

Rating Criteria against Career Options

(rate by putting a +, -, or ~ (for neutral) in the intersecting cell)

Use Graphic # 5 to help you fill in the cells below	Enter Your Brand Statement Here:						
Options	Stay in Corp	Start a Business	Become a Consultant	Start New Profession	Thought Leader	Social Media Influencer	Build on a Hobby
Criteria							
Must Haves							
1							
2							
3							
4							
Attributes							
1							
2							
3							
4							
Strengths							
1							
2							
3							
4							
Values							
1							
2							
3							
4							

Pause & Reflect

- What did you notice as you filled in the tables for your few top options?
- Which of the criteria have the most influence on your decision?
- What impact has rating your strengths and attributes had on your decision?
- What attribute and/or strength is missing or needs to be reinforced if any?
- How certain are you now regarding which path you will take going forward?