

CAREER

A career does not necessarily mean climbing the ladder. It depends on whose yardstick you apply.

For many, the term triggers resistance – because it is associated with steep advancement, status and income. That is the external career: it follows social norms. In contrast, there is the internal career: it is guided by one's own needs and values. Success means being able to realise one's personal vision of professional and private life – whether through a sense of purpose, influence or autonomy. Quite often, conflicting aspirations coexist: an international career versus work–life balance.

A structured personal and professional assessment helps to clarify individual needs and professional values – such as the importance of autonomy, team spirit or impact. Anyone aiming to shape their career over the long term should build it on their own strengths and motivations, rather than on external expectations.

Particularly in midlife, many people begin to sense that something is missing – and start looking for a role that better fits their personality. Such changes take time. Even more reason to engage early with the question: what does a career mean to me?

Articles on careers (all articles)

- A career is more like a golf tournament than a tennis match
- Career – planning or design?