

Deep-Dive Self-Assessment: Aligning Personality, Skills & Passions with Your Best Path

Personality Assessments and Frameworks

Understanding your **personality traits and type** is a crucial first step. Established frameworks like the **Big Five (OCEAN)** and **Myers-Briggs Type Indicator (MBTI)** can reveal how you naturally think, interact, and make decisions. For instance, the Big Five model measures where you fall on Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism ¹ ². Knowing your mix of these traits can guide you toward work environments that **“match your personality”**, since people tend to *“seek out and flourish in career environments they fit”* ³. Employers often consider these traits, and you can take free Big Five tests online (e.g. **Psychology Today’s 25-minute quiz** or the **open-source BigFive-test**) to get a profile ⁴ ⁵.

An infographic illustrating the four dimensions of the MBTI (Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, Judging-Perceiving). Understanding your MBTI type can provide insight into how you process information and interact at work ⁶.

The **MBTI**, while not as scientifically predictive as Big Five, is a popular introspective tool that identifies 16 personality types. It can highlight your preferences (e.g. **Introvert vs. Extravert**, **Analytical vs. Creative**) and how you prefer to work. *“Understanding your personality type can be helpful in your career, as it provides insights into how you interact with others, process information, and make decisions in the workplace.”* ⁶ Many people find value in the MBTI for self-discovery and communication, though it’s wise to use it as a guide rather than a strict directive. Other frameworks like **DISC (behavioral styles)** or the **Enneagram (motivation types)** can further illuminate your interpersonal style and motivations. The key is to leverage these assessments to build self-awareness – a form of **“self-knowledge”** that will inform all other career planning efforts ⁷.

Interests and Passions: Holland Codes & Ikigai

Beyond broad personality traits, it’s important to assess your **vocational interests and passions** – what you *truly enjoy* doing. A well-known model for this is **John Holland’s RIASEC (Holland Codes)**, which classifies interests into six types: **Realistic, Investigative, Artistic, Social, Enterprising, and Conventional** ⁸. In practice, most people are a mix of these, but identifying your top themes can point to fields you’d find engaging. Holland’s theory shows that *“choosing work that matches your personality [and interests] will likely lead to success and satisfaction”* ³. For example, given your love for creative projects like filmmaking, you might score high on **Artistic** (creative, free-form work) and perhaps **Enterprising** (business or entrepreneurial activities), whereas you’d likely score lower on **Realistic** (manual/outdoor work, which you said you dislike). You can verify this by taking a Holland Code career interest inventory – free versions are available (the *ONET Interest Profiler** or Truity’s Holland quiz). Your Holland results can suggest career families where people with similar interests thrive.

Equally important is reflecting on **your passions**. Ask yourself questions like “What brings me joy and makes me lose track of time?” ⁹ . You mentioned that **content creation (filming, shooting content)** is something you’re passionate about – that’s a valuable clue. Think of times you’ve been truly excited or “in the zone.” Identifying these can hint at work that will keep you motivated. A useful framework here is the Japanese concept of **Ikigai**, often visualized as the overlap of four spheres: **what you love, what you’re good at, what the world needs, and what you can be paid for** ¹⁰ .

A visualization of the Ikigai diagram. Your Ikigai lies at the intersection of 1) what you love, 2) what you are good at, 3) what the world needs, and 4) what you can be paid for ¹⁰ . *Filling in these four areas for yourself can reveal a “sweet spot” – e.g. if you love creative storytelling and are good at video production, and there’s market need for digital content, that could point to a fulfilling career or business idea* ¹¹ .

Using Ikigai, you’d list your **passions** (e.g. filmmaking, creative writing, helping others), your **talents/skills** (e.g. video editing, storytelling, sales knowledge), the **needs you see** (e.g. businesses need engaging video content, audiences need educational entertainment), and where these intersect with **income opportunities** (e.g. content marketing, a YouTube channel, video production services). The goal is to find or create a role that ticks all four boxes – something you *enjoy, excel at, is meaningful, and sustainable as a career*. This holistic approach guards against choosing a path solely for passion (which might not pay), or just for money (which could be soul-sucking). It’s a way to ensure both **personal fulfillment and practical viability** in your next move.

