

TAKE CARE OF YOUR CAREER

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INTRODUCTION

HI THERE, I AM YOUR NEW CAREER DIARY!

I am here to support you in navigating the exciting journey of discovering your career path. I will be your personal guide to track your thoughts, experiences, and aspirations.

Within these pages, you will find activities and reflections meant to help you explore your career path. You will find exercises to identify your strengths, reflect on your experiences, celebrate milestones, and set fresh goals according to your dreams.

However, the methods you will find here are not just about a job: they will focus on personal growth and long-term planning. No matter where you are in your journey, I will help you document your progress and get a clearer vision of your progression.

Feel free to jump in wherever you like—there's no need to go in order. Let your responses and sensations guide you as we uncover your story together and plan your future.

At the end and in some pages, you'll find extra resources to help you along your journey. Since I can be used both online and in print, some links will be provided for easy access.

Remember that you can repeat the exercises using additional sheets or a separate notebook if you want to dive deeper.

LET'S GO!

YOUR NAME





CHAPTER 1

EXPLORING AND EXPANDING SELF-IDENTITY

LET'S FOCUS ON THE PRESENT

How do you spend your days? What are the daily tasks that you are handling? How is the environment that surrounds you? In this first chapter, we will focus on the present. I will guide you to analyse your present in order to consciously focus and plan your future.

You will have the chance to reflect on your beliefs—the ideas you hold about yourself that shape your identity. Some of these beliefs may limit you, but recognizing them is the first step toward breaking free. Remember, how you see yourself isn't always the whole picture. The goal is to explore your self-perception, understand it, and grow beyond it.

ACTIVITY 1: "WHO AM I?"

CLOSE YOUR EYES.

Think about your weekly routine. Firstly, focus on what you **DO** every day.

What is that you are **DOING** on Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday?

You may consider your study moments, your free time moments, your working moments, be open.

Use the following spaces to write your daily tasks:

MY WEEKLY ACTIONS:

WRITING EMAILS	READING A BOOK
VIDEOCALLS	DRIVING

ACTIVITY 2: "HOLD AND RELEASE"

READ AGAIN THE TWO LISTS YOU WROTE BEFORE, RELATED TO WHAT YOU DO AND WHAT YOU SEE DURING YOUR WEEK.

Take a moment to focus on every concept you wrote.

ACTIONS:

Do you enjoy doing these actions?

CIRCLE every action you really enjoy doing, and **CROSS OUT** the actions you do not enjoy doing.

ENVIRONMENT:

Do you enjoy what you see around you?

CIRCLE every image you really enjoy seeing, and **CROSS OUT** the images you do not enjoy seeing.

ACTIVITY 3: "PERSONAL MEANING OF CAREER"

LET'S FIND OUT YOUR PERSONAL MEANING OF CAREER.

The associations that come to your mind might serve as an intuitive and primary guide for your vision.

Write 5 verbs that you associate with the word **career**:

Write 5 nouns that you associate with the word **career**:

Write 5 adjectives that you associate with the word **career**:

Why do you think the word **career** today may be different from the past?

Are there any opinions that people have about career that don't sound true to you?

Are there any negative opinions you hold about the word **career** that you'd like to challenge or reconsider?

CONCLUSION

Now, focus on what you have written and circled in the previous pages and take a moment to connect the dots. You will start combining your preferences with potential career paths. When answering the following questions, be open to your dreams. The next chapters will guide you to structure a path to achieve them.

Describe the characteristics of your dream job by connecting the activities you love doing with the environment you would want to surround yourself with every day.

Make a list of potential jobs you think you would enjoy doing. You may come back to this list during your diary experience, adding new jobs that come to your mind and removing those that are not resonating with you.

Write here an agreement with yourself on what you want to achieve by filling out this diary.

REFLECTION

FEELINGS

Did you allow yourself by being honest to feel something?

Which feelings did you experience while going through the exercise of this chapter? Name them.

FINDINGS

What did you discover about your situation?

Did you discover something unexpected?

FUTURE

Will you consider analysing your job ideas in future in order to understand if they changed or not?



CHAPTER 2

DEFINING YOUR CORE VALUES

YOUR CORE VALUES ARE THE FOUNDATION OF WHO YOU ARE

Your core values are your merits, virtues, and guidance. It's always hard to figure out what these are, but once you have them, you can understand why you do the things you do and why you feel the way you feel, and then you can choose wisely your life paths.

It's really important to define your core values for a few reasons:

- They have a big impact on how you live your life and how you interact with other people
- They can lead you to understand what is truly important to you
- They help you to work towards goals that you really care about

Knowing what is important helps you navigate challenges and gives you strength when facing difficulties. Values can be an anchor in times of uncertainty or a compass that guides you when you're unsure of what to do.

Defining your core values is a process that makes things clearer, gives you direction, and helps you to build a solid foundation for consistent and fulfilling life.

ACTIVITY 1: "LIVING INTO YOUR OWN VALUES"

Look at the list of values.

Choose the two core values that matter most to you—the ones that guide you when things feel uncertain and give your life a sense of purpose. When choosing your values, ask yourself the following questions:

- **DOES THIS DEFINE ME?**
- **IS THIS WHO I AM AT MY BEST?**
- **DO I USE THIS TO HELP ME MAKE DIFFICULT DECISIONS?**

Accountability	Achievement	Adaptability	Adventure
Altruism	Ambition	Authenticity	Balance
Beauty	Being the best	Belonging	Career
Caring	Collaboration	Commitment	Community
Compassion	Competence	Confidence	Connection
Contentment	Contribution	Cooperation	Courage
Creativity	Curiosity	Dignity	Diversity
Environment	Efficiency	Equality	Ethics
Excellence	Fairness	Faith	Family
Financial Stability	Health	Home	Honesty
Hope	Humility	Humor	Inclusion
Independence	Initiative	Integrity	Intuition
Job Security	Joy	Justice	Kindness
Knowledge	Leadership	Learning	Legacy
Leisure	Love	Loyalty	Making a difference
Nature	Openness	Optimism	Order
Parenting	Patience	Patriotism	Peace
Perseverance	Personal Fulfillment	Power	Pride
Recognition	Reliability	Forgiveness	Freedom
Friendship	Fun	Future Generations	Generosity
Giving Back	Grace	Gratitude	Growth
Harmony	Resourcefulness	Respect	Responsibility
Risk-taking	Safety	Security	Self-discipline
Self-expression	Self-respect	Serenity	Service
Simplicity	Spirituality	Sportsmanship	Stewardship
Success	Teamwork	Thrift	Time
Tradition	Travel	Trust	Truth
Understanding	Uniqueness	Usefulness	Vision
Vulnerability	Wealth	Well-being	Wholeheartedness
Wisdom			

CHAPTER 2: DEFINING YOUR CORE VALUES

VALUE 1:	
-----------------	--

What's something you do that really reflects this value?	Are there any habits or actions of yours that don't align with this value?

Can you think of a time when you truly lived this value? What happened?

VALUE 2:	
-----------------	--

What's something you do that really reflects this value?	Are there any habits or actions of yours that don't align with this value?

Can you think of a time when you truly lived this value? What happened?

LIVING YOUR VALUES: A SELF-CHECK GUIDE

Staying true to your values requires awareness and intention.

Use this guide to check in with yourself and make small adjustments when needed.

