

A photograph of two people shaking hands over a wooden desk. In the background, there are two laptops and a smartphone. The image is overlaid with a semi-transparent grey filter and a yellow border.

Setting Career Goals



by Kristine Knutter

INTRODUCTION

A Career Vision Statement is what you want to achieve in your career. It could be:

- Major accomplishments
- Positions you wish to attain
- The lasting impact you want to make

LEARNING OUTCOMES & TAKEAWAYS

In this lesson you will:

- Learn the value of a career vision statement
- Create a Career Vision Statement to Guide Your Job Search
- Set career goals and a plan to reach them

THE POWER OF A CAREER VISION STATEMENT

A simple and clear career vision is powerful! A career vision statement can:

- Reduce anxiety and frustration
- Inspire you
- Give you direction and sharpen your focus
- Allow you make meaningful contributions to employers
- Help you achieve your goals

OPEN THE EXERCISE

CAREER VISION EXERCISE

Part 3

Now, answer some

What does your id
home, or be out in
have a geographic

If you want to wor

How much do you

How do you want
where you can ear

What sacrifices wo
your career vision
Something else?

Part 1

It's the perfect time to take another look at what the future could hold for you. Take these next moments to envision your career possibilities.

If there were no barriers, what could the peak of your career look like? Would you be in a certain position? Be earning a certain salary? Have different responsibilities? Have more influence? Be doing meaningful work? Write down every idea that comes to your mind.

Part 2

Articulate your values, aspirations, opportunities, strengths, and desires by answering these questions.

How do you define success? Is it impact, money, growth or something else? Is there a specific salary you want to achieve? Is achieving a work-life balance part of your definition of success?

Think of a professional you admire. Why do you respect them?

motivating a

career.

ning, promotions, financing,



NARROWING DOWN YOUR CAREER PATH

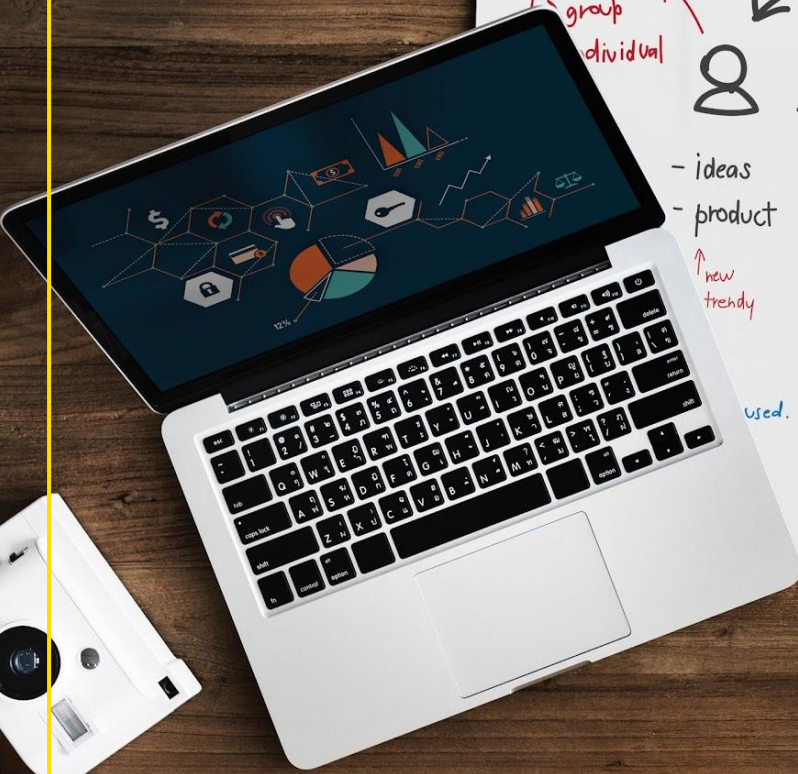
To create your own career vision statement, start by answering many of these questions:

- How do you define success?
- What professionals do you admire?
- What activities do you love?
- What are you really good at?
- How could your career develop?
- What would you like to achieve?
- What are you able to achieve?
- What would you like your story to be at the end of your life?

WORK CONDITIONS, CULTURE, ENVIRONMENT

Now, answer some questions about work conditions, culture, and environment:

- What does your ideal work environment look like?
- What values and culture do you want?
- How much do you want to work?
- How do you want to be paid?
- What sacrifices would you be willing to make to reach short or mid-term goals?



CREATING A CAREER VISION STATEMENT

Career Vision Statement Examples:

“I will be a Head of Product Management who creates and manages highly profitable products that customers love.”

“I will be a leading data scientist in the Big Tech industry known as the person to turn to with complex problems to solve.”

It's your turn! I will:

MENTAL CONTRASTING FOR YOUR CAREER

Mental Contrasting: Imagine your desired future and compare it to your current reality.

Carry out a mental contrasting exercise:

- Where are you now in relation to where you want to be?
- What stands between you and achieving your career vision? Consider training, promotions, financing, or other factors.



Oettingen, G., Gollwitzer, P. (2010). *Strategies of setting and implementing goals: Mental contrasting and implementation intentions*. In: MADDUX, James E., ed. and others. *Social psychological foundations of clinical psychology*. New York: Guilford, pp. 114-135.



EXAMPLE PLANS TO FULFILL A CAREER VISION

I will be a Head of Product Management who creates and manages highly profitable products that customers love. I plan to achieve my career vision by mastering...

...technical knowledge, improving leadership and communication skills, and gathering experience in marketing research and metric analysis.