Identifying Strengths and Skills

Next, take stock of your **core skills and strengths**. These include both technical/hard skills and soft skills. Reflect on questions like “What are my top skills or the tasks I excel at without much effort?” ¹² . You mentioned learning a lot about **sales** from past jobs – that knowledge is a skill. Also, your experience with creating content (even as a hobby) might have given you skills in scripting, video editing, social media, etc. List out all such abilities. Don’t forget **transferable skills** from various experiences: for example, your insurance job might have built your communication and persistence skills (even if you disliked cold calling, you learned how to approach people and handle rejection – useful in many contexts). Identifying these will boost your confidence and show you which strengths you can leverage in a new role ¹³ .

It may help to use formal tools here as well. The **CliftonStrengths (StrengthsFinder)** assessment (by Gallup) can pinpoint your top 5 talent themes – for example, you might discover strengths like “Strategic” or “Adaptability” or “Ideation” if you’re a creative problem-solver. Knowing your strengths can be empowering: research by Gallup suggests that people are more engaged and successful when they play to their strengths in their career ¹⁴ . Another exercise: ask colleagues or friends for feedback on what you’re *exceptionally good at* – sometimes others notice patterns (like “you’re great at explaining complex ideas” or “you’re the go-to person for brainstorming new concepts”). Such clues can validate the strengths you suspect you have.

Also consider **skills you’d like to develop**. As one career coach question puts it: “What could I do well if I learned how?” ¹⁵ . This identifies areas where you have interest and aptitude, but perhaps not formal training yet. For instance, if technology intrigues you (given the modern trends aspect), maybe you could envision being good at digital marketing or UX design **if you took some courses**. Pinpoint 1–2 skills that excite you to learn – this will guide upskilling efforts and open new doors. In your case, since you enjoy

content creation, you might consider learning advanced video production techniques or digital marketing analytics, etc., to broaden the professional scope of your passion.

Work Style and Interpersonal Preferences

Your **ideal work environment and interpersonal work style** are another vital piece of the puzzle. You've already given insight here: you prefer being **indoors** rather than doing outdoor/manual work, and you **dislike cold-calling and high-pressure sales tactics**. That tells us a lot about the contexts you thrive in. Think about questions such as *"What work environment do I prefer – a bustling, collaborative office or a quiet, independent setting?"* ¹⁶ and *"Do I enjoy working with people, data, or things?"* ¹⁷. Your aversion to door-to-door and constant phone prospecting suggests that while you might have good interpersonal skills, you prefer **structured or warm interactions** (e.g. helping known clients or team collaboration) over impersonal outreach. Perhaps you excel when building relationships **organically** or working as part of a creative team, rather than aggressively pushing sales. This distinction can guide you away from roles like pure cold-sales and toward roles like account management, client success, or creative collaboration where interaction is more consultative and less confrontational.

It's also helpful to consider your **level of extroversion vs. introversion**. Do you draw energy from being around people, or from solitary focus work? This doesn't have to be absolute – maybe you enjoy presenting ideas to a group (leveraging interpersonal skill) but also need alone time to craft those ideas (creative prep). Many roles blend both. If you lean extrovert, you might enjoy roles involving teamwork, networking, or leading discussions; if more introvert, you might prefer roles that allow for independent work or one-on-one interaction over group settings. **Emotional intelligence** and communication style assessments (like a free **Emotional Quotient quiz** or the **DISC profile**) could give you more insight here – for example, DISC might tell you if you're more of an "Influencer" (people-oriented, optimistic) or "Conscientious" style (analytical, detail-focused), which can further refine what work settings suit you best.

