

Matt Hayden

TRANSFORMATION COACH



A Roadmap to Career Satisfaction: Your Workbook

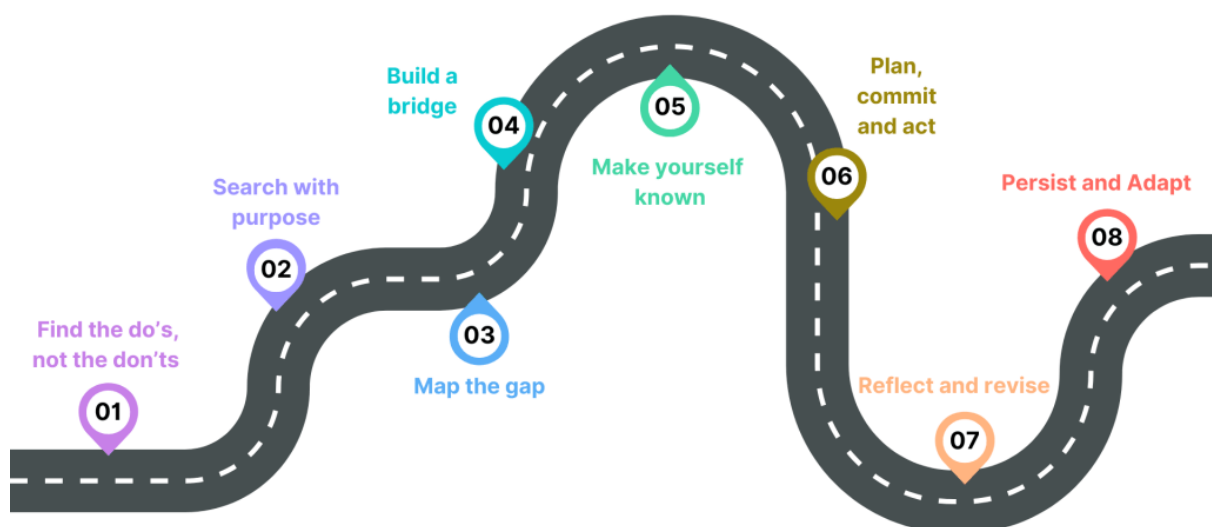
If you're reading this, chances are you have the feeling that its time for a career change. Perhaps:

- Your role no longer resonates with you and your values.
- The passion you once had is now almost diminished.
- Your life circumstances have changed, such as wanting more work-life balance, less time commuting for family, or pursuing other interests.
- You want to do more than you can in your current role and have a desire to work in a role where you can make more of a contribution.
- You want to face new challenges.

You're in the right place! This workbook will guide you through a series of practical steps to work towards a more fulfilling career.

Our Road Ahead

In my blog article, [“The Courage to Change: A Roadmap for Professional Growth”](#), I outline 8 steps on the path to career change. You can use this workbook to work through the steps. For more support navigating this transition, [Book your free discovery call](#).



Now, let's get started!



1. Find the Do's, Not the Don'ts

Think about your career and ask yourself: “*What **do** I want?*”. Make some notes below.

Now, take a look at your notes. If you find you've listed things you **don't** want, take another look and see if you can convert them into something you do want.

For example, I started with “*I **don't** want high stress levels.*” To put it more clearly, I chose what I do want and reframed it to “*I **want** to work in an environment with manageable stress levels and a healthy work-life balance.*”

Rewrite any *don'ts* into *do's*



2. Search with Purpose

It's time to look at your values and find potential industries that align.

After working in customer service roles for quite some time, I realised that helping people was one of my core values. I did some googling, and just by typing in what jobs help people, I could write down a list of roles that did just that. I needed money, so I scratched out the volunteering roles, and then Learning and Development popped up.

It's your turn. Spend some time thinking about what your core values are.

Write down a list of up to 5 core values. These are the principles and beliefs that matter most to you. **Order them** from highest to lowest importance. If you need help identifying your values, you could ask yourself:

- "What aspects of my role do I love?"
- "What traits do I admire most in others?"
- "What moments in my life have felt the most fulfilling?"

You could also try referring to lists such as this [list of values by Brene Brown](#) or this [list of career values compiled by Indeed](#).

Write your values here.

Once you have a list of at least 5 values, jump on Google, **search for roles that align with your core values and see what comes up.** For example, you could try search terms such as

- Jobs that demand empathy
- Jobs that emphasise creativity

Write possible roles here.



