

BY KARIN FREELAND

# *Career Compass*



**THE PATHWAY PLANNER FOR  
CORPORATE WOMEN  
CONSIDERING A CAREER  
TRANSITION**

# Welcome To Your Career Compass!

I'm absolutely thrilled that you've downloaded the Career Compass, **your ultimate guide to making savvy career moves**. If you're like me or the clients I've coached, the idea of making a career transition can feel daunting. It might even feel easier to ignore your thoughts and stay the course, especially if you're the breadwinner.



Unfortunately, **all that does is keep you feeling stuck and resentful of your circumstances**, as I've personally experienced and many clients will attest to before working with me.

Fortunately, **you took an essential first step and downloaded the Career Compass**. This resource is all about **boosting your confidence and increasing your clarity in decision-making**. My goal is to empower you to make your decision for a career pivot from a place of strength and power, not scarcity and fear.







# The Ins and Outs of the Decision-Making Matrix

At its core, the Decision-Making Matrix is a systematic framework that helps you **evaluate multiple options against a set of criteria**. (Of course, you're always in the driver's seat and can adjust and add to the criteria based on your needs and circumstances.)

Breaking down complex decisions into manageable parts enables you to **objectively compare choices based on your priorities**—from financial implications and personal values to professional goals and risk assessment.

**With this tool, confidently making a career transition has never been easier.**



# Maximizing Your Use of the Career Compass

The Career Compass is **jam-packed with tips and strategies to supercharge your Decision-Making Matrix**. You'll learn how to nail down key criteria, weigh them like a pro, and interpret results with ease—all geared to guide you through your career decision-making process.

By the end of this resource, you'll have everything you need at your fingertips to help you **confidently navigate complex decisions, achieve clarity in your choices, and move forward with certainty toward your career goals**.

If it seems too good to be true, look at what my client Trisha had to say:

*"I started working with Karin Freeland at a time when I was absolutely miserable in my career and life. I was burnt out, unhappy, and stressed beyond belief, and I knew that I could not sustain the path I was on for much longer. At first, I was a little skeptical of the process, but it worked! I met with Karin every two weeks for six months, and my life changed for the better. I was able to identify specifically what I wanted to change in my life, and then, over time, made baby steps that resulted in a bigger wave of transition. Karin is a fantastic listener and helped me navigate through some messy feelings and confusion. She also held me accountable by regular email follow-ups during our off weeks. Working with Karin helped bring clarity, and I would recommend Karin to anyone who feels "stuck" and has a deep desire for a better career and life."*

She's one powerful example of **how these criteria and processes helped create a clear pathway to follow her decision to leave corporate**. While your career goal may differ, the process is the same and just as effective.

# My Top Tips For Using The Career Compass

## » Tip Number One

Read through all of the material once before diving into the matrix itself. Doing this will give you a comprehensive understanding of the strategies and tips provided, setting a solid foundation for effective decision-making.



## » Tip Number Two

Have a journal handy to capture any challenging thoughts or beliefs that you want to explore separately. This inner work can often bring up feelings and emotions you've been suppressing. It's important that you allow these thoughts to emerge because they hold the key to your career satisfaction and fulfillment.



## Bonus Tip:

If you are reviewing an exercise sheet within the Career Compass and are unsure how to complete it, please refer to the appendices at the end of the guide. There, you will find example worksheets filled out with various scenarios. If you find yourself stuck, feel free to use these examples as inspiration for your own decision-making process.

# Embrace Your Career Journey

Now it's your time to shine!

Use the Career Compass to explore every career avenue—whether you're **eyeing entrepreneurship, dreaming of making a difference in the nonprofit world, aiming for that next big promotion, or even thinking of pivoting into a whole new field.**

This resource is your ultimate wingwoman for making smart, soul-satisfying career choices.

Let's jump in!

~Karin

## Your Roadmap Through The Career Compass

### WELCOME!

Print or download your  
Career Compass  
Workbook!