EXAMPLE PLANS TO FULFILL A CAREER VISION

I will be a leading data scientist in the Big Tech industry known as the person to turn to with complex problems to solve. I plan to achieve my career vision by...

...learning additional programming languages, pursuing ongoing education to sharpen my critical thinking skills, and seeking opportunities to engage with others to improve my communication skills.

IDENTIFYING WHAT YOU PLAN TO ACHIEVE

My career vision statement is:

I plan to achieve my career vision by:

SETTING REALISTIC EXPECTATIONS

- You will learn about yourself, your goals, your job prospects, and employers.
- You will develop new skills, like how to advocate on behalf of yourself and how to find job openings.



WHAT YOU CAN'T EXPECT

- You can't predict with 100% accuracy what questions an employer will ask you
- You shouldn't expect to get job offers for every job you apply for
- You shouldn't expect job offers that meet all of your wants
- You can't predict the length of time it will take to find a job

ESTIMATING THE TIME TO LAND A JOB

Average Time-to-Hire



The average time-to-hire decreased from 39 days to 38 days.



Shetelboim, R., & Hsu, W. (2018). *2018 Recruiting Benchmark Report: How to Optimize Your Recruiting Performance* (Rep.). doi:[http://web.jobvite.com/rs/703-ISJ-362/images/2018 Recruiting Benchmark Report.pdf](http://web.jobvite.com/rs/703-ISJ-362/images/2018%20Recruiting%20Benchmark%20Report.pdf)

CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
						6
	1	2	3	4	5	
						13
7	8	9	10	11	12	
						20
14	15	16	17	18	19	
						27
21	22	23	24	25	26	
28	29	30	31			



SETTING GOALS WITHIN YOUR CONTROL

Create measurable goals and timelines centered around your behavior. Examples include:

“I will update my LinkedIn profile.”

“I will spend 5 hours looking for jobs weekly.”

“I will apply to 3 positions weekly.”

“I will set up 2 meetings with people in my network weekly.”

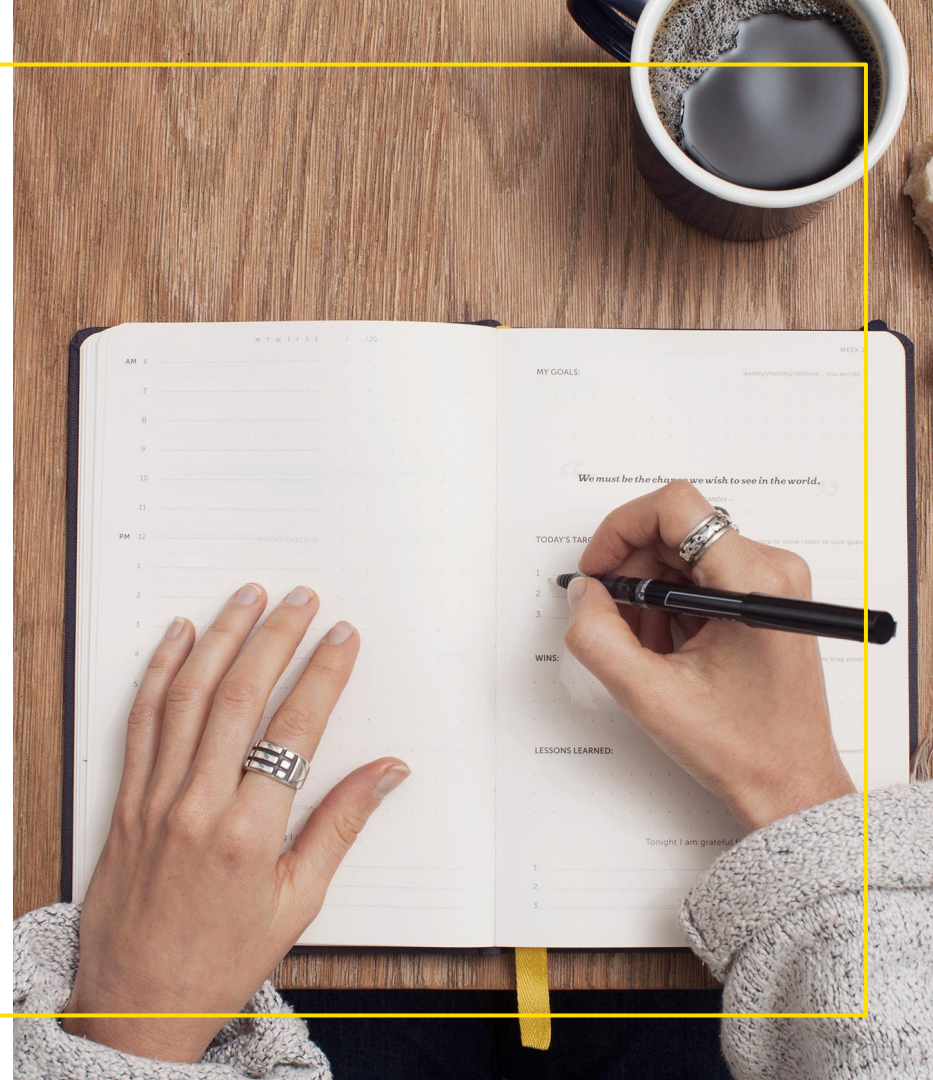
SETTING SHORT & MID-TERM GOALS

My short and mid-term goals are:

Download the WOOP App for extra support in reaching your short and mid-term goals.

REVIEWING YOUR CAREER VISION

Write down your vision statement and commit to achieving it. Make sure to put it in a place you'll see daily.



People respond well to those that are sure of what they want

- Anna Wintour, Editor-in-Chief, American Vogue

