

CHOOSING A DIRECTION

DEVELOP A PERSONAL VISION STATEMENT:

Craft a concise statement that captures your aspirations and values related to sustainability.



CREATE A CAREER ROADMAP:

Outline your short-term and long-term goals, identifying specific steps and milestones you need to achieve along the way.



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USE THE SWOT ANALYSIS TOOL

By using this tool, you will have a better understanding of the kinds of organisations you may want to work for or start, the career that may be best suited for your strengths, and the opportunities you may derive from them.



- **Strengths**
 - What are you doing well?
 - What sets you apart?
 - What are your good qualities?
- **Weaknesses**
 - Where do you need to improve?
 - Are resources adequate?
 - What do others do better than you?
- **Opportunities**
 - What are your goals?
 - Are demands shifting?
 - How can it be improved?
- **Threats**
 - What are the blockers you're facing?
 - What are the factors outside of your control?

MAKE YOUR CHOICE

Once you have done your SWOT analysis and have answered all the questions above, what choice do you feel best speaks to you:

- Studying For an Eco-Career
- Finding an Eco-Job
- Own your own business

Once you have chosen your direction, you may jump straight to the chosen lesson.



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SWOT ANALYSIS TOOL

Use the tool below to map your Strengths, Weaknesses, Opportunities and Threats



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