### STEP TWO

Weighting Your  
Criteria

### STEP FOUR

Options Evaluation

START

1

### STEP ONE

Key Criteria  
Identification

2

3

### STEP THREE

Fill In Your  
Decision-Making  
Matrix

4

FINISH

### FINISH!

Make Your Decision  
& Take Action



# Step One - Key Criteria Identification

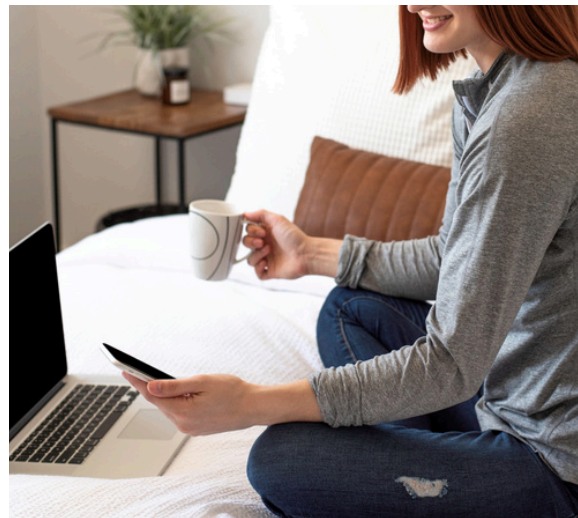
Welcome to step one of the Career Compass: identifying your key decision criteria.

This pivotal step is focused on **uncovering the core values and priorities that will guide your path through your career transition**. It's your opportunity to pinpoint what truly matters to you—those fundamental work and life aspects aligning with your aspirations and defining your professional journey.

**\*Important Note** - Don't worry about finding the "perfect answer" here. For the best results, brainstorm freely and jot down whatever comes to mind without any filters!

## Check It Off As You Go

- ☐ Exercise One
- ☐ Exercise Two
- ☐ Exercise Three



**"Live your life by a compass, not a clock."**  
— Stephen Covey

# Exercise One - Identifying Core Values

## Step One: Identify Your Core Values

Take a moment to **jot down the values that hold significant importance in both your career and life.** These may include integrity, creativity, leadership, work-life balance, etc.

*\*Need some inspiration? Check out the list in the appendix, page 30, for some ideas to consider.*



## Step Two: Narrow Down Your List

From your list of brainstormed core values above, **list the five** that resonate most with you. *(These don't need to be in any particular order.)*

1	
2	
3	
4	
5	



# Exercise Two - Ranking The Key Priorities In Your Life

## Step One: List Your Priorities

Consider what **factors are essential** for your next career move. This could include financial stability, personal growth, more time to spend with family, alignment with long-term goals, etc.

*\*Need some inspiration? Check out the list in the appendix, page 32, for some ideas to consider.*



## Step Two: Narrow Down Your List

Focus on identifying the **five priorities that are most critical to you** from your initial list. Remember, there's no right or wrong. There's only what rings most true for you in this current season of life. If you catch yourself saying, I should put this first. **Ask yourself, "Should according to who?" or "Why do I feel I should prioritize that over everything else?"**

1

2

3

4

5

# Exercise Three - Out-of-the-Box Thinking

## Step One: Explore Alternative Criteria

Reflect on **less conventional factors that could impact your career satisfaction and success**, such as emotional well-being, opportunities for innovation, cultural fit, alignment with your faith, etc.



## Step Two: Select Your Top Factors

Choose **five out-of-the-box criteria that resonate with you the most** from your exploration.

1

2

3

4

5

# Step Two - Weighing Your Criteria

Now that you've identified your key criteria, it's time to weigh them to bring clarity to your decision-making process.

Below, I'll introduce **two approaches to help you effectively prioritize and compare your criteria**. Feel free to use both methods or choose the one that best suits your personal preference and decision-making style.

## Check It Off

- ☐ Method One
- ☐ Method Two



## Before You Start - List Out Your Key Criteria

In this section, list out the key criteria you identified in step one.

**Core Values**

**Priorities**

**Out-Of-The-Box**



## Method One - Point-Based System

**This method is all about determining your best criteria based solely on how each criterion category scores.**

## Step One: Assign Point Values

Assign numerical point values to each individual criterion in each category based on its importance to you **on a scale of 1 (not important at all) to 5 (extremely important.)**

<b>Core Values</b>	<b>S</b>	<b>Priorities</b>	<b>S</b>	<b>Out-Of-The-Box</b>	<b>S</b>

## Step Two: Calculate Total Points

Sum up the points assigned to each criterion category to determine their total score. This quantitative approach helps quantify and prioritize your criteria objectively.

**Total** **Total** **Total**

### Step Three: Identifying Your Key Criterion Category

**Organize your criterion groups from the most to the least scored points.**

This will help you narrow down which key criterion category you should be focused on when weighing your decision in the upcoming matrix.

1	
2	
3	

# Method Two - Categorization Method

While method #1 focuses on an objective point-based system, **method #2 is all about following your gut instincts to categorize all of the key criteria you identified**, no matter if it's a core value, a priority, or an out-of-the-box criteria. Doing this will help you **clarify their importance and impact on your decision-making process**.

