

Getting Clear on Your Career Goals

Developing a Vision For Your Next Level



Smart Guide



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Hello There!

Achieving a goal provides us with a sense of purpose and accomplishment, fueling our motivation to keep moving forward. But what if you don't have any goals? How do you set them? What truly motivates you?

Clarifying what you want, setting specific goals, and developing the ability to achieve them can help you unlock your career potential. No matter what stage of your career you are in, there are steps you can take right now to move in the desired direction.

This guide will assist you in that journey.

Let's get started!

Sherry Sims

BCWN Founder & CEO



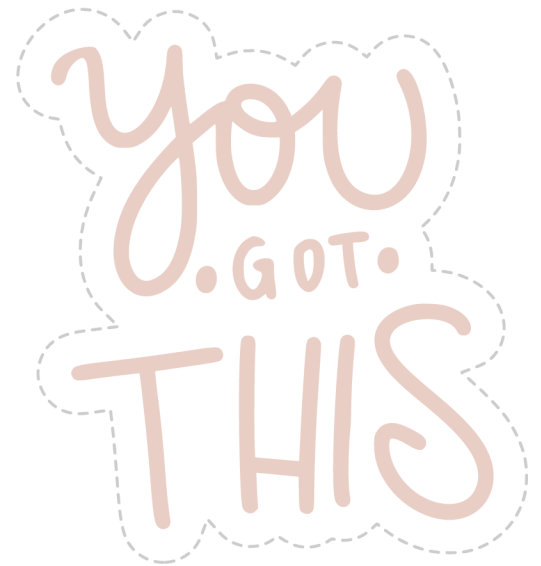
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Guide Overview

One of the best ways to achieve professional fulfillment and satisfaction is to ensure that your career choices reflect who you are and match your values and true purpose. This guide is to help you get clear about your values and what your purpose could be and envision it so you can create a realistic plan for your career. In addition to answering the questions in this guide, each section will provide insight to get you thinking about who you are, what you stand for, and your guiding principles. Please think about these questions honestly and carefully.

Getting Started

- 1 The Real You: Assess your talents and interests
- 2 Identify your core driving values
- 3 What are your must-haves?
- 4 Conducting a Career S.W.O.T
- 5 Discovering your purpose
- 6 Determine your new path or goal
- 7 Setting Your Smart Goals





1

The Real You

Who are you, what do you stand for and what is your purpose.



Professional Insights Results

STRENGTHS Top 5 Strengthsfinder

- _____
- _____
- _____
- _____
- _____

Behavior 16 Types/Myers Briggs

- _____
- _____
- _____
- _____
- _____

CULTURE Motivating Values

Theoretical _____

Economic _____

Aesthetic _____

Social _____

Political _____

Regulatory _____

CULTURE Cultural Pulse

Org Effectiveness _____

Audience
Orientation _____

Org Control _____

Group Identity _____

Approachability _____

Mgmt Philosophy _____

Strengths: VIA

Behavior: Disc (circle one)

Dominance | Influence | Steadiness | Conscientiousness

Behavior: Enneagram

Productivity: Energy Rhythm

Know Your Professional Self

The first step to gaining clarity about what you want in your career is to think about who you are and what could be your purpose. Use our in-house assessment tool to gain an understanding of who you are professionally and how to leverage your insights at work.

Professional Insights Tool: <https://bcwn.cloverleaf.me/apply>

Please write down your results and reflect on their impact. Remember that the results are never final - you're a work in progress, and you'll **always** have the option to change and improve!

Your Work Style

Communication Style

Conflict Triggers

- ---
- ---
- ---

Know Your Professional Self

Please write down your results and reflect on their impact. Remember that the results are never final - you're a work in progress, and you'll **always** have the option to change and improve!

Your Leadership Style

Your Motivations

- ---
- ---
- ---

Persuasion

Areas of Development

- ---
- ---
- ---

Your Strengths

List your 5 strengths here:

- ---
- ---
- ---
- ---
- ---

If you don't know what your strengths are, what are you good at doing?

Include all the things that you are good at or that come easily to you. Think about any knowledge you may have in a specialized niche. Are you an expert on a particular topic in your industry? What makes you stand out?

Ask yourself, what brings me the most happiness? What is the thing that makes me feel alive when I do it or, gives me energy and joy?

Make a list of the things that bring you joy. Do you do those things on a daily basis?

Boost Your Strengths

For each strength, ask yourself these questions:

What opportunities are out there for me? Do your research!

How could I use this strength more in life or work?

What personal qualities do you like the most about yourself?

How could I turn this strength into an opportunity?

What ideas or interests have I been putting off?

Where or how could I use this strength to make a difference in my life?

