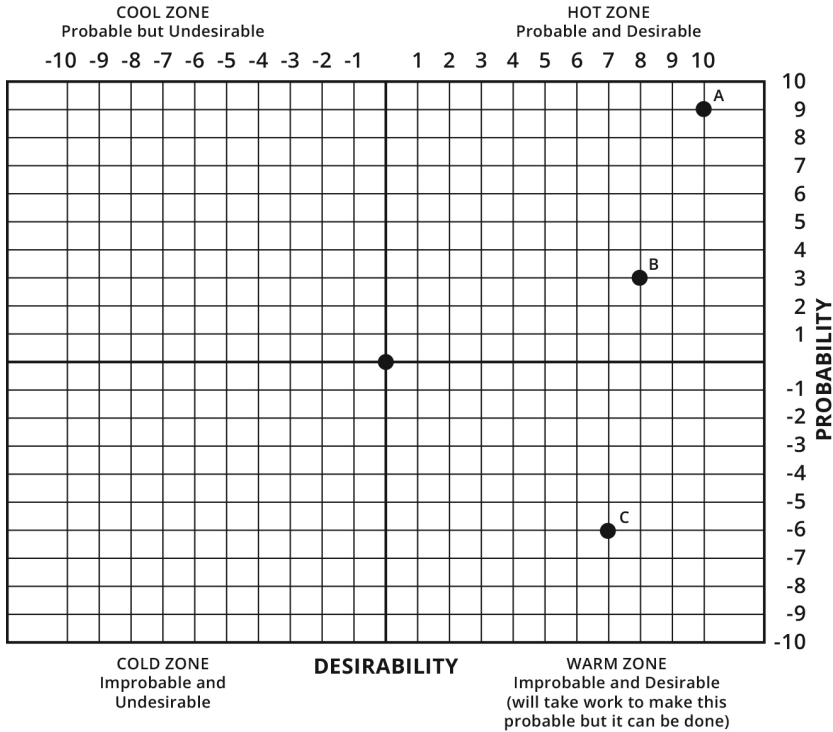
Here's how it works...

Make a list of all of the possible careers or jobs you are considering, as well as those that you dream of. Remember, this is a tool to see where you can go and what it will take to get there.

Now assign each career choice a letter—A, B, C and so on. You'll use the letter to locate the career on the Career Map.

YES! YOU CAN DO IT!

Gabriella's Personal Career Map



Gabriella's Career Choices:

A. Advertising Executive

B. Publicist for NY Fashion House

C. Horse Trainer

D. _____

E. _____

F. _____

G. _____

H. _____

I. _____

J. _____

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For example, let's look at Gabriela's map and chart her top choices. Choice A for Gabriela is Advertising Executive. Gabriela has some good entry-level qualifications in her background. She:

- Worked as an intern at an ad agency
- Has a reference letter from the president of that firm
- Was a journalism major in college, with a minor in advertising
- Was a reporter on the campus newspaper in college
- Was vice-president of the college marketing club

Based on this experience it makes sense for Gabriela to believe that it is probable she will get job interviews from ad agencies. She would therefore rank this job 10 for desirability and a 9 for probability and would situate the letter A in the upper right-hand corner of the chart at the intersection where the 10 and 9 meet, in the hot zone. Gabriela would be almost sure of a job in her field: She has maximum desire and outstanding qualifications.

What can boost the probability of Gabriela's ending up as an advertising executive? Likely some or all of these things:

- Landing an entry-level job at an ad agency where she can work her way up
- Getting an informational interview with an ad executive to find out more about the industry and what skills are currently needed in the industry
- Joining the local ad club where ad professionals meet
- Going to an online university or night school to acquire additional skills needed in the industry and getting back in touch with the ad executive to tell them what she is doing

All of these will boost Gabriela's career goal choice. They take work but can bring a big payoff.

Let's look at another of Gabriela's career interests. Gabriela's Choice B is a job as publicist for a New York fashion house. Her entry-level qualifications for this job include:

- A personal interest in fashion combined with her good sense of style
- Her journalism and college newspaper experience

At this time Gabriela lives in Cleveland and has no experience in the world of fashion. For her to work in New York she would need to move at least initially to gain immersive experience in the fashion world.

