

ACTIVE CAREER DESIGN

Careers are often defined in terms of progression, titles or income. That falls short. What really matters is whether your professional situation fits your personality – what you are good at, what drives you, and how you want to work. I refer to this as the inner career.

Those who want to remain effective and satisfied over many years build their careers on their own strengths and interests – not on external expectations. That may sound obvious, but it is not: many people base their career decisions on trends, security, or simply on what one is “supposed” to do. That works – for a while.

The starting point of any active career design is an honest personal and professional assessment: what am I genuinely good at? What do I want? And what do I need to stay motivated in the long term? This clarity forms the foundation for sustainable career direction – and is indispensable today, when job changes, career shifts and professional reorientation have become the norm.

Careers do not happen by chance. They can be shaped.

If you do not actively shape your career, it will be shaped for you.

Articles on active career design (all articles)

- Know yourself – or others will
- Deal with your dreams when things are going well