What makes me stand out? I can boost my strengths by:

Manage Your Weaknesses

Follow the 5 Weaknesses - Zapping Strategies below, then identify at least one strategy and action for each weakness.

SMALL STEPS
are **OKAY**

1) Be realistic about your weakness

Write them down - *Embrace them and own them!*

- _____
- _____
- _____

2) Design a support system.

Find what and who can help you manage your weaknesses.

- _____
- _____
- _____

3) Don't allow yourself to be overwhelmed

Focus on Your Strengths - What you naturally do best!

- _____
- _____
- _____

4) Find a collaborative partner and delegate!

Think of someone who loves doing what you don't, and you love doing what they don't, and swap tasks. Or even barter, maybe!

- _____
- _____
- _____

5) Just stop doing it! (If Possible)

Why try so hard at something you're not good at?



2

Core Values

What values do you live by and stand for



What are Core Values?

Core Values are values that you live by or what you stand for. We all have workplace values. They are a set of values that drive your career decisions. Identify the values you consider most important in choosing a job or career. Some of these may also fall into your personal value category, but that's OK!

Identify Your Core Driving Values

Your driving values determine the aspects of a job or career that provide you the most motivation and fulfillment. Understanding your driving values can help you make the best career and work choices based on what is right for you.

Do you know what is right for you? If not, How do you determine what is?

What values do you stand for?

Select values from the list on the next page and rank them from 1 being your highest rank. Write them down because you will need this list for another exercise later.

#1 _____

#6 _____

#2 _____

#7 _____

#3 _____

#8 _____

#4 _____

#9 _____

#5 _____

#10 _____

Common Core Values

Income - Making money

Power - Ability to take action (start something, make something happen)

Influence - Ability to influence, direct others or create change

Variety - Work on a variety of things, using different knowledge & skills

Lifestyle - Free time to pursue interests

Autonomy - Make own decisions, choices, direction

Intellectual Challenge - Solve problems, complexity, strategic thinking

Altruism - Do something that will benefit others

Security - Financial responsibilities/taken care of or job stability

Recognition - Being recognized by others for your work

Affiliation - Working with others, networking, groups, social

Leadership - Ability to lead/guide others, mentorship

Achievement - Accomplishing something significant

Mastery - Becoming very good at something or a go-to person

Growth - Opportunity to develop my talents, abilities, knowledge

Advancement - Opportunity to advance in my career

Responsibility - Being responsible for an outcome

Environment - Respectful, peaceful and safe work environment

Status - Personal status (title), prestige of firm, etc.

Contribution - Contributing to something bigger than yourself

Freedom - Freedom to do what you want, when you want

Fulfillment - Work that you find rewarding



What are your Must Haves?

To understand what truly motivates you, you have to know the difference between what you need and what you must have to flourish and be the best version of yourself! Answer these questions:

Beyond the physical requirements of food, shelter, and community and making money to sustain yourself, *What must you have in your life to be fulfilled?*

From your list of values, which ones are you honoring at this moment?

Your Absolute Must Haves (Values)

Now, go back and take the 10 values you selected and narrow them down to your 5 MUST-HAVES.

What are the values you absolutely must honor—or part of you dies?

#1

#2

#3

#4

#5



3

Career S.W.O.T

Analyze where you are and what you need.

Things to Consider

1

Making your list too long

Be careful not to end up with a huge list of suggestions under each category. A long list can be hard to manage, so try to do some gentle pruning as each section increases.

2

Vagueness

Try to ensure that each point made is reasonably specific.

3

Not Seeing weaknesses

It can be difficult for an organization to accept that it has serious weaknesses. Have a brief meeting with colleagues outside the overall analysis. This will give you an outsider's perspective.

4

Keep thinking forward

The analysis process should indicate where you are now and where you need to be in one year, five years, or ten years in order to achieve that goal.

5

Be Realistic About Opportunities

While getting excited about new opportunities is important, try not to predict and plan for opportunities that don't exist yet.

6

Don't Rely on SWOT Analysis Alone

A Career SWOT Analysis is a valuable planning and assessment tool to use as a starting point. It can offer real insights into many aspects you may have or need.



Your Career S.W.O.T

This SWOT matrix is designed to help you analyze your overall view of where you are right now, what skills you currently have and what you might need so you can assess what kind of goals to set and what career plan you will need.

Strengths

What do you do well?

S

What do others think you do well?

Weaknesses

What could you do better?

W

What do others see as your weaknesses?

Opportunities

What are the opportunities?

O

Which strengths could you turn into opportunities?

Threats

What obstacles do you have?

T

What trends & threats could harm you?