ASK YOURSELF Who in my life understands my values and encourages me to stay true to them?	ACTION STEP Reach out to this person—share your progress, ask for advice, or simply thank them for their support
ASK YOURSELF How does this person support me? What do they do or say that helps?	ACTION STEP Think about the kind of support that makes you feel stronger
ASK YOURSELF What's one way I can be kind to myself when living my values feels challenging?	ACTION STEP Choose a simple act of self-care—rest, positive self-talk, or a small reward for sticking to your values

ACTIVITY 2: "THE CREATION OF A VALUE RATING SYSTEM"

A rating system is a method for evaluating and giving a score or grade to something based on specific criteria. It provides a standardized way to measure quality, performance, or value. So, grab a paper and create a rating system!

Let me give you a very simple rating system, a tier list: a ranking system that allows you to group your personal values into tiers, from most important for you to least important. This helps to make it easy to identify and prioritize what matters most to you.

S	CORE VALUES These values are fundamental and often guide your overall philosophy and actions!
A	IMPORTANT VALUES These values significantly impact your relationships and well-being
B	SUPPORTIVE VALUES These values support your foundation of personal growth and fulfillment
C	SECONDARY VALUES These values are essential but might be more situational or contextual
D	CONTEXTUAL VALUES These values are less essential on their own but can still play a role in shaping one's life in certain circumstances

Now write down a list of values, getting inspired from the list of values on the previous activity as well as adding new ones. After that, rank your values list using the following scheme and writing two values per each tier.

S	
A	
B	
C	
D	

REFLECTION

FEELINGS

How honest have you been with yourself in choosing your values?

Did you choose the ones that truly reflect who you are or the ones you think you should be?

FINDINGS

Can you find a connection between some of your high-tier values?

And between your lower tiers?

FUTURE

How do you think the values you have chosen will influence your decisions and life path in the future?



CHAPTER 3

EXPLORING COMPETENCES, INTERESTS & TALENTS

In today's ever-changing, interconnected world, understanding your competencies, interests, and talents is crucial for creating a career that aligns with your passions and dreams.

These three elements play a fundamental role:

- Competencies enhance your performance, helping you grow professionally.
- Interests spark your curiosity and motivate you to learn and explore.
- Talents are your natural abilities, those unique strengths that help you stand out and add value to your work.

Knowing these elements can guide you toward opportunities that truly fulfill you.

ACTIVITY 1: "SHAPE YOUR POTENTIAL"

IDENTIFY YOUR COMPETENCIES

Reflect on past events where you excelled and consider what contributed to your success.

Were there particular tasks or responsibilities where you felt confident and capable?

Review any certifications, degrees, or training programs you've completed, and consider how they demonstrate your strengths or expertise.

**NEXT, TRY TO IDENTIFY YOUR INTERESTS.**

Consider what you enjoy the most in your free time and pay attention to the activities or hobbies that make you lose track of time. Recall moments when you felt passionate or deeply engaged in something; what were you doing, and why did it matter to you?

Now, imagine there were no constraints. Ask yourself what you would love to dedicate more time to. Don't hold back—list everything that excites and inspires you.

THEN, FOCUS ON YOUR TALENTS

Reflect on the activities that come naturally to you, whether at work, in your studies, or during your leisure time. Are there things you do effortlessly that others seem to struggle with? Ask others for their perspectives; they can often identify talents you might not fully recognize. Think back over your childhood hobbies or skills you excelled in, and consider talents you've developed over time through practice and experience. Take the time to write down these reflections, as they can provide valuable insights into your potential.



Now, with these new insights, write down your competencies, interests, and talents. Don't be afraid!

TAKE A MOMENT TO REFLECT ON THE STRENGTHS OTHERS OFTEN SEE IN YOU.

In what areas do people often seek your support or guidance?

Consider how your certifications, training, or past experiences highlight your core skills and competencies. Write them down—you might be surprised by how much you already bring to the table.

LET YOUR PASSIONS SHINE, AND LET IT ALL OUT!

What activities excite you and make you lose track of time?

What topics or hobbies do you find yourself naturally drawn to?

THINK ABOUT YOUR NATURAL TALENTS AND YOUR DEVELOPED ABILITIES

What comes effortlessly to you, and what skills have you quickly mastered over time?



ACTIVITY 2: "THE SWOT ANALYSIS"

The SWOT analysis helps you assess your Strengths, Weaknesses, Opportunities, and Threats to gain clarity on your career path.

- Strengths – What skills, experiences, or qualities belong to you?
- Weaknesses – Where can you improve or develop further?
- Opportunities – What trends or career paths could support your growth?
- Threats – What external challenges might impact your progress?

Now, take a moment to fill in your SWOT to identify key areas for growth and strategy!

STRENGTHS Ex: Communication skills, leadership, writing competences.	WEAKNESSES Ex: Lack of technical skills, lack of experience, always late.
OPPORTUNITIES Ex: Industry growth, networking events, friendship with a CEO.	THREATS Ex: Competition, technological changes, health issues.



ACTIVITY 3: "MIND MAPS AND REFLECTION JOURNAL"

Mind maps visually organize ideas, illustrating how they connect and relate to each other. Start with a central idea and branch out into key areas. This clear structure helps you understand your goals and plan your next steps.

Use the next blank space to create a mind map using the new information you have listed in the SWOT analysis, integrating new information that might come to your mind. Let your mind flow, and create a structure that leads to the development of new ideas.

Example:





ACTIVITY 3: "MIND MAPS AND REFLECTION JOURNAL"

Reflection journals let you explore your thoughts and experiences on a deeper level. Writing regularly helps process feelings, notice patterns, and focus on what truly matters for you. Over time, your entries reveal your growth and spark new ideas.

Use the next blank space as a reflection journal to explore your experiences, thoughts, and feelings, offering a fresh perspective on your life over time.

Think of it as a tool for growth rather than a task, helping you uncover your competencies, interests, and talents while tracking your progress.

Journaling reveals how you've evolved, bringing clarity and motivation. It's a safe space to celebrate achievements, brainstorm ideas, and take a break when life feels overwhelming, transforming into more than just a tool; it guides your journey.

WRITE WHAT COMES TO YOUR MIND IN RELATION TO THE PREVIOUS EXERCISES.

It can be some realization that you have come up with, your next step in your work life, your fears, or your ambitions.

Embracing a career that reflects your true self begins with exploring your unique experiences and challenges. Understanding your skills, interests, and talents is crucial. Tools like the SWOT analysis, mind maps and reflection journals provide insights to align your strengths with your goals.

REFLECTION

FEELINGS

How did you feel when uncovering a hidden strength or talent during this process?

FINDINGS

What new insight about yourself surprised or inspired you the most?

FUTURE

How do you plan to apply these insights to structure your future goals?



CHAPTER 4

FINDING YOUR PURPOSE

After learning more about your identity, competencies, interests, and talents, it is time to connect everything and move towards a reason to clarify the “**why**”. The purpose is the reason why you are doing something. Finding purpose is the next step in your career and personal life process.

ACTIVITY 1: “HOW TO FIND YOUR OWN IKIGAI”

Ikigai is a Japanese concept that means “**a reason for being.**” It’s about discovering what truly drives you—the intersection of what you love, what you’re good at, what the world needs, and what you can be paid for. Your Ikigai isn’t fixed; it evolves as life changes. What matters is staying aligned with it. When you are, you feel a deep sense of purpose—fulfilled, energized, and balanced.

