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YOUR GUIDE TO

**CAREER**

**CLARITY**

Discover What You  
Were Born to Do

THE  
**KEN  
COLEMAN**  
SHOW

**HERE'S THE TRUTH:** In order to get hired at a job you love, you need to get clear on your talents, passions and mission. When you're clear on who you are and what you want to do, you'll be able to demonstrate confidence during the interview process and speed up your job search.

So, right now, let's take a few minutes to discover what you were born to do by helping you identify what you do best (talent), the work you love to do (passion), and the results that matter to you (mission).



This exercise will get you headed in the right direction. But if you want to go deeper, [\*\*Get Clear Career Assessment: Find the Work You're Wired to Do\*\*](#) pairs my latest book with my career assessment that will give you specific, personalized results. Either way, it's time to get on the path to work that matters!

**LET'S GET STARTED!**



## TALENT WHAT YOU DO BEST

What you do best includes your hard skills and soft skills. These should be tasks or roles that come easily to you and have been pointed out to you by others.

### Examples of talent could include:

- Communicating
- Writing
- Public Speaking
- Designing
- Critical Thinking

Now's not the time to be humble—it's okay to take pride in what you do best. List your top three talents here.

## WHAT DO I DO BEST? ▼

1. ....
2. ....
3. ....

### NEED HELP? ▼

If it's hard to come up with your top three talents, here are some questions to ask yourself and others who know you well:

- ▶ What subject or activities did I excel in at school?
- ▶ What has always come easily to me?
- ▶ What do others compliment me on?
- ▶ What do others ask me for help on?
- ▶ Am I good at working with people, things, processes or ideas?

### WANT TO GO DEEPER? ▼

If you still need clarity, try taking the [Career Assessment](#). It will do the work for you by telling you three of your top talents, other strengths you might not have considered, and how to maximize those talents by putting them into action.



# PASSION

## WORK YOU LOVE TO DO MOST

When you do what you're passionate about, you'll be excited to go to work and feel fulfilled in your career.

It's important to note that your talent is often related to your passion. However, being good at something doesn't always mean you're passionate about it. You know it's a passion when you look forward to it, time flies when you're engaged in it, you don't mind working hard for it, and you feel proud of whatever you create or produce as a result.

### Examples of passion could include:

- Counseling
- Performing
- Researching
- Selling
- Teaching

### WHAT DO I LOVE TO DO MOST? ▼

1. ....
2. ....
3. ....

### NEED HELP? ▼

If it's hard to come up with your top three passions, here are some questions to ask yourself:

- ▶ Look at your work calendar and your current job description. Do you see anything that fires you up or that you're excited to tackle?
- ▶ Is there a particular subject matter you find yourself willingly learning about at night or on the weekend?
- ▶ What are you always reading articles or books about?
- ▶ What kinds of accounts are you following on Instagram?

### WANT TO GO DEEPER? ▼

The [Career Assessment](#) will do a deep dive into your top three passions and give you examples of work you might love to do. You'll also get some important clues about the passion pitfalls to stay away from!



# MISSION

## RESULTS THAT MATTER DEEPLY TO YOU

It's important to know what contribution you want to make in this world—the results that matter to you. This is your mission, and it's the driving force that propels you forward. To determine your mission, ask yourself: Who are the people I want to help? What problem do they have? And what is the solution to their problem that fires me up?

### Examples of mission could include:

- Efficiency
- Achievement
- Solution
- Creation
- Service

### WHAT RESULTS MATTER THE MOST TO ME? ▼

1. ....
2. ....
3. ....

### NEED HELP? ▼

If it's hard to identify which results matter most to you, here are some more questions that will connect your heart and your head:

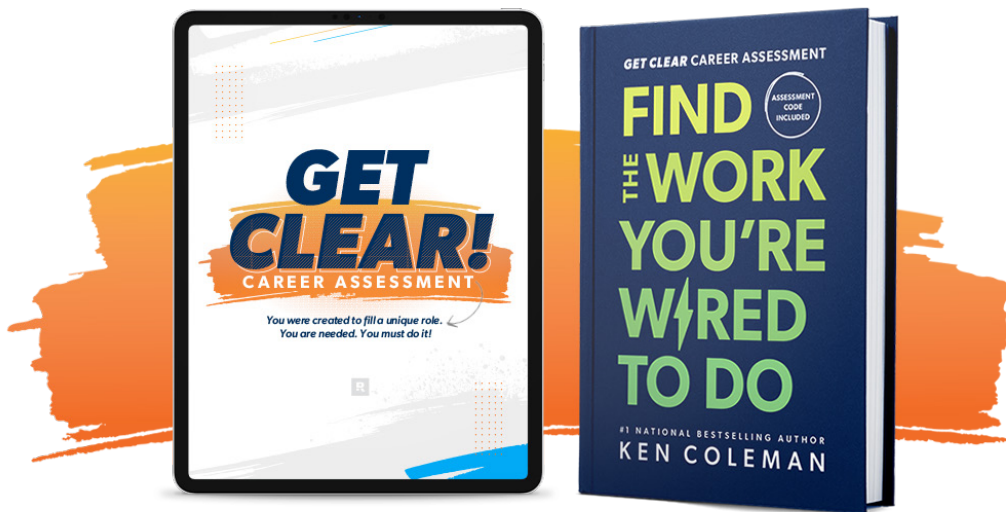
- ▶ What headlines or stories bring about great emotion in you and make you want to engage?
- ▶ What causes, charities or organizations do you volunteer with or donate to?
- ▶ Think of your favorite movie, then the character you would play in that movie. Ask yourself why you connect with that character—chances are, your answer will reveal the types of missions that resonate with you.

### WANT TO GO DEEPER? ▼

The [Career Assessment](#) will get specific about your top mission, as well as other missions you connect with. You'll learn more details about the types of results that bring you a sense of significance and the mission missteps to avoid!

## CONGRATULATIONS!

You've begun the work of figuring out what you were put on Earth to do. You were created to fill a unique role, which means you are needed, and you must do it—and you're already on your way there!



The next step to a fulfilling and growing career starts with you.

That's why Ken Coleman's Get Clear Career Assessment has helped thousands of people find meaningful work—it gets to the heart of who you are and how you're wired.

Now, this game-changing assessment is paired with Ken's new book, [\*\*Get Clear Career Assessment: Find the Work You're Wired to Do\*\*](#). Chapter by chapter, he'll show you how to use your results to find work that matters to you.

**Don't give up—the world needs what you have to offer. Press on!**

[\*\*Learn More\*\*](#)