Crucially, **acknowledge your preferences**: You *don't* enjoy "the grind of prospecting and outbound calls," so a career that relies on constant outbound sales (like a stockbroker or door-to-door salesperson) would likely burn you out. You *do* enjoy **creative content work** (filmmaking), which often involves project-based work, imagination, and possibly a mix of solitary creation with periodic collaboration (e.g. filming with a crew or brainstorming with a team). You might thrive in an environment that is **creative, project-driven, and not overly rigid** – maybe a creative agency, a marketing department, or working as an independent creator where you set your schedule. Consider whether you prefer a **structured routine or flexibility** day-to-day. As one guide puts it: *"Jobs that offer structure are ideal if you enjoy predictability, while flexible roles suit people who value independence."* ¹⁸. Given your entrepreneurial streak (starting an LLC) and dislike for rote grind, you might value **flexibility** highly – perhaps the freedom to create on your own schedule or to pursue varied projects rather than a strict 9–5 routine. On the other hand, you also mentioned openness to a corporate job if it's a great fit; that suggests you're not against structure entirely, as long as the role utilizes your strengths. So, pinpoint where you fall on the spectrum of structure vs. spontaneity in work, and use that to evaluate potential paths (a startup or freelance life offers flexibility; a corporate role offers stability and structure – there are hybrid options too, like a creative corporate role with some autonomy).

Core Values and Motivators

Your **core values** – the principles and conditions that matter most to you – are a guiding star for career satisfaction. Career experts often note that identifying your values can prevent you from choosing a path that *“looks good on paper but feels wrong in practice.”* Ask yourself: *“What do I value as a person, and how do those values translate to my work life?”* ¹⁹. Common career values include things like **integrity, creativity, helping others, financial security, work-life balance, autonomy, recognition**, and so on. From what you’ve shared, a few values already shine through:

- **Integrity/Authenticity:** You disliked using friends and family to make sales and “finding any way to close a deal.” This implies you value honest, genuine interactions over manipulative tactics. You’d likely prefer a role or business where you truly believe in the product/service and can maintain integrity, rather than feeling like you’re pressuring people.
- **Stability/Fair Compensation:** Having had a commission-only job that you hated, you value some **financial stability** (e.g. a base salary or at least predictable income). You probably want to be rewarded fairly for your efforts without the constant anxiety of *only* commission. This will steer you towards either salaried positions or an entrepreneurial model that isn’t just “eat what you kill” every day.
- **Creative Expression:** Your passion for film and content creation suggests you highly value **creativity** and perhaps freedom of expression. You likely want a career that allows for innovation, design, or storytelling – something that engages your creative mind.
- **Independence:** Starting your own LLC and mentioning an openness to entrepreneurship indicates you value a degree of **autonomy** – being able to set your own direction, or at least have a say in what you work on. You might chafe in an overly micromanaged or bureaucratic environment.
- **Work-Life Harmony:** You specifically said you’d avoid super long hour grind jobs unless it’s for a passion project. That hints that **work-life balance** or at least meaningful use of time is important. You don’t want to be working 80-hour weeks on something you don’t care about. If you’re going to hustle, it should be for something you’re passionate about (like making a film). This is an important value to note: it suggests that a path which demands relentless hours with little personal fulfillment (say, a high-pressure sales manager role just for the money) would not be a fit for you in the long run.

Take some time to rank your top 5–10 career values. There are exercises and card sorts (for example, **career values card sort** tools) that can help with this. The goal is to clarify what trade-offs you’re willing or not willing to make. For instance, if **creative freedom** ranks higher for you than **job security**, you might lean toward entrepreneurial or artistic careers; if **stability** ranks very high, you might target a stable company job or a business with a proven income stream. These values will act as a filter when you consider options – you’ll check any potential path against them: *Does this career align with what matters most to me?* As Indeed’s career guide notes, *“identifying what matters most in terms of work environment, job duties, and work-life balance can help you find a role that enables overall professional satisfaction.”* ²⁰. In other words, the better a career aligns with your personal values, the more satisfied and motivated you’ll be in it.