True Ikigai is found not by focusing on just one of these areas, but by finding harmony among all of them. If one is missing, a piece of the puzzle—and of your sense of meaning—may feel incomplete. Your mission to nurture all these areas: in this way, you’ll move closer to a life that feels meaningful, balanced, and truly your own.

STEP 1: LISTING

Write down multiple answers for each category:

WHAT YOU LOVE Things that excite and fulfill you	WHAT YOU’RE GOOD AT Your competences and talents

**WHAT THE WORLD NEEDS**

Issues or causes you care about

WHAT YOU CAN BE PAID FOR

Jobs or services that provide income

STEP 2: FIND THE OVERLAPS

Look at your lists and connect them:

MISSION:

WHAT YOU LOVE + WHAT THE WORLD NEEDS

VOCATION:

WHAT YOU'RE GOOD AT + WHAT THE WORLD NEEDS

PASSION:

WHAT YOU LOVE + WHAT YOU'RE GOOD AT

PROFESSION:

WHAT YOU'RE GOOD AT + WHAT YOU CAN BE PAID FOR

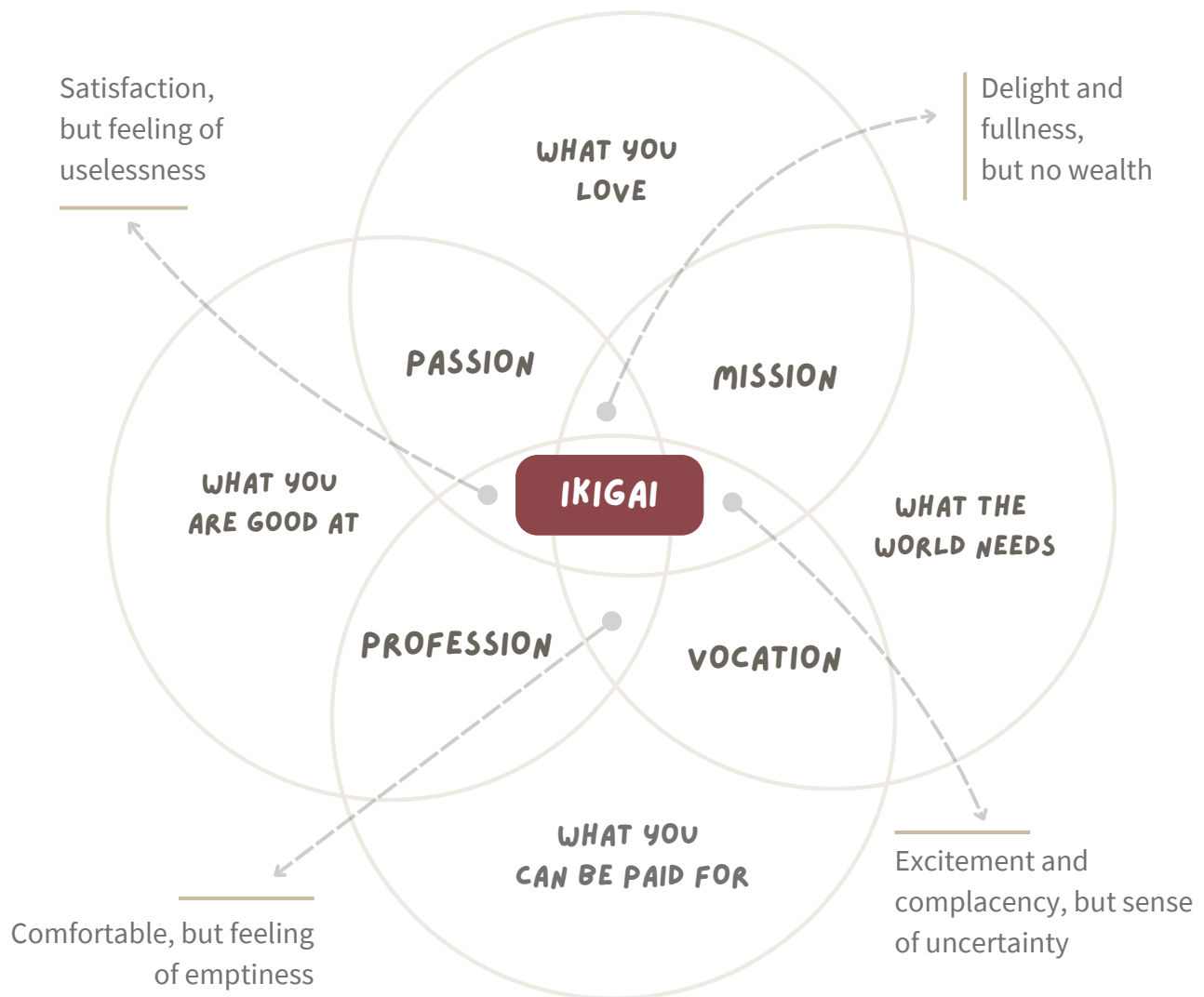
STEP 3: REFLECT AND ADAPT

Ikigai isn't fixed. Revisit it as your passions, skills, and goals evolve.

If you feel fulfilled and aligned, you're on the right path.

