

STRATEGIC CAREER DESIGN

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

Those who want to remain effective and fulfilled 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 align their career strategy with trends, perceived security, or what one is “supposed” to do. That can work – for a while.

The starting point of any strategic 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 is the foundation for sustainable career direction – and more important than ever in a world where job changes, industry shifts and career transitions have become the norm.

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

Those who do not actively shape their career will be shaped by it.

Articles on strategic career design (all articles)

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