



CARY COMMUNICATIONS INSIGHTS

Career Discovery Workbook

By Karen Bluestein

Finding the right career isn't about picking from a list. It's about understanding what fits *you*. This exercise helps you get clear on your strengths, interests, values, and what really matters in your work life. Take a few minutes. Reflect. You might be surprised by what you learn.

Not sure what career to choose? You're not alone. The right path doesn't start with a job title. It starts with clarity about who you are, what you care about, and what kind of life you want to build.

This workbook will help you explore five key areas:

1. Interests and Enjoyment
2. Strengths and Skills
3. Values and Priorities
4. Lifestyle Considerations
5. Vision for the Future

Take your time. Be honest. This is about *your* career on *your* terms.

Section 1: Interests and Enjoyment

Think about what lights you up.

What do you look forward to most?

What activities do you enjoy in your free time?

Which subjects or topics have always fascinated you?

What kind of work makes you lose track of time?

If you could try any job for a week, just for fun, what would it be?

Do you prefer working with:

☐ People ☐ Data ☐ Words ☐ Ideas ☐ Tools/Equipment ☐ Your Hands

Section 2: Strengths and Skills

What are 2–3 things you’re naturally good at?

What do people often ask you for help with?

How would you describe your work style? (Check all that apply):

- Analytical and detail-focused
- Creative and expressive
- Strategic and big-picture focused
- Empathetic and supportive
- Organized and process driven

Do you prefer:

☐ Working alone ☐ Working with 1-2 others ☐ Working with a Team ☐ A mix

Section 3: Values and Priorities

What motivates you most at work? (Choose top 2)

- Making a difference
- High income
- Prestigious job title
- Job security
- Opportunity for advancement
- Creative freedom
- Collaborating with others
- Learning and growth

How important is work-life balance to you?

☐ Essential ☐ Important ☐ Somewhat Important ☐ Not a priority

Would you be open to:

Traveling often for work? ☐ Yes ☐ No

Working remotely or hybrid? ☐ Yes ☐ No ☐ Prefer in-person

What kind of environment helps you thrive?

Section 4: Lifestyle Fit

What are your non-negotiables in a job (salary, location, flexibility)?

Are you open to additional training or education?

☐ Yes ☐ No ☐ Maybe

Are there any industries you're drawn to—or want to avoid?

How soon do you want to make a change?

☐ Now ☐ Within 6 months ☐ Just exploring

Section 5: Vision and Direction

Who do you admire professionally—and why?

Have you taken any career or personality assessments? What stood out?

Describe your ideal workday. What are you doing? With whom?

If time, money, or fear weren't issues, what would you try next?

What's one step you could take this week to explore a new direction?

Have you experienced any “ah-ha!” moments while answering these questions? What stands out in your mind that you hadn’t thought of previously?

Turning Your Answers Into Career Direction

Now step back and look at your responses as a whole. You are not looking for a perfect job title. You are looking for patterns. Certain combinations of interests, strengths, values, and lifestyle preferences tend to point toward specific types of work.

Use the examples below to spark ideas. These are not limits. They are starting points.

If your answers show a strong interest in people, communication, and ideas

You enjoy collaboration, discussion, teaching, or guiding others. You may value meaning, impact, or connection over rigid structure.

Career paths to explore:

- Coaching, mentoring, or advising roles
- Marketing, communications, or content strategy
- Training, facilitation, or learning and development
- Client-facing consulting or relationship management
- Community, nonprofit, or advocacy-driven work

If your strengths lean analytical, strategic, or data-driven

You like solving problems, spotting patterns, and thinking long-term. You may prefer clarity, logic, and measurable outcomes.

Career paths to explore:

- Strategy, operations, or business analysis
- Finance, research, or analytics roles
- Product management or systems design
- Policy, planning, or risk analysis
- Technical or specialized advisory roles

If creativity, expression, and autonomy stand out

You enjoy building, designing, writing, or shaping ideas. You may feel constrained by rigid environments and value freedom.

Career paths to explore:

- Design, branding, or creative direction
- Writing, editing, or storytelling roles
- Entrepreneurship or freelance work
- Innovation, concept development, or experience design
- Hybrid roles that combine creativity with strategy

If stability, structure, and security rank highest

You value predictability, clear expectations, and work-life balance. You may thrive in well-defined environments.

Career paths to explore:

- Program management or operations
- Corporate roles within established organizations
- Government, education, or regulated industries
- Project coordination or process improvement

- Internal leadership or support functions

If flexibility, lifestyle, and freedom are non-negotiable

You prioritize how work fits into your life. Location, schedule, or autonomy matter deeply.

Career paths to explore:

- Remote or hybrid professional roles
- Portfolio careers combining multiple income streams
- Consulting, contract, or advisory work
- Online businesses, digital products, or services
- Roles with outcome-based performance rather than fixed hours

If you feel torn between multiple directions

Feeling conflicted often signals a hybrid path, not confusion. Many modern careers blend skills across disciplines. Look for roles that allow you to:

- Combine strategy with creativity
- Balance people work with independent focus
- Grow into leadership while staying hands-on
- Evolve over time rather than lock into one identity

Your Next Step

Choose one or two career directions that feel energizing, not overwhelming. Then identify a low-risk way to explore them. A conversation, a course, a project, or a short experiment is often more valuable than months of overthinking.

Clarity comes from motion.

Need help navigating your career? [Let's talk.](#)

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