



**Espeland Enterprises**  
**Career Mapping**

## Espeland Enterprises - Career Mapping

### Long-term Perspective

Building a clear perspective through deep self-reflection and honesty with oneself will allow you to have stronger executive presence. If you have more clarity on where you are going and why you are going there, then you will be more confident in your daily, weekly, and monthly moves. Confidence will come through in your gravitas and communication style.

### Obituary Exercise

You may want to start with the Obituary Exercise. This allows for you to think about the end goals first so that you can plan out the steps A to Z in between. Obituaries talk about your personal life, family, and professional accomplishments, so include all of them in your writing. This is a deeply personal exercise, so you are welcome to share or not share it with your coach.

### 20 Year Perspective

Starting with the furthest away date and moving backward in 5 year increments, you can start to plan out the large milestones in your personal and professional life.

You may want to consider the following:

- Where are you living?
- Who is in your life?
- What activities are you engaged in?
- What skills are you leveraging?
- What factors are motivating you (e.g. affiliation, money, family, etc.)?

Keep in mind that there are no right or wrong answers. This is an iterative process that you can go back to again and again as you both a) have more clarity and b) change your needs along your journey.

<b>In 20 YEARS YOU WILL BE _____ YEARS OLD</b>	
<b>Area</b>	<b>Description/Goals</b>

<i>Professional</i>	
<i>Personal</i>	
In 15 YEARS YOU WILL BE ____ YEARS OLD	
<b>Area</b>	<b>Description/Goals</b>
<i>Professional</i>	
<i>Personal</i>	
In 10 YEARS YOU WILL BE ____ YEARS OLD	
<b>Area</b>	<b>Description/Goals</b>
<i>Professional</i>	
<i>Personal</i>	
In 5 YEARS YOU WILL BE ____ YEARS OLD	
<b>Area</b>	<b>Description/Goals</b>
<i>Professional</i>	
<i>Personal</i>	

## Short-term Perspective

Once you've thought about the long-term goals of your life, you can start to plan the more specific nuances of the shorter term.

If you have difficulty knowing where you want to be in the long-term, you can choose to instead start with the Strengths Meet Interests exercise below.

## Career Ingredients

What are your non-negotiables and nice-to-haves in your next career move? Perhaps this move is a promotion at your current company, or a pivot to a completely new field. In either case, have clear articulation on what you are looking for and why is incredibly helpful to find success and confidence.

Item	Non-Negotiable or Nice-to-Have ?	Why this Item?
<i>Example:</i> 1/ Base Salary of \$250K+	Non-Negotiable	This salary will meet my financial needs while also allowing my wife and I to go on international vacation once per year, which is important to our overall happiness.
2/		

## Strengths Meet Interests

Finding the right mix of your strengths, motivations, and interests is an excellent way to identify a career that is a strong fit. This exercise is best for those who are unsure of their next steps and/or unhappy in their current positions. This exercise is meant to create open exploration with no assumptions or limits in place.

You may want to consider the following:

- What activities leave you:
  - Energized?
  - Happy?
  - Peaceful?

- When are you in a state of flow?
- What did you enjoy as a child or teenager? Do you still do this thing? If not, why did you stop?
- What do people naturally ask for your help with? (I.e., what do others believe you are “good at”?)

Item	Strength	Interest
<i>Example:</i> 1/ Writing	Medium level; I think I am decent at this but it may not be a spike in my skill set.	High level; I love to write and used to write stories as a child. I enjoy writing white papers at work and find excuses to do so.
2/		