**Understanding and Creating Your Career Identity**

**What is Career Identity?**

* Your *North Star* in professional life
* Defines who you are, what you offer, and where you're headed
* Informed by your:
  + **Strengths** (skills and talents that energize you)
  + **Motivations** (your passions and purpose)
  + **Values** (your guiding principles)

**Why Career Identity Matters**

* Helps align your path with your values and strengths
* Leads to:
  + Better job performance
  + Stronger career commitment
  + Improved well-being
* Helps employers understand your unique value
* Gives you clarity and direction in your career journey

**Key Components of Career Identity**

**1. Strengths**

* Things you're good at and that energize you
* Can be technical skills (e.g., repairing machines) or soft skills (e.g., empathy, patience)
* Ask yourself: *What am I good at? What makes me feel strong and capable?*

**2. Motivations**

* The passions and purposes that drive you
* Ask yourself: *What excites me? What kind of work makes me lose track of time?*

**3. Values**

* Core beliefs that guide your actions
* Ask yourself: *What matters most to me when making decisions or facing challenges?*

**Writing Your Career Identity Statement**

**Steps:**

1. Reflect on your strengths, motivations, and values
2. Use the template below to write a 3–4 sentence statement

**Career Identity Statement Template:**

I am a [role] with [X] years of experience doing [accomplishment].  
My greatest strength is [strength], and I have a talent for [skill].  
I am passionate about [motivation] and I value [value].

**Example:**

I am a content strategist and product marketer with over 10 years of experience helping businesses use new technologies to drive success.  
My greatest strength is collaborating and driving efficiencies across teams, and I have a talent for crafting stories and creating marketing programs to successfully launch technology products.  
I am passionate about empowering brands and helping tech builders develop better products.  
I value fun, collaboration, inclusivity, and authenticity.

**Tips to Build Your Statement**

* Pause to reflect on your own answers to:
  + What skills and knowledge set me apart?
  + What fuels and motivates me most?
  + What values guide me?
* Get feedback by:
  + Taking online assessments
  + Interviewing friends, colleagues, or mentors for insights

**Applying Your Career Identity**

* Use your statement to enhance:
  + Resume
  + LinkedIn profile
  + Cover letters
  + Elevator pitch
* Revisit and update it as you gain new experience
* Use it to stay aligned with your career goals and make intentional decisions

**Your career identity is a living document — a reflection of your evolving self. The more clarity you gain, the more powerful and confident your journey becomes.**