## Step One: Creating Your Categories

Choose one of the following category systems that best suits your preferences.

- **Idea #1: Essential, Important, Nice-to-Have**
  - **Essential:** Criteria that are crucial and non-negotiable for your decision-making process.
  - **Important:** Criteria that hold significant weight but may have some flexibility.
  - **Nice-to-Have:** Criteria that would be beneficial but are not essential for your decision.
- **Idea #2: Personal, Professional, External**
  - **Personal:** Criteria related to your personal values, aspirations, and individual growth.
  - **Professional:** Criteria linked to career advancement, skill development, and professional goals.
  - **External:** Criteria influenced by external factors such as family, community, or societal impact.
- **Idea #3: Immediate Impact, Long-term Goals, Growth Potential:**
  - **Immediate Impact:** Criteria that directly affect your current situation or immediate needs.
  - **Long-term Goals:** Criteria aligned with your future aspirations and career objectives.
  - **Growth Potential:** Criteria focused on opportunities for personal and professional growth and development.

## Method Two - Categorization Method

## Step Two: Filling In The Categories

**Assign each criterion to its respective category** within your chosen system. This exercise will help you prioritize and organize your criteria effectively, providing clarity as you move forward in the decision-making process.

[illegible]



# Step Three - Fill In Your Decision-Making Matrix

Congrats on getting to step three! Keep going...clarity is within your grasp!

Now that you've identified and weighed your key criteria, it's time to put your insights into action by filling in your Decision-Making Matrix.

**This tool will help you systematically evaluate and compare your options based on the criteria that matter most to you.**

*Please choose the option based on the method you chose in step two.*

## Decision-Making Matrix:

- ☐ Method One - Page 16 & 17
- ☐ Method Two - Page 18 & 19



***“If your dreams don’t intimidate you, you’re playing too small.”***

***— Karin Freeland***

# How to Fill In Your Decision-Making Matrix - Method One

If you chose method number one to narrow down your key criteria, you will use the decision-making matrix found on page 17.

Here are the instructions for filling out your decision-making matrix.

## Step One: List Your Options

Begin by listing all the potential options or choices you are considering down the left side of your matrix. These could include different career paths, job opportunities, business ventures, or any other decisions related to your career goals. Don't forget to dream big.

## Step Two: List Key Criteria Groups From Most To Least Important

Next, list your key criteria groups (core values, priorities, or out-of-the-box) from most to least important along the top of your matrix. There is also space underneath each group where you can write out each individual key criterion.

## Step Three: Assign Ratings

For each career option listed down the left side of your matrix, assess how well it meets each criterion group. Use a rating scale of 1 (*not important at all*) to 5 (*extremely important*) to assign scores based on the extent to which each option fulfills the criteria.

## Step Four: Calculate Total Scores

Once you've rated each option across all criteria groups, calculate the total score for each option by summing up the individual scores. This quantitative approach helps quantify the overall fit of each option based on your identified criteria.

# Method One Decision-Making Matrix

	Group: <div></div>	Group: <div></div>	Group: <div></div>
Decision #1 <div></div>			
	Total:	Total:	Total:
Decision #2 <div></div>			
	Total:	Total:	Total:
Decision #3 <div></div>			
	Total:	Total:	Total:
Decision #4 <div></div>			
	Total:	Total:	Total:



# How to Fill In Your Decision-Making Matrix - Method Two

If you chose method number two to narrow down your key criteria, you will use the decision-making matrix found on page 19.

Here are the instructions for filling out your decision-making matrix.

## Step One: List Your Options

Begin by listing all the potential options or choices you are considering down the left side of your matrix. These could include different career paths, job opportunities, business ventures, or any other decisions related to your career goals. Don't forget to dream big.

## Step Two: List Key Criteria Categories

Next, list your key criteria categories - depending on the categorization system you chose (e.g., Essential, Important, Nice-to-Have) from most to least important along the top of your matrix. There is also space underneath each category where you can write out each individual key criterion.

## Step Three: Assign Ratings

For each career option listed down the left side of your matrix, assess how well it meets each criterion category. Use a rating scale of 1 (*not important at all*) to 5 (*extremely important*) to assign scores based on the extent to which each option fulfills the criteria.

## Step Four: Calculate Total Scores

Once you've rated each option across all criteria categories, calculate the total score for each option by summing up the individual scores. This quantitative approach helps quantify the overall fit of each option based on your identified criteria.

