

**2 STEP
TOOL ON
HOW TO
CHOOSE
YOUR
CAREER
RIGHT
FOR YOU**

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WHAT YOU HAVE TO DO:

**PRE-
WORK**

**Preparation you need to
keep in mind**

**STEP
#1**

Self Analysis

**STEP
#2**

Opportunity Analysis



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WHAT YOU HAVE TO DO:

PRE-WORK

Preparation you need to keep in mind

- Its preferable to sit alone and do this exercise
- Keep an open mind, and sit in a calm place
- This will take time, so make sure you don't hurry
- Have a Pen and Notepad handy, you have a lot of writing to do :)

All the Best :)



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WHAT YOU HAVE TO DO:

STEP #1

SELF ANALYSIS

Answer the following 3 Questions in detail:

1. What are you good at?
2. What do you enjoy doing?
3. What is your inclination towards / purpose?

All these Questions are aimed at developing a deep sense of self, which is an essential factor to determine your Career.



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WHAT YOU HAVE TO DO:

STEP #2

OPPORTUNITY ANALYSIS

Answer the following 3 Questions in detail:

1. Will I be able to find a Potential Job in this?
2. Will I be able to find customers?
3. What is the existing scenario?

This step will help you focus on the 'scope' of the career inclination you have, which is a helpful way to determine your professional path.



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HERE'S AN EXAMPLE

STEP #1 - Self Analysis:

What are you good at?

*Art, Creativity, Communication, Designing,
Writing*

What do you enjoy doing?

Creating Graphics, Designs, Artsy work

What is your inclination towards / purpose?

Advertising / Fashion / Designing



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HERE'S AN EXAMPLE

STEP #2- Opportunity Analysis:

Will I be able to find a Potential Job in this?

Yes, there is immense scope in designing, commercial artistry, fashion and advertising

Will I be able to find customers?

Yes, my customers will include individuals looking for a specific services or even companies looking for branding & more...

What is the existing scenario?

This is a flourishing industry, but competitive



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HERE'S AN EXAMPLE

So inferences from **STEP #1 + STEP #2 =**

- Fashion Designing
- Fashion Merchandising
- Personal Stylist
- Marketing and Branding
- Graphic Designing

and more...



Since this is an example, it is very brief and to-the-point. For having effective result from this tool, **BE AS DETAILED AS POSSIBLE**



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