- From these broad career areas, you may like to narrow it down **and review some specific job ads**. This may give you a better sense of the day-to-day work tasks that may be involved and the skills required. You could also reach out to people in those fields and ask about their experiences.
- When looking through job ads, you can consider how they match your values and current skills, keeping in mind the possibility to gain new skills. **Highlight key phrases and requirements** that resonate with you.
- Remember, you don't have to do this alone. **Talk to your manager** about opportunities within your current role that align with your values, **seek advice from colleagues**, and **discuss your goals with friends and family**. They can offer valuable insights and support

Do some digging, put on your investigative hat, look for possible opportunities, and be as curious as you are!

Add any notes from your research here

3. Map the gap

So, you have a good idea of your wants, values and a role/s that speaks to you. Ok, so let's work out what the gap is to the career you want. My old roles in Learning and Development used to call this a skills gap analysis.

Example:

Let's imagine I wanted to work as a photographer. Looking at job ads, I can see a demand for technical photography and editing skills along with creativity and strong communication and interpersonal skills.

If I wanted to work as a photographer in the future, I would know that I would need to take a course and gain experience in taking and editing photos. But I also already have transferable skills such as communication and creativity.

Skills	Transferable Skill	Target Skill
Technical photography skills		X
Editing Skills		X
Ability to use photo editing software		X
Attention to detail	X	
Creativity	X	
Communication Skills	X	
Rapport Building Skills	X	
Work in a team	X	

Over to You

1. Jump on a job site and find potential roles.
2. Make a list of the required skills listed within the job ad.
3. Ask yourself "Are these transferable skills?". I.e., are they skills you have used in a different role? Alternatively, are they target skills? I.e., ones you will need to develop.

Skills	Transferable Skill	Target Skill
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>



4. Build a bridge

Now that you've done a deep dive into what drives you and where your current skills lie, it's time to think creatively about bridging the gap to your new career. This stage is about leveraging what's already within your reach to gain relevant experience and skills.

For example, if you're currently employed, look at what your workplace offers. Could there be projects or roles, even temporary ones, that align more closely with where you want to be? Suppose you are a call centre agent who wishes to become a user experience designer and needs to further develop their collaboration skills. You could ask your manager if you can volunteer to be a part of the next marketing campaign that your business is running.

Use the table below to brainstorm and record possible ways to build your target skills.

Target Skill	Workplace Opportunities (project teams, short term secondments)	Training Opportunities	Volunteer Work	Informal Opportunities (e.g. friends and family)



5. Make yourself known

It's not just what you know but who you know. If you are working towards a new career direction, update your LinkedIn profile to reflect this. Start liking, commenting, and posting about your journey. Go to industry meetups, connect with people who do what you want to do and soak up all their insights like a sponge. Visibility isn't just about being seen; it's about being remembered. Share your progress and what you're learning; let the world know you're serious.

Do a bit of research and **make a list** of events or opportunities to connect with people in your current and target fields. These could be events in your current workplace, industry meetups or even informal catchups with your current network.

6. Plan, commit and act:

Let's get down to brass tacks and make a plan to help you work towards your next role.

Write down what you need to do each week, whether it's applying for jobs, finishing modules in a course, or reaching out to new contacts. Stick to this like glue, but let's not be too rigid. Life happens, and you might need to tweak things here and there. Keep the end goal in sight and pivot as needed.

Come back to this process each month to keep planning your next steps.

Week One	
Week Two	
Week Three	
Week Four	

7. Reflect and Revise

Each week, check in to review and reflect on your plan. What’s working? What isn’t? Adjusting your course based on honest feedback from the field is crucial. And hey, don’t forget to pat yourself on the back for the small wins. They add up, and they matter.

Use the table below each week to reflect on your progress and make any tweaks needed on your path to success.

What worked well?	
What didn’t work?	
What will I change?	

8. Persist and adapt

Buckle up because this might get bumpy. Not every attempt will be a win, but every setback is a setup for a comeback. There is no failure if you learn from it. Keep pushing, stay flexible, and remember that adapting to feedback is just part of the game. Resilience is your new best friend.

Use the table below when needed to reframe any setbacks into opportunities for learning.

My setbacks	What can I learn from this?	Do I need to change anything on my plan?

You’re on your way!

Changing careers is a significant step, but it can be incredibly rewarding with the right approach. If you’re ready to take this leap, I’m here to help. Don’t hesitate to reach out if you need advice on mapping out your transition or finding resources for skill development: [Book your free discovery call today!](#)