# Method Two Decision-Making Matrix

	Category:	Category:	Category:
Decision #1			
	Total:	Total:	Total:
Decision #2			
	Total:	Total:	Total:
Decision #3			
	Total:	Total:	Total:
Decision #4			
	Total:	Total:	Total:

# Step Four - Options Evaluation

Once you have filled in your Decision-Making Matrix, **the next step is to evaluate and analyze the options based on the insights** gained from your matrix.

There are various approaches to this process. **Some decisions may become apparent through the exercises you've completed so far.** However, for those that still require further consideration, here are some exercises to help you effectively evaluate your options.



## Check It Off As You Go

- ☐ Exercise One - Review Total Scores
- ☐ Exercise Two - Compare Strengths and Weaknesses
- ☐ Exercise Three - Consider Trade-Offs
- ☐ Exercise Four - Reflect on Fit and Alignment
- ☐ Exercise Five - Seek External Input



# Exercise One - Review Total Scores

Begin by **checking out the total scores for each option in your matrix.** These scores give you a clear idea of how well each option matches your criteria. **The highest-scored option is the one that is most aligned with what matters most to you.**



# Exercise Two - Compare Strengths and Weaknesses

Look at how each option performs across different criteria categories to assess their strengths and weaknesses. Identify **which options shine in important areas** and **which ones might have drawbacks that could affect your decision.**



## Exercise Three - Consider Trade-Offs

It's normal for some options to do really well in certain areas but not as great in others. Think about the **trade-offs and decide which criteria matter most for your career goals and aspirations.**



## Exercise Four - Reflect on Fit and Alignment

Think about how **each option aligns with your long-term career aspirations and professional growth goals.** Remember, decisions aren't just about winners and losers or right and wrong; they're opportunities to explore different paths in life. No matter which path you choose, you'll gain valuable insights and experiences along the way.



# Exercise Five - Seek External Input

If needed, seek input from mentors, colleagues, or trusted advisors to gain additional perspectives on the strengths and weaknesses of each option. While external insights can provide valuable guidance, **remember to consider them with your own priorities in mind when making well-informed decisions.**



## Additional Tips

**Congratulations on reaching this stage of the process!**

While you've made significant progress, there are a few essential steps remaining before I outline the next course of action.

### Decisions Are Never Final

It's essential to remember that **decisions are never set in stone. They're more like new pathways in your journey through life and your career.**

They aren't about winning or losing or being right or wrong but rather about **exploring two exciting avenues of experience**—a win-win situation where each path offers valuable lessons and growth opportunities.

**So, rather than getting wrapped up in making the “perfect” decision, I challenge you to embrace the adventure of decision-making, knowing that every choice brings insights that shape your ongoing journey.**

### **Trust Your Instincts**

**Always remember to trust your instincts, aka - your inner compass.**

Sometimes, your gut feeling can illuminate the best path forward, offering a unique perspective that complements rational analysis. But even **when your intuition doesn't align with logical reasoning, its intensity shouldn't be dismissed.**

Don't be afraid to listen to that voice. Your intuition is a valuable tool in decision-making, alongside thoughtful deliberation. It will never steer you wrong!

### **Money Isn't Everything**

While financial considerations are crucial, they shouldn't be the only measure of a good decision.

True success and fulfillment come from aligning choices with your values, passions, and long-term goals.

**Striking a balance between financial prudence and personal satisfaction, alongside career fulfillment, ensures decisions that resonate deeply with your aspirations.**

### **Keep Your Key Criteria in Mind**

As you navigate decisions, keep your key criteria at the forefront of your mind. **These core values, priorities, and out-of-the-box considerations serve as your guiding stars,** ensuring that each option aligns with what matters most to you.

Be sure to regularly revisit and reassess these criteria to stay focused and confident in your decision-making journey.



# Step Five - Making Your Decision

Now that you've used the Career Compass to evaluate all your options, **it's time to make your decision!**

In the sections below, you'll find dedicated space to document your final choice.

By documenting your decision in this structured way, you'll not only **affirm your commitment** but also **gain clarity on how your choice supports your career aspirations and personal growth.**

## Check It Off As You Go

☐ Exercise One

☐ Exercise Two



***“You cannot make progress without making decisions”***  
— Jim Rohn

# Exercise One - Finalizing Your Decision

## Step One: Document Your Decision

Take the opportunity to **write down your final decision**. (*Leaving it in your head will continue to hold you back.*) Clearly state **what you've chosen** and **why it's important to you**. This helps solidify your commitment and clarity moving forward. Think of documenting it as your accountability partner to help you bring your decision to fruition.