Modern Trends and Technology in Career Planning

Now, let's **cross-reference modern technology and industry trends** with your profile, to find areas where your skills/passions could be put to best use *today* and in the near future. The working world is evolving fast, and this can work in your favor by creating niches that didn't exist before. Here are some trends and how they might align with you:

- **Remote & Hybrid Work:** The pandemic era proved that a lot of work can be done from anywhere. If you prefer being inside and not doing physical labor, remote jobs might be ideal. Many corporations now offer flexible remote or hybrid roles. This means you could, for example, do creative marketing or video production for a company right from your home office in Fort Lauderdale, rather than having to commute or do field work. You'll want to ensure you have a good setup and self-discipline for remote work, but it opens up opportunities across the country (or globe) without relocating.
- **The Creator Economy Boom:** There's a huge surge in people turning their **content creation passions into full or part-time careers**. In fact, the "creator economy" – essentially, individuals making money via YouTube, podcasts, TikTok, blogs, online courses, etc. – is growing at a rapid pace (projected to double to around **\$480 billion by 2027, up from ~\$250B in 2023** ²¹). Technology has made it cheaper and easier than ever to produce and distribute high-quality content; *"relatively inexpensive yet powerful content creation software and hardware have democratized content creation, allowing even solo creators to produce content that matches Hollywood quality."* ²² This is a golden trend for someone like you who has a passion for film and content. It means you *could* channel your skills into becoming an independent creator or media entrepreneur – whether that's starting a YouTube channel, a film production startup, or freelancing as a videographer or content marketer. You already have an LLC, which could be the vehicle for such creative endeavors. Of course, as the research also notes, it's not an easy path – many creators struggle to make a big income, and burnout is a risk ²³ ²⁴. But if you plan smartly (maybe start part-time, build multiple income streams, and truly love the work), the growing support infrastructure for creators (platforms, marketplaces, even "creator support" companies) can help you monetize your passion in a sustainable way ²⁵ ²⁶. At the very least, consider this: modern marketing heavily uses video and social content. So even in a corporate setting, your content creation savvy is a **highly in-demand skill** – companies are hiring for roles like *Content Strategist, Video Producer, Social Media Manager*, etc., as they realize the power of engaging content. This demand will only increase as social media and online marketing continue to grow.
- **Digital Entrepreneurship & E-Commerce:** Entrepreneurship today doesn't necessarily mean a brick-and-mortar business; it could be an **online business** or service. With your background in sales (even if you didn't enjoy traditional sales, you understand the basics) and your creative skills, you might excel at **online marketing or e-commerce**. For instance, some people start niche e-commerce brands, others create digital products (like an online course teaching video production, or selling stock footage/presets, etc.). Modern tools (website builders, online marketplaces, etc.) have lowered the barrier to entry. If the idea of *"being your own boss"* appeals, think about whether there's a product or service you could offer that leverages what you love. Given you **value not bugging friends and family** and prefer inbound interest, you might lean towards businesses that attract customers through content or SEO (so customers come to you because they like your content), rather than you having to cold-call. Fortunately, content marketing is a proven way to do exactly that

– many modern entrepreneurs build an audience by sharing valuable or entertaining content, and then monetize through that audience.

- **AI and Automation:** We're in the age of AI (you're talking to an AI right now!). How does this relate to you? On one hand, AI is automating repetitive tasks, which might eliminate some grind work you dislike (e.g. AI can handle initial outreach emails, freeing you to focus on creative or human-centered tasks). On the other hand, AI is creating **new career paths** – from developing AI tools to using AI in creative fields. For example, content creators now use AI for editing assistance, entrepreneurs use AI to analyze business leads or handle customer inquiries, etc. Even if you're not technical, being open to using modern tools can amplify your productivity. Staying aware of tech trends means you can **"continuously learn"** new tools – which, as one of the self-questions suggests, is important in modern careers ²⁷ . For instance, if you start a YouTube channel, you might learn to use AI-driven analytics to understand your audience. Or if you go into marketing, you might use marketing automation software to streamline tasks. Embracing such tools will make you more effective and keep you current in whichever field you choose.