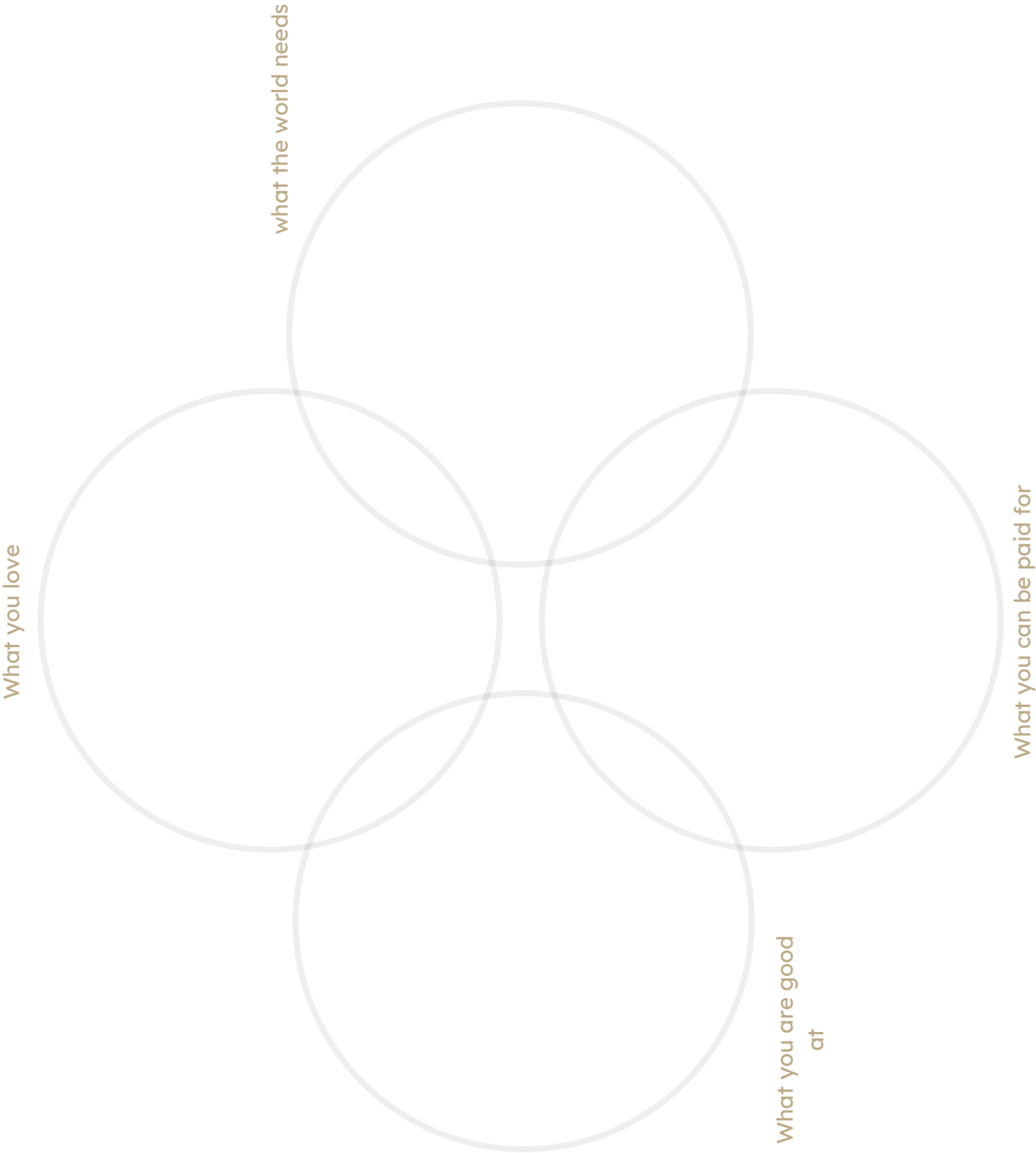


INTERSECTIONS OF THE IKIGAI MODEL



Simon Sinek's Golden Circle helps you find purpose by starting with "why" before the "how" and "what." This approach shifts your focus to deeper motivations, making your path more intentional. Check the QR code in the chapter for more details!

YOUR IKIGAI



REFLECTION

FEELINGS

How did you feel during the process of finding your purpose and once you have achieved it?

FINDINGS

What have you found about yourself, interesting insights during your quest for purpose?

FUTURE

What plan do you want to make for the future?



CHAPTER 5

EMBRACING CHANGE

This section focuses on building emotional resilience to navigate life changes and uncertainty. It supports you in developing skills to cope with transitions, view change as part of lifelong learning, and adopt a mindset that embraces uncertainty.

The most important thing is to understand yourself—your transferable skills (abilities that can be applied across different careers), the types of work or tasks that bring you job satisfaction, and how you can add value to a new role.

One of the most common questions we hear from career changers is:

WHAT OTHER JOBS EXIST FOR SOMEONE LIKE ME?

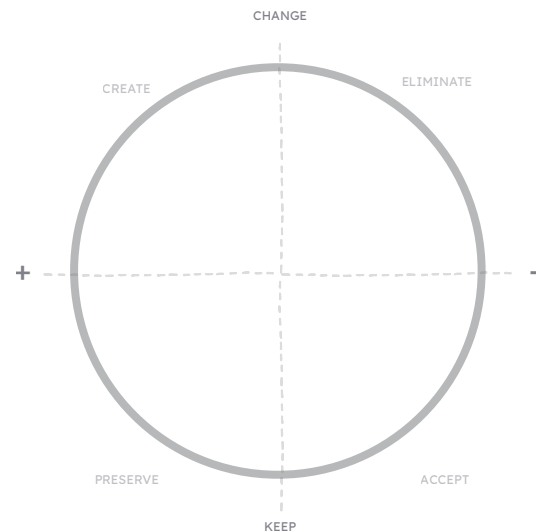
Use the following space to list your transferable competences:



ACTIVITY 1: "THE WHEEL OF CHANGE"

Marshall Goldsmith's Wheel of Change is a powerful tool for identifying the key areas in your life (whether themes or specific aspects) that you need to create, preserve, eliminate, or accept. By reflecting on these areas, you can develop a personal growth plan that aligns with your goals and values.

The Wheel of Change is structured around two main axes: **Keep/Change** and **Positive/Negative**. These axes divide the wheel into four sections, each representing a different approach to personal and professional development:



CREATE – THE INNOVATION QUADRANT

This quadrant focuses on what you can add, build, or invent in your life. It challenges you to step beyond behavioral norms to develop new systems, processes, services, or products

CONSIDER:

- What new habits or skills could make you more effective in your personal or professional roles?
- How can you introduce changes to improve efficiency and effectiveness?

ELIMINATE – REMOVING THE UNNECESSARY

This quadrant is about letting go of outdated, inefficient, or harmful behaviors. It encourages you to identify what is no longer serving you and to cut it out completely or reduce its impact

CONSIDER:

- Which tasks, habits, or routines waste time or energy?
- Could reducing bureaucracy, unnecessary meetings, or inefficient processes improve workflow?
- Are there responsibilities you should delegate or remove from your role?

**ACCEPT – MAKING PEACE WITH REALITY**

Sometimes, we spend energy trying to change things beyond our control, leading to frustration. This quadrant helps you recognize what you need to accept or delay until the right time.

CONSIDER:

- What circumstances or limitations do you need to make peace with?
- Are there changes you want to make but should postpone until you have the right resources or timing?

PRESERVE – STRENGTHENING WHAT WORKS

This quadrant focuses on maintaining and enhancing what is already valuable. It encourages you to identify skills, habits, or processes that have led to success and ensure they continue to grow

