

Career Vision & Mission Builder

What the Tool Is Used For

This worksheet helps employees articulate a **personal career vision** (where they're going) and a **mission** (how they want to work and contribute). By defining these elements, employees gain clarity and direction to align their goals, daily work, and development efforts.

Why and When to Utilise the Tool

Use this tool when:

- You're feeling uncertain about your long-term career path
- You want to realign your current role with your values and aspirations
- You're preparing for career conversations or development planning
- You're exploring internal mobility, growth, or role shifts

It's especially powerful during career transitions, promotions, or personal development reviews.

Expected Results

After completing this worksheet, employees should:

- Understand their long-term vision and short-term motivations
- Clarify their core values and how they want to contribute
- Be able to articulate their "why" and direction to managers, mentors, and peers
- Have a practical foundation for goal setting, upskilling, or job tailoring

Example Use Cases

Example 1

Problem: Olivia felt scattered in her role as a marketing coordinator and wasn't sure what to aim for.

Action: She used this worksheet and clarified her vision: "To lead purpose-driven marketing strategies for ethical brands." Her mission was to "Create meaningful connections between people and ideas."

Result: She spoke with her manager about focusing on sustainability campaigns and started building skills in brand strategy, reigniting her motivation.

✔ **Example 2**

Problem: Tom had strong technical skills but lacked career direction. He often accepted projects out of obligation.

Action: The worksheet helped him realise his core values were autonomy, impact, and innovation. His mission became: "To develop tools that simplify life and spark positive change."

Result: He sought more ownership of product design work and declined misaligned tasks. His confidence and sense of purpose increased.

📄 **Career Vision & Mission Builder Worksheet**

🌟 **Step 1: Define Your Vision (Where You're Going)**

What does long-term career success look like to you?

Consider industry, role, leadership level, work-life balance, impact, and personal growth.

Example: "To become a trusted HR leader who creates inclusive, high-performing workplaces."

Write your own:

My Career Vision:

💬 **Step 2: Define Your Mission (How You Work & Why You Do It)**

What motivates you day-to-day? What values guide your actions? How do you want to be seen?

Example: "To foster collaboration, champion empathy, and continuously learn so I can help people thrive at work."

Write your own:

My Career Mission:

 **Step 3: Core Career Values**

Choose 3–5 values from the list below (or add your own):

- Growth
- Integrity
- Impact
- Creativity
- Security
- Flexibility
- Service
- Recognition
- Learning
- Collaboration
- Autonomy
- Innovation

My Top 3–5 Career Values Are:

Note: See the Values Identification Worksheet for a more comprehensive list of values.

 **Step 4: Career Alignment Check**

(1 = Not Aligned, 5 = Fully Aligned)

Answer the following:

1. How well does your current role align with your vision and mission?:
2. Which aspects of your current job support your mission?
3. What parts feel misaligned or unfulfilling?
4. What could you do or request to better align with your vision and mission?

 **Potential Actions Based on Self-Assessment**

Insight	Potential Action
Low alignment with vision	Explore internal roles or new learning paths aligned with long-term goals
Role doesn't reflect values	Initiate changes in how you work or contribute (e.g. innovation, collaboration)
Daily tasks don't match mission	Ask for stretch projects, re-scope duties, or clarify goals with your manager
Lack of clarity about vision	Set a 30-day journaling goal or book a career mentoring session
Values misalignment with team/company	Consider if this environment supports your growth or if a shift is needed

Self-Reflection Section

What excites me most about my career vision?

What do I want to be known for at work?

What's currently blocking me from living my mission daily?

What is one small step I can take this week to get closer to my vision?