

## **ACTIVE CAREER DESIGN**

### **A career rooted in personality**

A fulfilling career isn't defined by title, prestige, or salary. True success means finding a professional setting that aligns with your strengths and interests – what I call an inner career. Over a 45-year working life, only those who build on their personal assets can stay energized and successful. This requires a deliberate and strategic approach.

### **Personal and professional assessment as a foundation**

Career paths shaped by external trends or perceived job security often lead to dead ends. The only constant is your own personality. A thorough personal and professional assessment reveals your strengths and preferences – and points the way forward. In a world of frequent job and industry changes, active and self-guided career design is more important than ever.