- **High-Demand Fields:** It's worth researching where job growth is strong. Tech is one area (software, data analysis, cybersecurity, etc.), but also creative tech (UX/UI design, digital content) and healthcare, etc. If any of these intersect with your interests, they could be worth exploring. For example, if you enjoy helping people and creating content, the field of **online education** is booming – you could use your interpersonal and creative skills to create educational videos or courses. Another example: companies need **internal trainers** who create engaging training content (combining teaching and video, which might be up your alley if you like presenting knowledge without the salesy aspect). Keep an eye on the Bureau of Labor Statistics or industry reports for roles that not only fit you but also have a healthy outlook (one of the questions on the list is *"What is the outlook for the role I want?"* ²⁸ – it's a practical check to ensure the path has staying power).

In summary, the modern landscape offers you the chance to **craft a career that didn't exist 10 years ago**, by blending your unique mix of skills/passions with new platforms and technologies. You can use these trends as inspiration and support – whether that means leveraging social media to promote a business, using remote job boards to find the perfect role, or tapping into online communities of creators or entrepreneurs for learning and mentorship.

Entrepreneurial vs. Corporate Path – Weighing the Fit

You indicated you have already formed an LLC and have an entrepreneurial inclination, but you're also open to a corporate job if it **"would be a great fit and use of my strengths."** This is a pivotal decision area, and it doesn't have to be an either-or forever – many people navigate both at different times (or even simultaneously). Let's consider how your personality and preferences align with each path:

- **Entrepreneurship:** Running your own business (or freelancing) offers maximum autonomy and creative control. Given your value on creativity, autonomy, and dislike of rigid rules, this path could be very rewarding. Entrepreneurs often thrive on **high Openness (innovation), moderate-to-high Extraversion (networking and sales when needed), high Conscientiousness (self-discipline to run things), and low Neuroticism (handling stress)** ⁴ . No one is a perfect mix of traits, but research finds many entrepreneurs share a profile of being **visionary, resilient, and comfortable with risk** ⁴ . Ask yourself: does this sound like me? You've already taken initiative to start an LLC (a

good sign of proactiveness). You mentioned not loving risk in terms of commission-only pay, which is understandable – entrepreneurship *is* a form of risk (income can be uneven, especially at the start). However, you can mitigate that by starting small or keeping a part-time job until your venture grows. Another trait: **tolerance for wearing many hats**. As one entrepreneurship guide put it, *“a blend of skills and traits contributes to success... since you often wear many hats and switch gears frequently, it makes sense to identify your strengths and weaknesses”* ²⁹ ³⁰ . Think about whether you enjoy doing a bit of everything – in a startup, one day you’re the creator, the next day the accountant, then the marketer. Some people find that exciting; others find it overwhelming. You can also consider **what type of entrepreneur you are** – Gallup’s research identifies types like the “Builder” who loves scaling teams vs. the “Specialist” who monetizes a specific craft ³¹ . Given your background, you might lean towards being a *creative specialist* type of entrepreneur (using a craft like content creation) rather than a serial startup founder who just loves building any kind of business. This distinction matters because it tells you *how* to pursue entrepreneurship: maybe you’d thrive as a freelance video producer with a small client base, or starting a boutique agency focusing on a niche you care about (for instance, video marketing for nonprofits, if that fulfills a passion and has a market need). The entrepreneurial route would let you avoid the aspects you hate (you won’t cold-call if you choose not to; you can market via content instead of door-knocking). But it also means **self-motivation and resilience** are key – there’s no boss setting your schedule, and setbacks will happen. If you can harness your passion as fuel, plan for financial ebbs and flows, and build a network for support, entrepreneurship could indeed be your ideal path to **“best use your skills and passions.”**