## Step Two: Alignment With Key Criteria

Take a moment to **reflect on how your decision aligns with the key criteria you've identified**. Consider which values, priorities, and out-of-the-box factors led you to this choice. **This alignment ensures your decision is grounded in what matters most to you**. Plus, it's nice to have this written down so you can revisit it as often as you need.



### Step Three: Take Notes

Use the notes section to jot down additional thoughts, considerations, or insights related to your decision-making process. **This space is yours to capture any nuances or details that influenced your final choice.**



# Exercise Two - Start Taking Action

**Congratulations on making your decision!**

Now, it's time to take concrete steps toward your career goals. Here are **two immediate actions you can take to bring your decision to life.**

## **Keep an Eye on Your Inbox for Incoming Value-Add Emails**

Over the next two weeks, expect valuable emails from me filled with **additional tips, strategies, and advice that I use with my coaching clients** to help them execute their decisions effectively.

## **Book A Complimentary 1:1 Call**

Ready for personalized support and accountability? Click below to schedule a time on my calendar that's convenient for you. **We'll discuss your recent decision, create a tailored action plan, and explore how working together can accelerate your journey toward success.**

Making a decision is just the first step; **finding the confidence to follow through is where the real challenge lies.** I'm here to support my clients every step of the way by providing value without any pressure! Here's what Abby had to say about her experience with this complimentary call:

***"Recently, I had the opportunity to schedule a "45-minute EDIT Your Life™ Jumpstart Consultation" with Karin, and it was a game-changer. In under an hour, she helped me refocus, reignite my motivation, and left me feeling more prepared than ever to move forward with clarity and purpose."***

**[Claim Your Call Here](#)**



# Thank You

As you embark on this next chapter driven by your decision, **remember that every step forward is a testament to your courage and commitment.**

**Embrace the journey ahead with optimism and determination,** knowing that each choice, whether big or small, contributes to your growth and success.

And if you found this Career Compass helpful, be sure to share [karinfreeland.com/careercompass](http://karinfreeland.com/careercompass) with anyone else who you think could benefit from using it!

*Karin Freeland*



## Connect With Me Here:

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🌐 [www.karinfreeland.com](http://www.karinfreeland.com)

in [Karin Freeland](#)

**“Sometimes  
it’s the  
smallest  
decisions  
that can  
change your  
life forever.”**

**— Keri Russell**

## Appendix Index

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Out-Of-The-Box-Thinking

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# Appendix A - Core Values

- 
- Ability
  - Abundance
  - Acceptance
  - Accomplishment
  - Adaptability
  - Adventure
  - Affection
  - Ambition
  - Appreciation
  - Approachability
  - Artfulness
  - Attentiveness
  - Availability
  - Awareness
  - Balance
  - Beauty
  - Belongingness
  - Blissfulness
  - Boldness
  - Bravery
  - Brilliance
  - Calmness
  - Capability
  - Care
  - Certainty
  - Challenge
  - Charity
  - Charm
  - Cheerfulness
  - Clarity
  - Cleanliness
  - Cleverness
  - Closeness
  - Comfort
  - Commitment
  - Compassion
  - Competence
  - Completion
  - Composure
  - Concentration
  - Confidence
  - Connection
  - Consciousness
  - Consistency
  - Contentment
  - Contribution
  - Control
  - Conviction
  - Coolness
  - Correctness
  - Courage
  - Courtesy
  - Craftiness
  - Creativity
  - Credibility
  - Cunning
  - Curiosity
  - Daring
  - Decisiveness
  - Deepness
  - Delight
  - Dependability
  - Depth
  - Desire
  - Determination
  - Devotion
  - Dexterity
  - Dignity
  - Diligence
  - Diplomacy
  - Direction
  - Directness
  - Discretion
  - Discipline
  - Discovery
  - Diversity
  - Dreaming
  - Drive
  - Duty
  - Eagerness
  - Economy
  - Education
  - Effectiveness
  - Efficiency
  - Elation
  - Elegance
  - Empathy
  - Encouragement
  - Endurance
  - Energy
  - Enjoyment
  - Enlightenment
  - Entertainment
  - Enthusiasm
  - Evolution
  - Exactness
  - Excellence
  - Excitement
  - Exhilaration
  - Expectancy
  - Experience
  - Expertise
  - Exploration
  - Expressiveness
  - Extravagance
  - Facilitating
  - Fairness
  - Faith
  - Fame
  - Fascination
  - Fashion
  - Fearlessness
  - Fidelity
  - Fineness
  - Finesse
  - Firmness
  - Fitness
  - Flexibility
  - Flow
  - Fluency
  - Fluidity
  - Focus
  - Fortitude
  - Frankness
  - Freedom
  - Friendliness
  - Frugality
  - Fun
  - Generosity
  - Gentleness
  - Genuineness
  - Giving
  - Grace
  - Gratitude
  - Growth
  - Guidance
  - Happiness
  - Harmony
  - Health
  - Heart
  - Helpfulness
  - Heroism
  - Holiness
  - Honesty
  - Honor
  - Hopefulness
  - Hospitality
  - Humility
  - Humor
  - Hygiene
  - Imagination
  - Impact