When Gabriela entered this career choice, she gave it an 8 for desirability and a 3 for probability. It therefore falls in the hot but not hottest part of the Career Map. Why? Because although Gabriela may believe that this is a glamorous job, she has little real experience or professional knowledge in the world of fashion publicity and no contacts in place to help her. The probability of her landing this type of job in New York is slim without considerable work on her part. It is unlikely that a company will pay for Gabriela to interview or relocate to New York when lots of qualified candidates can be found nearby.

In order for Gabriela to move this career choice into a hot zone, she can:

- Take courses on business and fashion marketing online or at a community college
- Move to New York and start networking
- Take a job in fashion in Cleveland to gather skills and experience

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- Or do something similar or more radical. And if this is her dream, why not?

Gabriella has fantasized throughout her life about being a horse trainer. She has:

- Ridden one week a year on family vacations
- Worked as a “hand” in cleaning and taking care of horses at her local stable
- Watched horse training programs on You Tube

When she goes to map this career choice, though it is high in desirability, it is low in probability without a lot more real-world experience to be gained on her part. Gabriella will need to:

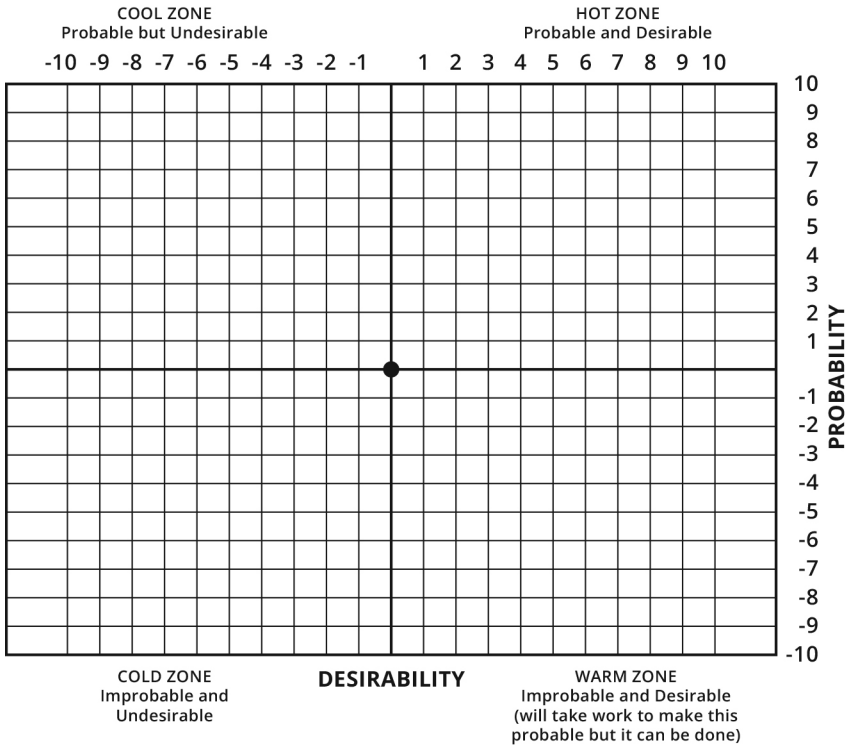
- Become an excellent rider and teacher
- Learn much more about horses, including anatomy, behavior and medicine
- Enroll in an equine learning program, perhaps at a college or community college
- Find a good mentor who is a trainer

She'll map this career as a 7 in desirability and a -6 in probability, placing it in her warm zone as desirable but not currently probable, knowing that it will require a tremendous amount of work to achieve. If it's the career she really wants for her life, she will have a realistic view of what it may take to succeed.

Now it's your turn. You can map several careers on one chart and get a head start on your dreams. This chart is also available for download from my website, www.NancyWilhelms.com.

YES! YOU CAN DO IT!

My Personal Career Map



My Career Choices:

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____