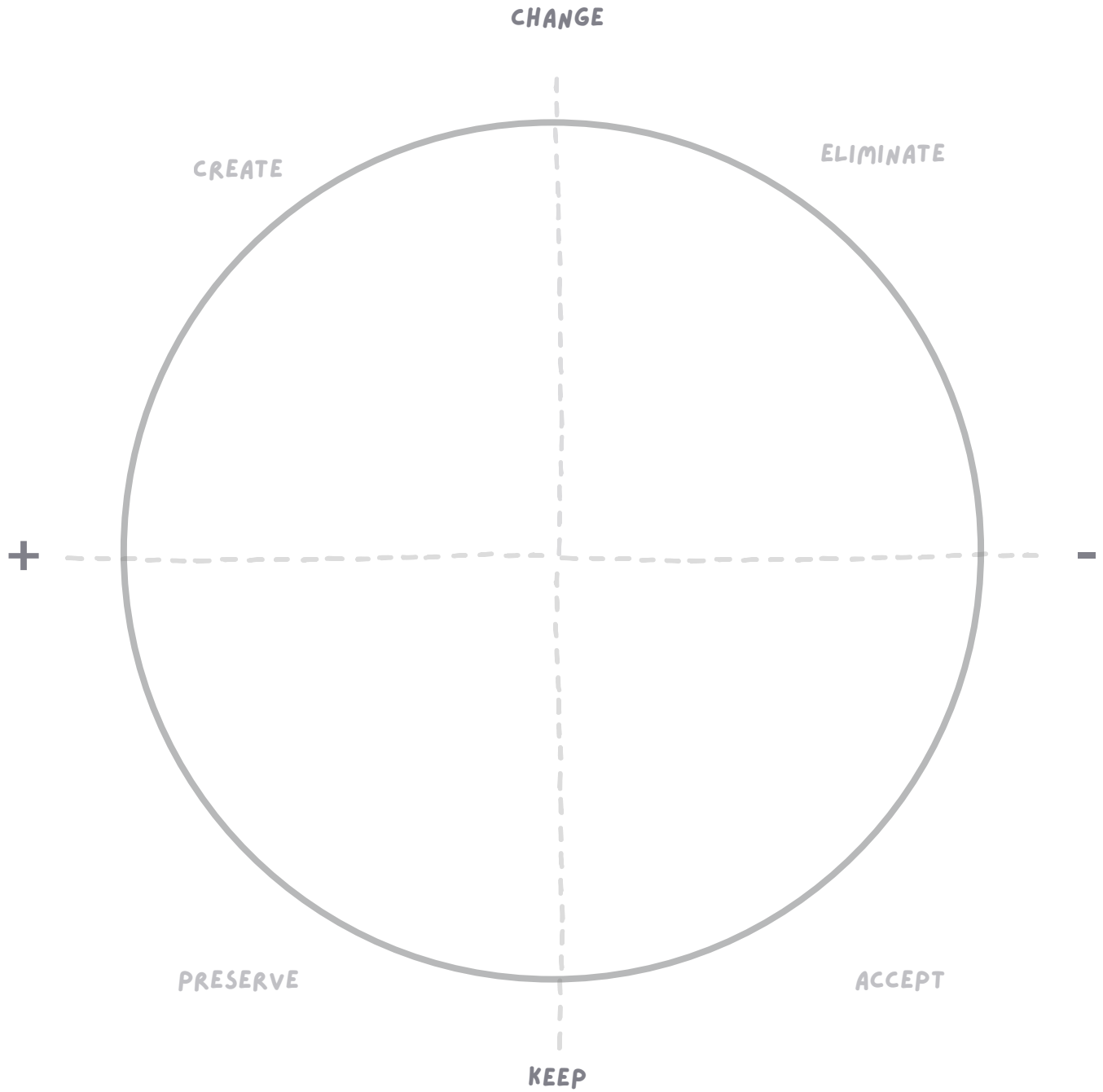
CONSIDER:

- Which strengths or strategies have worked well for you in the past?
- How can you improve or refine these practices to stay relevant and effective?
- What foundational values or routines should remain unchanged?

By using the Wheel of Change, you can gain a clear perspective on what to develop, remove, accept, and strengthen, leading to intentional and impactful growth in both your personal and professional life.

Fill the quadrants of the wheel with your own information.

**NOW, YOU ARE READY TO USE THIS TOOL TO VISUALIZE AND TAKE
ACTION ON YOUR PERSONAL DEVELOPMENT JOURNEY!**



REFLECTION

FEELINGS

How do you expect to deal with your emotions and feelings in the face of a changing professional situation after navigating through this chapter?

FINDINGS

What personal competences have you discovered that can be useful to you in achieving professional satisfaction after reading this chapter?

FUTURE

What changes and long-term goals do you plan to achieve professional satisfaction?



CHAPTER 6

FINDING WORK-LIFE BALANCE

Finding a balance between work and the other aspects of life is essential to stay healthy, happy, and truly fulfilled.

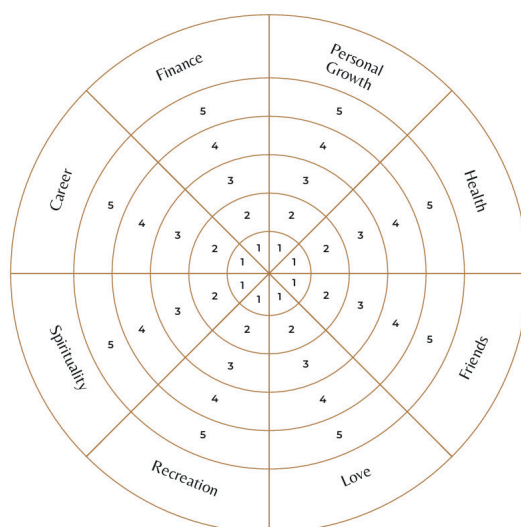
In today's fast-paced life, you might often focus on what you have lost or missed or what you will achieve in the future. In such a race, you might forget that the positive is already there. Focusing on the past or future can result in a feeling of loss or lost time. Many mindfulness practices can help you turn your vision back to the existing and current achievements, and the Wheel of Life is one of them.

ACTIVITY 1: "THE WHEEL OF LIFE"

The Wheel of Life model is designed to help individuals assess and manage their well-being across multiple sectors.

It emphasizes the connection of various aspects of life and promotes balance to support overall health and happiness. In this diary section, you will explore eight particular dimensions, but the Wheel can also be implemented in other fields, depending on what each person wants to analyze.

On the next page, you will find the wheel divided into eight segments, each representing a different wellness dimension. By evaluating each one, you can identify areas for improvement and create a more balanced and fulfilling lifestyle. To evaluate every dimension, you can colour each sector until the score you would give it, from 1 (totally unsatisfied) to 5 (fully satisfied), based on how satisfied you feel about every field now.



EXAMPLE OF WHEEL OF LIFE

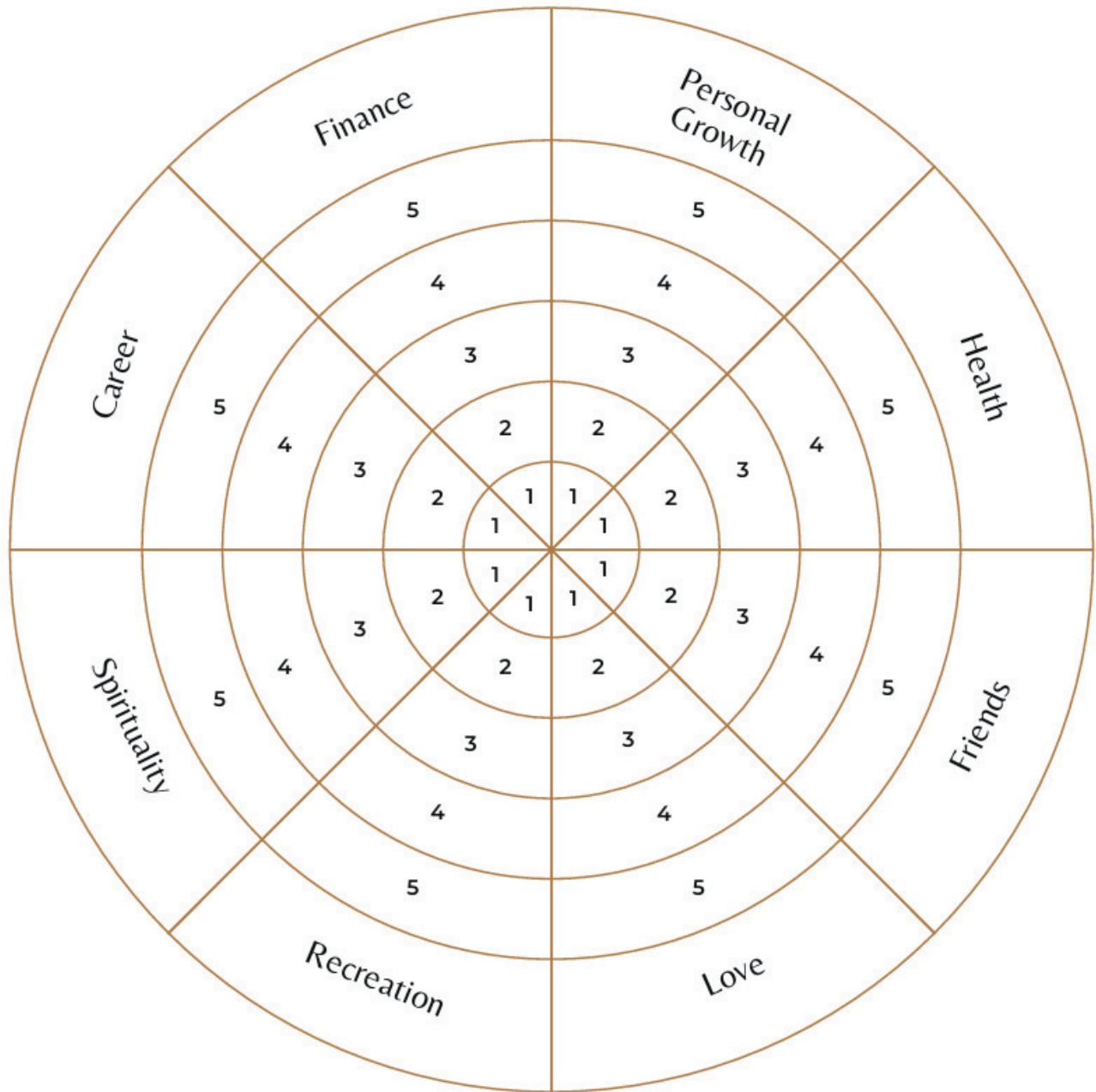
First, a brief explanation of each dimension:

