



Career Planning Reflection Guide

1 Discover
Your personal brand

2 Explore
Options

3 Decide
Act & GROW

Review the questions below to reflect on your experiences and capabilities and understand your personal interests, motivations and values, and how they may drive your career aspirations. **You do not need to answer every question; choose the ones that resonate with you.**

Category	Questions
Interests – What do you enjoy?	<ul style="list-style-type: none"> Describe when you feel the most excited about the work you do. What specifically do you enjoy most about that kind of work? What work challenges do you enjoy tackling? What do you enjoy learning about most? What do you wish you had more time for? Has there been something that's always interested you that you want to pursue in a space outside your expertise (i.e., working in other functions)?
Dislikes – What don't you enjoy?	<ul style="list-style-type: none"> What parts of your current and past roles have led to boredom, disengagement, and a sense of just going through the motions? What kind of work have you gravitated away from? What tasks routinely get pushed to the bottom of your to-do list?
Values – What do you need?	<p>When you think about work that you find most fulfilling, what do you value the most?</p> <p>Examples: variety, recognition, self-development, influence, autonomy, flexibility, and work/life balance.</p>
History – What have you accomplished?	<p>Think about some of your past experiences for which you are most proud. What key projects and achievements stand out? Consider the various roles and experiences in your career to date.</p>
Personal Brand – What do you want to be known for?	<ul style="list-style-type: none"> What do you do well that differentiates you from others? What are you best known for amongst peers and other leaders in the organisation? What do you want people to know about you, both personally and professionally?
Themes	<ul style="list-style-type: none"> What themes emerge from these questions? What might you want to seek out in the future? What might you want to avoid in the future?

Next Steps

- Solicit feedback from peers and leadership.
- Discuss your responses with your manager, mentor or trusted advisor to identify themes
- Review the Career and Development Planning eToolkit for more career planning resources.