# Appendix A - Core Values

- 
- Impeccability
  - Independence
  - Ingenuity
  - Inquisitiveness
  - Insightfulness
  - Inspiration
  - Instinctiveness
  - Integrity
  - Intelligence
  - Intensity
  - Intimacy
  - Intuitiveness
  - Inventiveness
  - Joy
  - Justice
  - Keeness
  - Kindness
  - Knowledge
  - Lavishness
  - Leadership
  - Learning
  - Liberty
  - Liveliness
  - Logic
  - Longevity
  - Love
  - Loyalty
  - Majesty
  - Mastery
  - Maturity
  - Meekness
  - Mellowness
  - Meticulousness
  - Mindfulness
  - Moderation
  - Modesty
  - Motivation
  - Mysteriousness
  - Neatness
  - Nerve
  - Obedience
  - Open-mindedness
  - Openness
  - Optimism
  - Opulence
  - Organization
  - Originality
  - Passion
  - Peacefulness
  - Perceptiveness
  - Perfection
  - Persistence
  - Persuasiveness
  - Philanthropy
  - Piety
  - Playfulness
  - Pleasant
  - Pleasure
  - Plentiful-ness
  - Poise
  - Polish
  - Popularity
  - Practicality
  - Pragmatism
  - Precision
  - Preparedness
  - Presence
  - Privacy
  - Proactivity
  - Proficiency
  - Professionalism
  - Prosperity
  - Prudence
  - Punctuality
  - Purity
  - Quietness
  - Quickness
  - Realism
  - Readiness
  - Reason
  - Recognition
  - Recreation
  - Refinement
  - Reflection
  - Relaxation
  - Reliability
  - Resilience
  - Resolution
  - Resourcefulness
  - Respect
  - Restfulness
  - Restraint
  - Reverence
  - Richness
  - Sacredness
  - Sacrifice
  - Satisfaction
  - Security
  - Self-control
  - Selflessness
  - Self-realization
  - Self-reliance
  - Sensitivity
  - Sensuality
  - Serenity
  - Service
  - Sharing
  - Significance
  - Silence
  - Silliness
  - Simplicity
  - Sincerity
  - Skillfulness
  - Sophistication
  - Solidarity
  - Speed
  - Spirituality
  - Spontaneity
  - Stability
  - Stillness
  - Strength
  - Structure
  - Success
  - Supportive
  - Surprise
  - Sympathy
  - Synergy
  - Tactfulness
  - Teamwork
  - Temperance
  - Thankfulness
  - Thoroughness
  - Thoughtfulness
  - Thrift
  - Tidiness
  - Timeliness
  - Traditionalism
  - Tranquility
  - Trust
  - Truth
  - Understanding
  - Uniqueness
  - Unity
  - Usefulness
  - Vision
  - Warmth
  - Wealth
  - Willingness
  - Wisdom
  - Wittiness
  - Wonder
  - Zest

# Appendix B - Life Priorities

## Career and Professional Development

- Continuous learning and education.
- Obtaining certifications and credentials.
- Mentoring others.
- Finding work-life balance.
- Climbing the corporate ladder.
- Starting a side business.
- Enhancing leadership skills.
- Gaining visibility in the field.
- Public speaking engagements.
- Professional recognition and awards.

## Health and Wellness

- Regular exercise and fitness.
- Maintaining a healthy diet.
- Mental health and well-being.
- Regular medical check-ups.
- Sleep hygiene.
- Stress management.
- Self-care routines.
- Preventive healthcare.
- Participating in sports.
- Detoxifying and cleansing.