FRIENDS & FAMILY	Your relationships with relatives, family, and close ones, including your sense of belonging and connection with them.
LOVE	Romantic relationships, including intimacy, support, passion, and emotional connection.
PERSONAL GROWTH	Continuous self-improvement in emotional, intellectual, physical, and social areas, including self-actualization, training, and education.
SPIRITUALITY	Your sense of purpose and connection with the world, encompassing psychological development, religion, mindfulness, ethics, and meditation.
CAREER	The alignment of your job with your personal values, the challenges and tasks you face, work-life balance, relationships with colleagues, and overall career growth.
FINANCE	Your financial well-being, including savings, earning potential, spending habits, and overall financial security.
RECREATION	The role of creativity, hobbies, joy, relaxation, and self-expression in your life.
HEALTH	Your physical and mental well-being, including healthy habits, nutrition, sleep, and physical activity.

You can find different versions of this Wheel online; some fields may vary or have other names, but here, this particular version with 8 parts is proposed.

TASK:

Colour each segment up to the score you would give it, from 1 (totally unsatisfied) to 5 (fully satisfied), based on your current level of satisfaction in each area



GOOD JOB!

Now you have a visible representation of the different fields. How do you feel about the results? As you can see, they may vary, and you can reflect on the outcomes below.



IDENTIFY CHALLENGES THAT YOU OVERCAME...

How did you tackle them? What lessons did you learn from your past experiences in this field?

IDENTIFY THE DIMENSIONS OF THE WHEEL YOU FEEL MOST SATISFIED WITH...

and affirm the extraordinary work being done there.

IDENTIFY THREE MAIN ACHIEVEMENTS...

that have helped you succeed in these areas

**WHAT FIELDS HAVE TAKEN A LOW RATE?**

What are the most important aspects to focus on now? In which ways could you do it?

WHAT IS ONE THING THAT YOU CAN START DOING FROM NEXT WEEK THAT WILL HELP YOU IMPROVE THIS AREA?

What further steps can be taken to advance in this field?

By breaking life into different areas and evaluating each separately, you can avoid the feeling that you're struggling in every aspect. More often than not, some areas will be stronger while others may need improvement or adjustment. This makes the Wheel of Life a valuable tool—offering an honest, big-picture perspective of your life, helping you assess your overall satisfaction with each sphere.

You can revisit this exercise regularly—such as monthly—to help guide your efforts toward greater inner satisfaction and a more balanced life.



ACTIVITY 2: "REFLECTING ON YOUR WEEKLY BUDGET"

Another important part of finding good work-life balance is to reflect on your weekly budget. Feeling secure in terms of financial stability can help you enjoy your free time with greater peace of mind. To complete the following activities, you can use your bank app to help with this. The suggestion is to consider the amount as monthly expenses, as it is an adequate time size to reflect on your expense. If it works better, you can work on a weekly budget too.

WRITE DOWN YOUR MONTHLY BUDGET INCOME:

FIXED EXPENSES.

Sum all the amounts per category to calculate the monthly expenses in this category:

CATEGORIES	AMOUNT
RENT	
INTERNET	

VARIABLE EXPENSES.

The third step is to track your variable expenses. By definition they are changing every month. Try to put an average number, it doesn't have to be precise. You can also put the expense of the last month, if you want to be more specific. You can also put more subcategories. (for example, you can divide the "transport" section between public transport and gasoline):

CATEGORIES	AMOUNT
TRANSPORT	
SHOPPING	



TOTAL EXPENSES

Now it's time to add up your total expenses. Add up the fixed expenses and the variable expenses:

FIXED	
VARIABLE	
TOTAL	

REFLECT ON YOUR SAVINGS

If you were able to do it, how much did you save this month?

MONTHLY INCOME [€] - TOTAL EXPENSES [€] = MONTHLY SAVINGS [€].

--

REFLECT ON YOUR SAVINGS

Here you have the space to evaluate your spending. Did any areas feel like overspending?

What can you reduce next month?

Example: cutting back on coffee, cutting back on Uber rides etc.

DID ANY AREAS FEEL LIKE OVERSPENDING?

What can you reduce next month?

LOOKING AT YOUR TOTAL EXPENSES AND SAVINGS...

Did you feel comfortable with your spending and saving choices, or is there an area you could improve next month?



