



What is Authentic Vocation?

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Have you been feeling restless or discontented in your job? Like something is missing, but you don't know what? The key may be a whole new approach to career development: Authentic Vocation™.

Authentic Vocation is an approach that is different from other skills-based approaches to identifying your calling or ideal work. Instead, it starts with your life purpose and builds a template for your ideal work from that critical base.

Simply, the elements of Authentic Vocation are these:

1. Life purpose: what is the purpose or mission of your life that *must* be expressed through your work?
2. Values: what values must be expressed in your work for optimal satisfaction?
3. Motivators: what motivates you to do your best?
4. Skills: what skills do you have that you want to continue using?
5. Experience: what experience can you leverage in your next position?
6. Desired Job/Career: what job titles and/or industries would suit your goals?
7. Environment: what location, culture, and other factors would be critical in your work environment?
8. Business Reality: Is your target financially viable? Can you make a living at it? If not, what needs to be adjusted so you can?

The diagram on the next page illustrates how the first 7 elements are the template, and must be filtered through the 8th element to have a true Authentic Vocation.

If you are seeking greater fulfillment at a job that also meets your financial needs and allows you to “have a life,” then Authentic Vocation coaching may be for you.



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