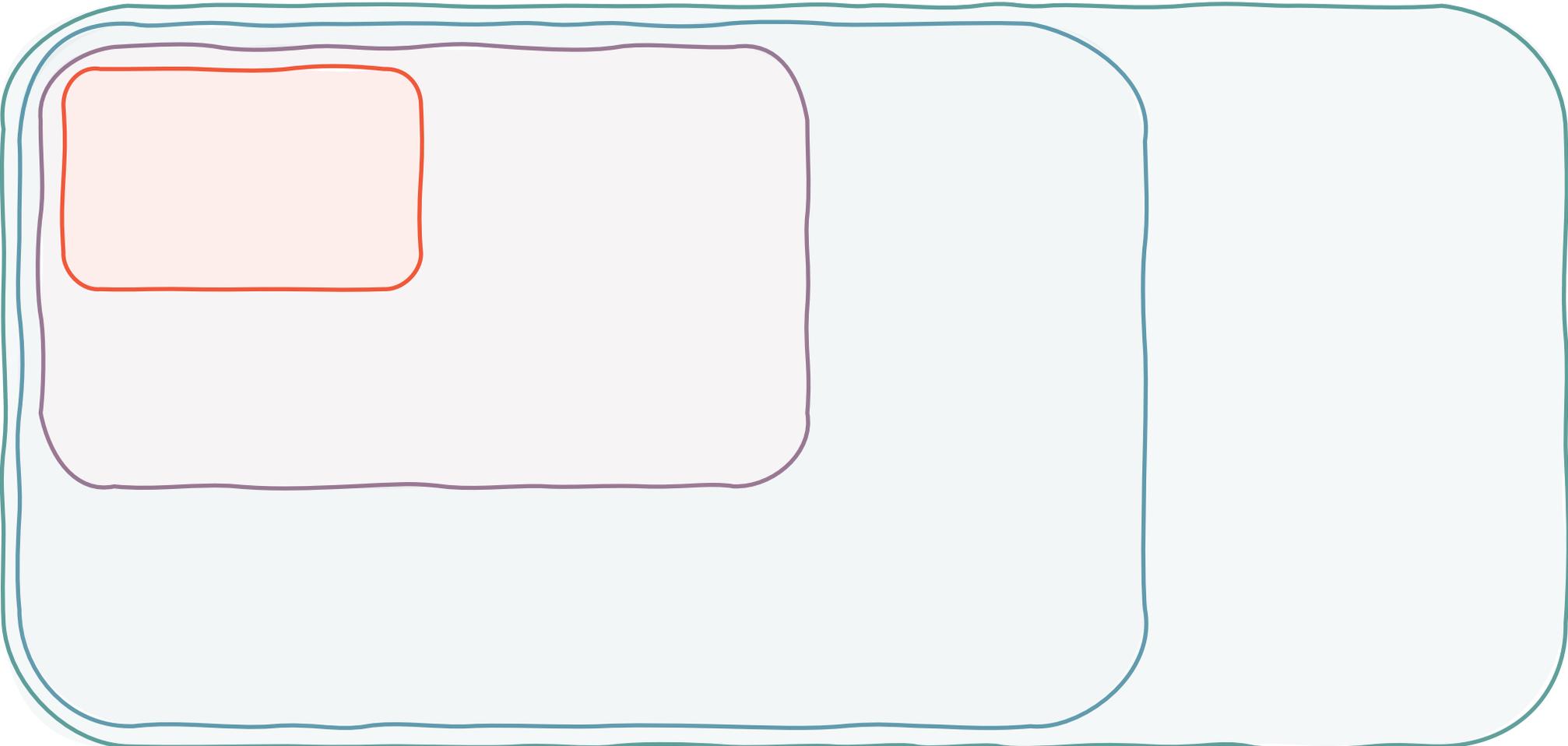# MAPPING CAREER OPPORTUNITIES

IDENTIFY YOUR MAIN INTERESTS, MAP OUT RELEVANT INDUSTRIES AND ORGANISATIONS TO PIN DOWN PRACTICAL NEXT STEPS

Step 1: What activities and tasks do I enjoy

Step 2: Map out arenas, sectors or fields for this

Step 3: Identify specific companies, roles or organisations

Step 4: Turn research into actionable next steps

RELEVANT QUESTIONS TO CONSIDER

Step 1: What activities and tasks do I enjoy?

Consider what you fundamentally enjoy doing and what tasks you want to focus on?

- What do I enjoy doing the most in my studies or previous experiences?
- Which activities make me feel engaged and motivated?
- What tasks do I want to spend more time on in the future?

Tip: Look for **verbs** that describe actions and tasks *(e.g. communicating / teaching / designing / researching / planning / coding, calculating, ideating ...)*

Step 2: Map out arenas, sectors or fields for this

Pin down industries, sectors, or areas where these tasks might be relevant. Be creative and use your network.

- Who is doing what I want to do, and where do they do it?
- Which organizations are responsible for these types of tasks?
- Which institutions or companies are involved in this kind of work?

Tip: Consider defined industries (e.g., Communication, Education), types of organizations (e.g., Publishing houses, NGOs), departments within organizations (e.g., HR, Marketing, Information), connected fields (e.g., Media, Consulting), activity-based areas (e.g., Training, Workshops)

Step 3: Identify specific companies, roles or organisations

Identify specific companies, roles, and sources of further information.

- Any names of companies or organizations?
- Industry-specific information?
- Department names?
- Common job titles?

Tip: Look at Company websites, Social media (LinkedIn, Instagram), Industry portals and job boards, Articles and professional networks, consider people you may know

Step 4: Turn research into actionable next steps

Define what to prioritise and specific practical steps to do next.

- Who to contact – who do you know in the field?
- Where to send an open application?
- Which companies to reach out to - for more information?
- What events or webinars hosted by relevant organizations?
- Any professional groups or forums to join?

Tip: Remember to create a system to help organize your findings and to-do's (e.g. spreadsheet, notes, mind map)