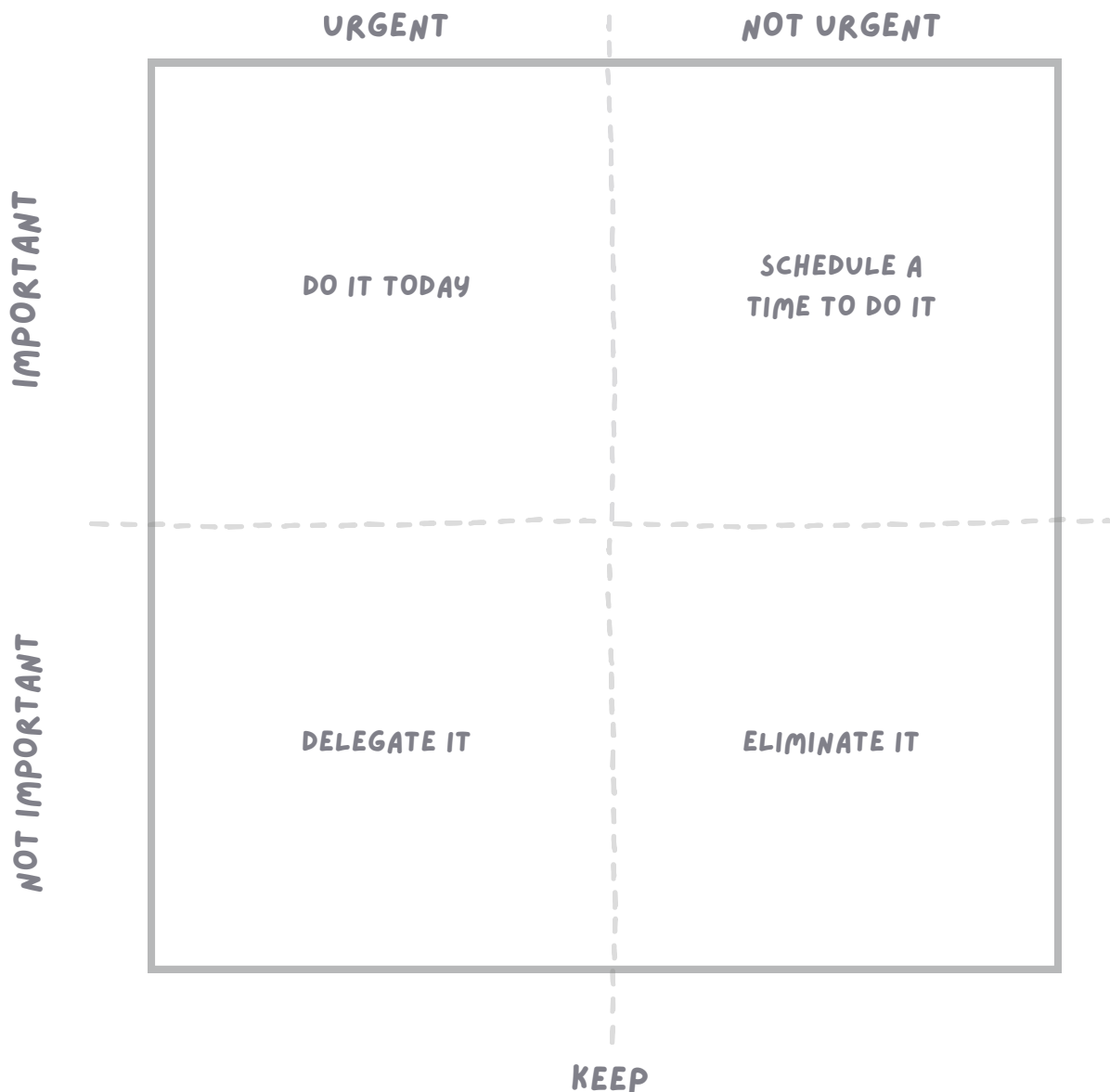
ACTIVITY 3: "MANAGE YOUR TIME"

A fundamental aspect for balancing our work and life is acquiring competences in terms of time management. The Eisenhower Matrix will help you identify your daily tasks, and prioritise them considering their urgency and importance.

With this method, you can divide your tasks into four categories: tasks to do first, tasks to schedule for later, tasks to delegate, and tasks to eliminate. Use the following quadrant to experience the usage of the tool, adding your tasks for today. You may copy the quadrant on your notebook to manage additional days.

Note:

- For the scheduled tasks, write down the exact date/time you are completing the tasks.
- For the tasks to delegate, identify the person you are delegating the task.



ACTIVITY 4: C.E.S.T.A.

Have a look at the tasks you wrote in the **“DO IT TODAY”** section of the Eisenhower Matrix.

The tool C.E.S.T.A. can help you become more aware of why we decide to do a specific action by analysing yourself before doing that action.

CONTEXT	First of all, when you are about to take an action, pause to analyse and understand the context in which you are: are you alone? Are you in a group? Are you in a formal or informal environment? Analyse the place where you are, paying attention to how that place conditions you (for example, I am not going to behave with my boss at work the way I would in a café with my friends).
EMOTION	What emotions am I feeling? Try to name them. Our emotions play a significant role in shaping our behaviour. If I feel angry, I might be more aggressive and overreact to something. If I feel peaceful instead, I might be more inclusive and open to different perspectives. Recognizing our emotions before we act isn't always easy, but it's an essential step to navigate our reactions and interactions with others.
SENSATION	Paying attention to your sensations also helps you to reconnect with your body and emotions. By sensations we mean all the physical sensations that occur in your body (stiffness in an arm or leg, tension, electric shock, tingling, and so on). You don't need to analyze or explain them right away. Instead, simply allowing them to flow and bringing your awareness to them can be incredibly grounding. This practice helps you slow down, tune into your body, and become more mindful of potential reactions that might otherwise happen unconsciously.
THOUGHTS	Your thoughts are closely linked to your behaviour, if we don't pay attention to them you don't really know why you do or don't do something, you just follow some automatic process that you may have learnt in your childhood or in your past. By becoming more aware of your thoughts, you gain the power to question, adjust, and consciously shape your actions rather than letting old habits dictate your behavior.
ACTION	Finally, you are at the action point. Here you can go back to the action you were going to do before you analysed your context, emotions, sensations and thoughts. Do you still want to do that action? Perhaps yes, but the process is completely different. Either the answer is yes or no, you have completed a process of self-awareness.

Now it's your turn. Think of a specific action you've decided to take and let's explore it together using the C.E.S.T.A. method.

ACTION I AM ABOUT TO TAKE	
EMOTIONS I AM EXPERIENCING	
SENSATIONS I AM EXPERIENCING	
WHAT I AM THINKING?	
DO I STILL WANT TO TAKE THE ACTION? YES/NO? WHY?	

REFLECTION

FEELINGS

Were you surprised to notice that you're doing very well in something and that you can improve in something else? How does it make you feel?

FINDINGS

What was your idea about your balance in life before reading this chapter, and how is it now? Did you figure out that you are overall well-balanced or that you have to work a lot?

FUTURE

What changes and long-term goals do you plan to achieve professional satisfaction?



CHAPTER 7

HOW TO TAKE CARE OF YOUR CAREER FOREVER: 10 TIPS TO DO IT!

TIP 1. DEFINE YOUR CAREER

Your career is not just a profession but what you dedicate your time and energy to in each stage of your life, whether it's a job, entrepreneurship, family, or education. Reflecting on these aspects helps you make more informed decisions.

ASK YOURSELF:

Is my current career truly what I want? How do I feel about it?

TIP 2. MANAGE CHANGE AND ADAPT

Change is a constant in both life and career. Circumstances shift, opportunities arise, and priorities evolve. Resisting change creates stress, while adapting fosters stability and confidence. Adaptation doesn't mean settling but staying flexible while staying true to your purpose.

ASK YOURSELF:

What opportunities is the change offering and how can I make it work in my favor?

TIP 3. STEP OUT OF YOUR COMFORT ZONE VOLUNTARILY

Growth requires initiative and a willingness to explore new opportunities before it becomes necessary.

Stepping out of your comfort zone prepares you for the future by developing new skills, embracing challenges, and expanding your capabilities.

ASK YOURSELF:

What new experiences can enrich my career?

TIP 4. DO WHAT YOU CAN WITH WHAT YOU HAVE

Instead of waiting for the right moment, act with what you have, using creativity, skills, and determination. In uncertain times, focus on available resources and find solutions for what's missing.