Career S.W.O.T Analysis

Do your personal SWOT analysis. Use the results to recognize your unique skills, strengths, and talents. Get ready to plan strategies to manage your weaknesses and take advantage of any opportunities!

Strengths - What do others see as your strengths? Your advantage?

Weakness - What areas need work? Where do you have fewer resources than others?

Opportunities - Pin Point gaps & challenges. What opportunities and or resources are open to you?

- ---
- ---
- ---

Threats - What obstacles do you face? Development opportunities?
Could any trends or weaknesses seriously threaten your career?

Now that you have completed the SWOT Analysis, focus on your strengths to get started with the next steps.



Discovering Your Purpose

How to explore what could be your purpose



Discovering Your Purpose

Now that you are aware of your values and must-haves, the first step to gaining clarity about your purpose is to know what you want in your career. For some people, their life's purpose and career go hand in hand; for others, they are separate. You have to determine which way it is for you. Since you spend a good portion of your life at work, seriously consider these questions.

Answer these questions:

What can I do to make sure my values are a part of my career so I can experience fulfillment?

Based on my values, talents, and strengths, what would be my ideal career job?

What do you want the next chapter of your life to look like?

How are you going to make it happen?



Determine Your Path

Putting it together to determine your new path

Determine Your New Path

Now that you are clear on the real you, your purpose, core values, and must-haves make a list of what careers or jobs you have an interest in. Rank them in order of your interest. Now match them to your strengths, talents, and core values.

List your career choices. They should align with who you are, your talents, and your values.

If not, revisit your core values for further clarity.

- _____
- _____
- _____

Which one would you like to learn more about? Do your research!

Do your new choices reveal making a career change? Or are you seeking a different position in the current industry you work in?

On the next page, begin with doing a Career S.W.O.T to assess what you will need to set realistic goals and create a plan. Be open to doing the work and trying something new that will push you outside your comfort zone to achieve your new set goals.

be
yourself



6

Setting Your Goals

Setting realistic goals for what you need and how to get there.

Setting Your Goals

Your next task is to GET CLEAR about your goals by creating a strategic plan. There are several things to consider when setting your goals and creating a vision for your future.

- **List options and resources needed to achieve goals**
- **Set realistic goals and expectations**
- **Be specific and strategic**
- **Benchmark your progress**
- **Do not set goals longer than 24 months**
- **Find a Mentor or work with a Career Coach**
- **Find an accountability partner**

When Setting Your Goals they should be:

Outcome focused

Once you understand your WHY you're 90% there!

In line with your values

The more a goal aligns with your inner or core values - the EASIER it will be to achieve.

State the goal in a positive manner

Goals should also be SMART:

Specific (so you know exactly what you're trying to achieve)

Measurable (so you know when you've achieved it!)

Action-oriented (so you can DO something about it!)

Realistic (so it IS achievable) and

Time-Bound (has a deadline)



Goal Setting

When you think about your goals they should give you a sense of deep contentment or 'rightness', happiness, and/or excitement. This is a good sign that it's a healthy goal. To determine if your goals are right for you, ask yourself these questions below and give them full consideration.

Ask Yourself.....



Focusing on the Outcome

- What is it that you want? Dig deep...
- What is the SPECIFIC outcome you're looking for?

Aligning with your Values

- Is this goal in line with your life vision/overall life plan? (Don't know - what does your gut tell you?)
- Is this goal in line with your values?
- Are the goals something YOU truly want, or are they something you think you SHOULD have or SHOULD be doing?
- How does this goal fit into your life/lifestyle?

Identifying Obstacles:

- Can YOU start & maintain this goal/outcome?
- How will making this change affect other aspects of your life?
(ie. What else might you need to deal with?)
- What is good about your CURRENT SITUATION? (ie. What's the benefit of staying right where you are?) Then ask, how can I keep those good aspects while STILL making this change?

Goal Strategy

What is the goal?

- _____

Action Steps

- _____
- _____
- _____

The Strategy:

- _____
- _____
- _____

Action Steps to execute the Strategy:

- _____
- _____
- _____

Resources or people need to achieve my goal

- _____
- _____

Possible obstacles or challenges

- _____

Accountability Partner(s) _____

Deadline _____ Achieved Benchmark - Yes / No

If no, what was the challenge or obstacle?

Reset goal to overcome the obstacle? Yes/No

Goal Strategy

What is the goal?

- _____

Action Steps

- _____
- _____
- _____

The Strategy:

- _____
- _____
- _____

Action Steps to execute the Strategy:

- _____
- _____
- _____

Resources or people need to achieve my goal

- _____
- _____

Possible obstacles or challenges

- _____

Accountability Partner(s) _____

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NOTES