- **Corporate/Traditional Employment:** A well-chosen job in an organization can offer mentorship, resources, stable pay, and a team environment that you might enjoy (assuming the culture fits your style). The trick is finding **the right role**. Given everything we’ve outlined, you likely wouldn’t be happy in a stereotypical corporate job that’s very rigid, bureaucratic, or heavy on cold sales. But there are plenty of corporate roles that value creativity, interpersonal skills, and strategy. For example, **marketing, communications, or training roles** in companies often let you be creative (develop campaigns, create content, produce training videos, etc.) while still providing a stable structure. If you like the idea of leadership (using interpersonal skills to guide a team) without the pure sales angle, perhaps aim for **project management or team lead roles** in creative departments. Corporations also have emerging roles like **“Creative Producer,” “Content Marketing Manager,” “Learning & Development Specialist,”** etc., which might align well. In a good corporate role, your sales knowledge could still be an asset – for instance, a marketing role might benefit from your understanding of customer psychology from your sales days, but you wouldn’t be doing cold calls; instead, you’d craft strategy or content that draws customers in (which you’d likely enjoy more). Also, consider company culture: a company that is innovative and has a casual, collaborative vibe (maybe a tech company or a media company) could feel very different from the insurance sales environment you disliked. As an earlier point mentioned, *“knowing your Big Five composition can help you find a workplace environment that matches your personality”* – e.g. **an extrovert might prefer a sociable, casual culture; a conscientious person might prefer a more structured, formal environment** ³² . So if you look at corporate options, weigh the culture fit heavily. You might actually **enjoy a corporate job that feels like a happy medium** – e.g. working in a creative unit within a larger company, where you have stability but also get to do work you love without the full pressure of running the whole business.

There's also the possibility of **combining both**: many professionals today have a **"side hustle"** or business on the side. You could take a fulfilling job that meets your needs and still run your LLC projects in your own time (for extra income, passion, or as an experiment to see if it could grow). This can sometimes be the best of both worlds: the job covers bills and gives you experience, while the side business gives you creative freedom and potential to transition to full-time entrepreneurship when ready. For example, you could work as a **multimedia specialist** for a company by day (using your video/content skills), and on evenings/weekends build your **YouTube channel or film project** under your LLC. If the channel takes off, great – you have options. If not, you still have a satisfying career.

Ultimately, deciding between entrepreneurial vs corporate comes down to your **risk tolerance, desired lifestyle, and how you best work**. One of the self-assessment questions from the list was pointed: *"How much risk am I comfortable with?"* – *"If you value security, you might feel more comfortable in a stable role; if you can handle more risk, you might pursue entrepreneurship or freelancing."* ³³ . You should answer that honestly for yourself. You've voiced aversion to certain kinds of risk (commission pay), but remember that entrepreneurship doesn't have to be a gamble if done carefully; it can start gradually. Also ask: *"How do I handle stress and pressure?"* ³⁴ – startups can be stressful, but certain corporate environments are too (think crunch times). Consider where you'd rather face challenges. Some people find working on their own project late into the night *energizing* because it's theirs, whereas doing late nights for someone else's company feels draining. Which would be true for you?

In sum, **both paths are viable** if aligned properly with your personality. We can use the data you gather (from personality tests, values, etc.) to further inform which path *sounds* more like you. You might even try **prototyping** each path: e.g. take on a small freelance project (entrepreneur test) and do some interviews for interesting jobs (corporate test) to see which experience resonates more. This "try it out" approach, advocated by *Design Thinking for career* ("*Designing Your Life*"), can prevent a lot of second-guessing.

Key Self-Assessment Questions and Next Steps

To pull everything together, here's a **comprehensive list of questions and action steps** for you to explore. These will help us gather as much data about you as possible and generate ideas for the best path forward. Take your time reflecting on each, and even write down answers. The aim is to create a personal profile that we can match to potential careers or business options:

- **What activities bring me joy, energize me, or make me lose track of time?**

(Think of moments – like editing a video, solving a problem, helping a friend – when you felt "alive." These point to passions.) ⁹

- **What are my top skills and strengths (both hard and soft skills)?**

(List things you're naturally good at or have become proficient in – from technical skills like video editing or writing, to soft skills like communication, empathy, leadership. Aligning a career with your strengths will boost confidence and success ¹² .)