ASK YOURSELF:

What can I do today with what I have and how can I create opportunities despite challenges?



TIP 5: CONNECT WITH OTHERS

Building strong relationships is essential for career success. Both personal and virtual networks play a crucial role in opening doors to new opportunities and collaborations. Networking is about forming genuine relationships, giving and receiving support. Helping others benefits both them and you, fostering reciprocity that leads to long-term growth.

ASK YOURSELF:

How can I contribute to others and what relationships can I nurture to grow my network?

TIP 6. MANAGE YOUR TIME AND ENERGY IN HARMONY

Caring for your career does not mean sacrificing other important areas of your life. A fulfilling life includes health, relationships, leisure, and personal growth alongside professional success. Maintaining well-being in all areas enhances both personal and professional success.

ASK YOURSELF:

Am I giving enough attention to all areas of my life and how can I integrate work with personal well-being?

TIP 7: REFLECT ON YOUR NEEDS AND MOTIVATIONS

A key aspect of managing your career and achieving balance is understanding the needs that drive you. According to Tony Robbins, six psychological needs influence our decisions and behaviors:

- **Certainty:** Seeking stability and security in work and finances provides a strong foundation for career growth
- **Variety:** Change and challenges prevent stagnation; learning new skills or taking on different projects keeps you engaged
- **Connection:** Building meaningful relationships and offers emotional/professional support with colleagues/mentors
- **Growth:** Continuous learning and personal development help you stay competitive and fulfilled
- **Contribution:** Your work has a purpose beyond yourself adds meaning and a sense of belonging
- **Significance:** Knowing that your work is valuable and recognized boosts motivation and confidence

ASK YOURSELF:

Which need am I currently prioritizing in my career?

TIP 8: DESIGN ACTIONABLE PLANS

Building a successful career is about turning dreams into concrete steps. The SMART method helps you set achievable goals that keep you motivated and on track. It focuses on five elements:

- **Specific:** Define your goal clearly, e.g., a promotion, a new skill, or a stronger network
- **Measurable:** Track progress with specific indicators, such as completing an online course
- **Achievable:** Set realistic goals based on your current resources and abilities
- **Relevant:** Ensure the goal aligns with your long-term vision
- **Time-bound:** Set a deadline to create urgency and prevent procrastination

For example, to expand your professional network: Connect with five professionals (specific), schedule 5 meetings (measurable), use LinkedIn (achievable), build relationships for career growth (relevant), and complete it within two months (time-bound).

WRITE A SMART GOAL HERE:

TIP 9: DEVELOP RESILIENCE AND A GROWTH MINDSET

Taking care of your career is about growing, adapting, and learning. Challenges are inevitable, but resilience helps you overcome them while staying focused on your goals. A growth mindset lets you see setbacks as opportunities for growth rather than failures.

Resilience and a growth mindset are key also for a fulfilling life. The more you adapt and learn from each experience, the better prepared you'll be for future challenges.

ASK YOURSELF:

How do I react to career challenges? What limiting beliefs can I change to foster a growth mindset?

TIP 10: ENJOY YOUR CONTRIBUTION

No matter what career path you choose, living it with purpose and joy is key to your happiness and well-being. Every contribution you make, big or small, adds value to the world. Embrace your unique role and give your best with gratitude and passion. This not only benefits you but also inspires others.

ASK YOURSELF:

How can I find more purpose and joy in my current career or life stage?



CHAPTER 8

AN HR EXPERT INSIGHT: PERSONAL BRANDING. DEFINE AND COMMUNICATE YOUR UNIQUE IDENTITY

WHAT IS PERSONAL BRANDING?

Personal branding is the process of defining and communicating your strengths, skills, values, and expertise in a way that makes you stand out. It's how people perceive you—friends, colleagues, employers, and even the broader professional community. It's essential to take control of your narrative and present yourself authentically and strategically! Your personal brand is your greatest asset—it's what sets you apart, opens doors to new opportunities, and strengthens your professional credibility.

Here are some suggestions on how to create an effective personal branding:

1: IDENTIFY AND ENHANCE YOUR STRENGTHS

Don't be afraid of sharing and promote with others your competencies. Be aware of your strengths and core competencies that enable you making the difference and that can help refine your message. A strong CV is an essential part of your personal branding. Make sure it effectively highlights your skills and accomplishments, but also your interests and your goals!

Use the resources to watch a video (scan the QR code at the top corner of this page) that might help you to understand how to create an effective CV.

2. KNOW YOUR TARGET AUDIENCE

Your brand should be relevant to the people you want to reach.

Understanding your audience will help you tailor your communication and networking strategies effectively.

Don't forget:

- Who can benefit the most from my skills and experience?
- How can I provide value to them?
- Where do they spend their time online and offline?



3. SHARE YOUR STORY

In today's digital world, your online presence is often the first impression people get of you. Ensure your personal brand is reflected across platforms such as LinkedIn, a personal website, or social media.

Everything you post contributes to your personal brand, so be intentional and mindful about your digital footprint.

Use the resource to watch a video that might help you to understand how to create an effective LinkedIn profile.

4. BE REAL

Authenticity is key to building a strong personal brand. People connect with real stories, not perfection. Don't be afraid to share both your accomplishments and your failures and always highlights what you have learned from them!

Reflect:

- What challenges have you overcome in your career?
- What lessons have you learned?
- How have your experiences shaped your professional identity?

5. NETWORK AND ENGAGE

Building a personal brand isn't just about self-promotion, but it's also about relationships.

- Attend industry events, webinars, and networking meetups
- Join professional communities and engage in discussions
- Offer value to others through knowledge-sharing and mentorship

By nurturing these relationships, you create a strong network that supports your professional growth.

Your personal brand will grow and change as you gain new experiences and refine your goals. Stay true to yourself, continue learning, and adapt your branding strategy as needed.

YOU ARE YOUR OWN PERSONAL BRAND. REMEMBER IT.



WHAT IS HAPPENING NEXT?

Take a moment to review all the insights acquired during our journey.

Use the following space to reflect on the following questions, designed to envision your longterm goals.

WRITE YOUR CAREER GOAL:

Identify the actions you will take starting today, and progressively over the next week, month, 6 months, and year to move toward achieving your career goal.

TODAY	
1 WEEK	
1 MONTH	
6 MONTHS	
1 YEAR	

CONCLUSION

It's been a meaningful journey, and I hope these tools have helped you gain a clearer vision of yourself and your competencies.

In a fast-paced world filled with endless information, taking a moment to pause and listen to yourself is essential. I wish that these pages worked as a space to reflect on the life you want to live and the professional path you wish to follow. Feel free to repeat the exercises whenever you need. Also, you can revisit your notes from time to time, so you can track the change and actively witness your growth.

Understanding your priorities and unique qualities allows to apply them in ways that lead to a more balanced and fulfilling life.

Hopefully you've found new guiding insights—beacons to navigate the vast sea of possibilities ahead.

TAKE CARE—AND NOT ONLY OF YOUR CAREER!



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REFERENCES

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ON YOUR JOURNEY.



YOU'LL FIND VIDEOS AND ADDITIONAL INFORMATION RELATED
TO EACH CHAPTER AND THE TOPICS WE DISCUSS!

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