

**Yogesh Haribhau Kulkarni** • YouAI Advisor (Helping organizations in their AI journeys) | PhD (Geometric Modeling) | Tech Colum...  
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## Deciding Your Career the ITR Way (Industry • Technology • Role)\*

One important truth: the same effort does not always give the same results. To achieve above-average growth in a salaried career, we need to be intentional about our choices. Here's a framework that might help 🙌

**1** Industry

Choose the right industry. Your growth potential often depends on the sector you work in. Chose the one with high PE (Price to Earnings) ratio. Say, for example, in India, industries with higher average PE ratios include:

Healthcare - Information Services: 42.22

Software (Applications): 39.32

Electronics: 37.29

Say, if you pick Healthcare as your domain, stick with it and build expertise. Over time, this knowledge compounds and becomes hard to replicate; what Naval Ravikant calls 'Specific Knowledge'.

**2** Technology

Within your chosen industry/sector, select a promising technology with a 3–5 year horizon. Study tools like [Gartner's](#) Hype Cycle to identify where opportunities lie (see a sample pic below). Be prepared to adapt if a more promising technology emerges. Evaluate against your 'IKIGAI' intersection; something needed, you love, good at and world pays for.

**3** Role

Within the selected industry and technology, focus on roles with non-linear outcomes, where your efforts are amplified by leverage. For example:

\* Coding Apps

\* Building instruments

\* AI agents

These roles create value that is replicable and scalable, can give exponential returns with same efforts.

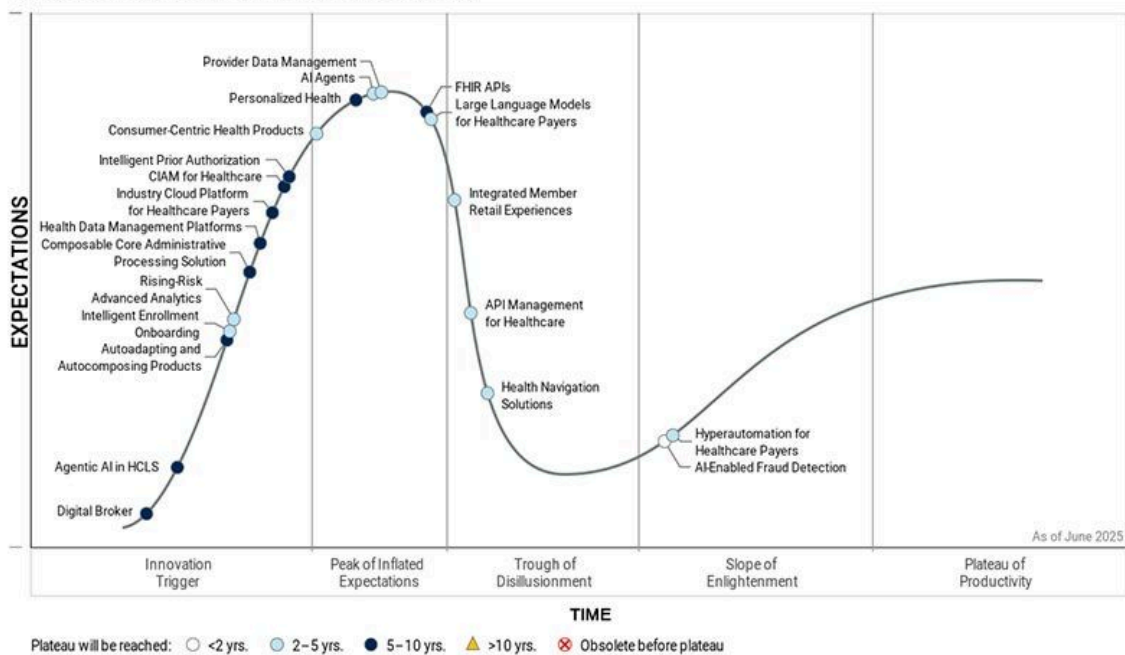
🌟 Bonus: Regardless of industry, technology or role, programming skills and a basic understanding of AI are now must-haves.

\*(Industry and role-related ideas are inspired by a nice podcast conversation between [Prakhar Gupta](#) and [Ajinkya Kulkarni](#), link in comments. The rest are my thoughts.)

💡 What other frameworks or methods do you think can guide the next generation in making career choices?

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### Hype Cycle for U.S. Healthcare Payers, 2025



Gartner