- **What do others say I'm good at?**

(Sometimes others see our talents more clearly. Recall any compliments or feedback about your abilities – e.g. "you explain things so well" or "you're so creative with solutions.")

- **What are my core values and non-negotiables in a job?**

(Identify the top values that you need a career to honor – e.g. creativity, integrity, freedom, security, helping others, work-life balance. As Indeed notes, these “define your ideal professional environment” and lead to job satisfaction ³⁵ .)

- **What kind of work environment do I thrive in?**

(Do you prefer a collaborative team or solo work? A relaxed atmosphere or a high-powered one? Indoors (yes!) or outdoors (no!). Consider noise level, pace (fast vs steady), and whether you like working from home. This will narrow down suitable industries/companies ¹⁶ .)

- **Do I enjoy working with people, data, or things – or a combination?**

(This classic question helps target roles: People-oriented roles (e.g. client services, teaching) vs. Data-oriented (analytics, programming) vs. Thing-oriented (hands-on building, equipment). Given your profile, you might lean people + creative things (media).) ¹⁷

- **How do I define success for myself?**

(Is it earning a high income, achieving recognition, making a difference, having work-life balance, or something else? Knowing this helps ensure your next step moves you toward your vision of success, not someone else's ³⁶ .)

- **What lifestyle do I want, and how does my career fit into it?**

(Imagine your ideal day or week. How many hours are you working? Is it flexible or a fixed schedule? Do you travel or stay local? This will clarify if, for example, a 9–5 job, remote freelance, or travel-heavy career is appropriate ³⁷ .)

- **How much financial risk and uncertainty can I handle?**

(Be honest – do you need a steady paycheck to sleep at night, or are you okay with variable income if you love what you do? This is key in choosing entrepreneurship vs. a salaried job ³³ . Also, set a baseline of what you need to earn to meet obligations ³⁸ .)

- **How do I handle stress, and what level of pressure is acceptable?**

(If high-pressure environments drain you, you might avoid ultra-competitive industries or roles with constant quotas. If you actually enjoy a bit of pressure and competition, that's different ³⁴ . Find a path that matches your resilience to avoid burnout.)

- **Am I willing to continuously learn and upskill for my career?**

(Most growing fields will require you to keep learning (new technologies, new techniques). If you're open to it – and it sounds like you are – identify what you'd be excited to learn next (e.g. a new editing software, a coding language, business management, etc.) ²⁷ .)

- **What problems or causes do I care about in the world?**

(Sometimes aligning your work with a cause (education, environment, community, etc.) brings extra fulfillment. If there's an issue you'd love to help solve, note it down – it might guide you to a meaningful niche or industry ³⁹ .)

- **Who are people (or role models) doing jobs I find interesting, and why do those appeal to me?**
(If you admire a YouTuber, a creative director, a product manager, etc., analyze what about their work draws you – that can point to elements you'd enjoy in a career.)
- **What is my *Ikigai* – where do my loves, talents, and opportunities intersect?**
(Draft out the Ikigai diagram for yourself. Write a few items in each circle (Love, Good At, Needs, Paid For) and see what ideas land in the center. This could reveal an exciting direction to explore, like a business idea or a unique career path ¹¹.)
- **What did I enjoy or dislike about each of my past roles?**
(Make a brief list for jobs like New York Life, etc.: e.g. enjoyed learning sales psychology, disliked cold calling; enjoyed teamwork, disliked lack of creativity. Patterns in these likes/dislikes will highlight what to seek or avoid in the future.)
- **If money were no object, how would I choose to spend my working time?**
(This thought experiment can uncover passions free from practicality. Maybe you'd make films, start a charity, design games – whatever. While we do need to earn money, this can reveal what you'd find intrinsically rewarding, which we can then adapt into a realistic plan.)
- **What are 2-3 possible careers or businesses I've never considered but that keep appearing in my research or assessments?**
(As you take tests and read about different paths, you might notice certain roles mentioned that you hadn't thought of – perhaps "Multimedia Instructional Designer" or "Digital Marketing Consultant" or "Product Evangelist" etc. Don't ignore these clues; investigate them. They might be something you'd thrive in that wasn't on your radar.)