## Personal Development

- Personal growth and self-improvement.
- Setting and achieving personal goals.
- Time management skills.
- Reading and self-education.
- Cultivating hobbies and interests.
- Learning new languages.
- Developing emotional intelligence.
- Journaling and reflection.
- Volunteering and giving back.
- Regular therapy or counseling.

## Relationships

- Building a strong romantic relationship.
- Quality time with family.
- Strengthening friendships.
- Networking and social connections.
- Being a supportive partner.
- Parenting and raising children.
- Creating family traditions.
- Socializing and community involvement.
- Emotional support for loved ones.
- Conflict resolution skills.

## Financial Management

- Saving for retirement.
- Investing wisely.
- Building an emergency fund.
- Budgeting and financial planning.
- Paying off debt.
- Financial literacy and education.
- Estate planning.
- Charitable donations.
- Financial independence.
- Tax planning and optimization.

## Home and Living

- Creating a comfortable living space.
- Home organization and decluttering.
- Homeownership management.
- Home improvement projects.
- Sustainable living practices.
- Minimalism.
- Gardening and outdoor spaces.
- Interior decorating.
- Creating a home office.
- Hosting and entertaining guests.

# Appendix B - Life Priorities

## Travel and Adventure

- Exploring new countries.
- Weekend getaways.
- Cultural experiences and immersion.
- Adventure sports and activities.
- Learning about new cultures.
- Road trips and scenic drives.
- Travel photography.
- Planning and organizing trips.
- Creating travel memories.
- Budget-friendly traveling.

## Personal Fulfillment and Happiness

- Pursuing passions and interests.
- Finding purpose and meaning in life.
- Achieving personal dreams.
- Practicing gratitude.
- Building a legacy.
- Philanthropy and giving back.
- Enjoying the arts and culture.
- Spending time in nature.
- Spiritual growth and exploration.
- Celebrating achievements and milestones.

## Education and Learning

- Lifelong learning.
- Attending workshops and seminars.
- Earning additional degrees.
- Learning new skills.
- Participating in online courses.
- Joining in-person classes.
- Educational travel.
- Learning additional languages.
- Attending industry conferences.
- Reading books and literature.

## Community and Social Impact

- Volunteering and community service.
- Advocating for social causes.
- Supporting local businesses.
- Participating in community events.
- Environmental conservation efforts.
- Political involvement and activism.
- Mentorship and coaching.
- Creating social change initiatives.
- Building inclusive communities.
- Supporting non-profit organizations.



# Appendix C - Exercise Example Sheets

## Page 8

### Step One: Identify Your Core Values

Take a moment to **jot down the values that hold significant importance in both your career and life.** These may include integrity, creativity, leadership, work-life balance, etc.

*\*Need some inspiration? Check out the list in the appendix, page 30, for some ideas to consider.*



Adaptability	Energy	Joy
Ambition	Enjoyment	Knowledge
Balance	Expertise	Resilience
Belongingness	Fitness	Security
Courage	Freedom	Simplicity
Creativity	Generosity	Structure
Dependability	Honesty	Speed
Efficiency	Impact	Uniqueness

### Step Two: Narrow Down Your List

From your list of brainstormed core values above, **list the five** that resonate most with you. (These don't need to be in any particular order.)

1 Creativity

2 Balance

3 Uniqueness

4 Impact

5 Structure

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## Step One: List Your Priorities

Consider what **factors are essential** for your next career move. This could include financial stability, personal growth, more time to spend with family, alignment with long-term goals, etc.

*\*Need some inspiration? Check out the list in the appendix, page 32, for some ideas to consider.*



Continuous Learning and Education  
Mental Health & Well-Being  
Stress Management  
Being My Own Boss  
Financial Independence  
Quality Time With Family & Friends

Minimalist  
Weekend Freedom  
Health & Fitness  
Volunteering

## Step Two: Narrow Down Your List

Focus on identifying the **five priorities that are most critical to you** from your initial list. Remember, there's no right or wrong. There's only what rings most true for you in this current season of life. If you catch yourself saying, I should put this first. **Ask yourself, "Should according to who?" or "Why do I feel I should prioritize that over everything else?"**

1

Being My Own Boss

2

Stress Management

3

Minimalism

4

Weekend Freedom

5

Financial Independence

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## Step One: Explore Alternative Criteria

Reflect on **less conventional factors that could impact your career satisfaction and success**, such as emotional well-being, opportunities for innovation, cultural fit, alignment with your faith, etc.