Next Steps – Actions to Try: In addition to pondering the questions above, take concrete steps to gather more data on yourself:

- **Take a variety of assessments:** Complete a Big Five inventory ⁴⁰, an MBTI questionnaire, the Holland Code (RIASEC) test ³, and perhaps CliftonStrengths. These will give you reports that you can cross-reference for common themes. (For example, a Big Five test might show high Openness and low Neuroticism, which fits a creative, entrepreneurial profile ⁴. A Holland test might show Artistic and Enterprising as your top themes, suggesting creative entrepreneurship or marketing. The MBTI might label you, say, an "ENFP" type, known for creativity and people skills, often thriving in expressive, flexible careers – useful insight.) We will use the combined results to pinpoint roles that fit **your unique combination** of traits, rather than a one-size-fits-all answer.
- **Try an online career interest matcher:** Tools like *ONET* or *Truity's career matcher** can take your quiz results and suggest specific job titles. While you shouldn't take these as gospel, they can provide fresh ideas. See if any suggested careers appeal to you and merit further research.
- **Conduct informational interviews or shadowing:** Identify a couple of roles you're curious about – for example, content marketing in a tech company, or a freelance videographer, or a training specialist at a corporation. Reach out to someone in your network (or even on LinkedIn) who does that work and ask if they'd be willing to chat about what it's like. Prepare a few questions about their

day-to-day, pros/cons, how they got there. This real-world input is invaluable and can either reinforce your interest or save you from idealizing a job that isn't actually a fit.

- **Experiment with side projects:** Dip your toes into potential paths without fully committing. For instance, if you're intrigued by the **content creator** route, commit to producing a small project – maybe a short film for YouTube or a series of tutorial videos – under your LLC. See how you feel about the process of creating content consistently and promoting it. Alternatively, if a certain corporate role sounds appealing, maybe take an online course or certification in that field (e.g. a digital marketing bootcamp, or a project management course) and see if the material excites you. These small experiments will give you feedback from your own experience. As the saying goes, **“action creates clarity.”**
- **Evaluate the market and your network:** Look at job boards for roles that interest you and see what qualifications they ask for – do you meet them, or can you obtain them? Simultaneously, consider your professional network: do you have contacts in any areas of interest (maybe former colleagues, friends of friends)? Sometimes opportunities come via people you know. Let trusted folks know you're exploring new directions; they might offer leads or advice (just as you're doing by engaging in this in-depth assessment!).

After doing these exercises and gathering information, **we'll have a much clearer picture**. We can then reconvene to review everything: your test results, your reflections on these questions, and what excited you most during the exploration. From there, we can synthesize the findings to answer “what would be best” for you – which might be one standout career path or a shortlist of options to choose from.

To illustrate, you might find that: *Personality-wise* you're an open-minded, moderately extroverted creative; *interest-wise* you're high in Artistic and Social themes; *strengths-wise* you excel at storytelling and empathy; *values-wise* you need creativity, integrity, and autonomy; *trend-wise* the creator economy and digital marketing align with your skills. All that might point to a path such as **running a creative consulting business** or **becoming a content strategist in an innovative company** as top possibilities. We'll validate those against what you feel most drawn to.

In conclusion, this deep dive process – combining **legitimate personality questionnaires, career theory frameworks, and modern trend analysis** – will equip us with a detailed self-portrait of you. With that, we can confidently pinpoint or design a career direction where you'll not only be highly skilled and productive but also genuinely **happy and fulfilled** using your best talents and passions. The world of work today is full of opportunity for someone with your self-awareness and drive. We just need to ask the right questions and heed the answers. Let's get started on these assessments and see where they lead!

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