Creative Problem-Solving  
Flexible Schedule  
Mental Health Days  
Can Work From Home  
Lifelong Learning  
A Productive Home Office  
Breaks Throughout The Day  
Networking Opportunities  
Business Travel

## Step Two: Select Your Top Factors

Choose **five out-of-the-box criteria that resonate with you the most** from your exploration.

- 1 Creative Problem-Solving
- 2 Flexible Schedule
- 3 Work From Home
- 4 Breaks Throughout The Day
- 5 Business Travel

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This method is all about determining your best criteria based solely on how each criterion category scores.

## Step One: Assign Point Values

Assign numerical point values to each individual criterion in each category based on its importance to you **on a scale of 1 (not important at all) to 5 (extremely important.)**

Core Values	S	Priorities	S	Out-Of-The-Box	S
Creativity	4	My Own Boss	4	Problem-Solving	4
Balance	5	Stress Mngmt	5	Flexibility	5
Uniqueness	2	Minimalism	3	Work At Home	4
Impact	4	Weekends	5	Regular Breaks	4
Structure	5	Financial Freedom	5	Business Travel	2

## Step Two: Calculate Total Points

Sum up the points assigned to each criterion category to determine their total score. This quantitative approach helps quantify and prioritize your criteria objectively.

Total	Total	Total
20	22	19

## Step Three: Identifying Your Key Criterion Category

**Organize your criterion groups from the most to the least scored points.**

This will help you narrow down which key criterion category you should be focused on when weighing your decision in the upcoming matrix.

1	Priorities
2	Core Values
3	Out-Of-The-Box

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## Step Two: Filling In The Categories

**Assign each criterion to its respective category** within your chosen system. This exercise will help you prioritize and organize your criteria effectively, providing clarity as you move forward in the decision-making process.

Category: <u>Essential</u>	Category: <u>Important</u>	Category: <u>Nice To Have</u>
Balance	Creativity	Uniqueness
Flexible Schedule	Impact	Breaks Throughout The Day
Stress Management	Structure	Being My Own Boss
Financial Independence	Creative Problem- Solving	Minimalism
	Work From Home	Business Travel
	Weekend Freedom	



# Page 17 - Method One

	<b>Group:</b> <b>Priorities</b>	<b>Group:</b> <b>Core Values</b>	<b>Group:</b> <b>Out-Of-The-Box</b>
	My Own Boss Stress Mngmt Minimalism Weekends Financial Freedom	Creativity Balance Uniqueness Impact Structure	Problem-Solving Flexibility Work At Home Regular Breaks Business Travel
<b>Decision #1</b>  Stay in my current role.	1 1 2 3 2 <b>Total:</b> 9	1 3 2 3 1 <b>Total:</b> 10	4 3 4 2 1 <b>Total:</b> 14
<b>Decision #2</b>  Start a creative business.	5 5 4 5 3 <b>Total:</b> 22	5 5 5 5 4 <b>Total:</b> 24	5 5 5 5 3 <b>Total:</b> 23
<b>Decision #3</b>  Start a service-based business.	3 4 4 4 5 <b>Total:</b> 20	3 4 2 5 4 <b>Total:</b> 18	5 4 5 5 3 <b>Total:</b> 22
<b>Decision #4</b>  Find a creative director role.	1 3 3 3 3 <b>Total:</b> 13	5 3 4 4 4 <b>Total:</b> 20	5 3 3 1 3 <b>Total:</b> 15

# Page 19 - Method Two

	Group: <u>Essential</u> Balance Flexible Schedule Stress Management Financial Freedom	Group: <u>Important</u> Creativity Impact Structure Creative P.S Work From Home Weekend Freedom	Group: <u>Nice To Have</u> Uniqueness Breaks Through Day Being My Own Boss Minimalism Business Travel
<b>Decision #1</b>  Stay in my current role.	3 3 1 2 <b>Total:</b> 9	1 3 1 4 4 <b>Total:</b> 3 16	2 2 1 2 1 <b>Total:</b> 8
<b>Decision #2</b>  Start a creative business.	5 5 5 3 <b>Total:</b> 18	5 5 4 5 5 <b>Total:</b> 5 29	5 5 5 4 3 <b>Total:</b> 22
<b>Decision #3</b>  Start a service-based business.	4 4 4 5 <b>Total:</b> 17	3 5 4 5 5 <b>Total:</b> 4 26	2 5 3 4 3 <b>Total:</b> 17
<b>Decision #4</b>  Find a creative director role.	3 3 3 3 <b>Total:</b> 12	5 4 4 5 3 <b>Total:</b> 3 24	4 1 1 3 3 <b>Total:</b> 12