

R

YOUR GUIDE TO

**CAREER**

**CLARITY**

Discover What You  
Were Born to Do

THE  
**KEN  
COLEMAN**  
SHOW

**FOLKS, THE TRUTH IS** getting hired requires that you get clear on your talent, passion, and mission. When you're clear on who you are and what you want to do, you'll be able to project confidence during the interview process and speed up your job search. I want you to take a few minutes to discover what you were made to do, or what I like to call your sweet spot.



You're in your sweet spot when you use what you do best to perform work you love so you can produce results that matter deeply to you.

**LET'S GET STARTED!**



## **TALENT** **WHAT YOU DO BEST**

What you do best includes your hard skills and soft skills. These should be tasks or roles that come easily to you and have been pointed out to you by others.

### **Examples of talent could include:**

- Communicating
- Writing
- Public Speaking
- Designing
- Critical Thinking

Now's not the time to be humble—it's time to take pride in what you do best. List your top five talents here.

### **WHAT DO I DO BEST? ▼**

**1.** .....

**2.** .....

**3.** .....

**4.** .....

**5.** .....

### **NEED HELP? ▼**

If coming up with your top five talents is hard, here are some questions to ask yourself and others who know you well:

- ▶ What subject or activities did I excel in at school?
- ▶ What has always come easy for me?
- ▶ What do others compliment me on?
- ▶ What do others ask me for help on?
- ▶ Am I good at working with people, things, processes or ideas?



# **PASSION**

## **WORK YOU LOVE TO DO MOST**

When you do work you're passionate about, you'll be excited to go to work and feel fulfilled in your career.

It's important to note that your talent is often related to your passion. However, being good at something doesn't always mean you're passionate about it.

### **Here are some indicators that it's a passion:**

- Before you even begin, you'll look forward to it. In the middle of it, you'll feel exhilarated. And when you finish, you'll feel proud of whatever you created or produced.
- Time will fly by when you're engaged in it.
- You won't mind "suffering" for it. You'll work hard for it, do whatever it takes to accomplish the task, and stay with it for the long run.

### **WHAT DO I LOVE TO DO MOST? ▼**

- 1.** .....
- 2.** .....
- 3.** .....
- 4.** .....
- 5.** .....

### **NEED HELP? ▼**

If coming up with your top five passions is hard, here are some questions to ask yourself:

- ▶ Look at your work calendar and your current job description. Do you see anything that fires you up or that you're excited to tackle?
- ▶ Is there a particular subject matter that you find yourself willingly learning about at night or on the weekend?
- ▶ What are you always reading articles about?
- ▶ Who are you following on social media?



# MISSION

## RESULTS OF YOUR WORK THAT MATTER DEEPLY TO YOU

It's important to know what contribution you want to make in this world—the results that matter to you. This is your mission, and it's the driving force that propels you forward.

### To determine your mission, ask these questions:

- Who are the people I want to help?
- What problem do they have?
- What is the solution to their problem that fires me up?

### WHAT RESULTS MATTER THE MOST TO ME? ▼

1. ....
2. ....
3. ....
4. ....
5. ....

### NEED HELP? ▼

If identifying what results matter most to you is hard, here are additional questions that will connect your heart and your head:

- ▶ What headlines or stories create great emotion in you and make you want to engage?
- ▶ Think of your favorite movie, then the character you would play in that movie. Ask yourself why that character connects to you.

## PUTTING IT ALL TOGETHER

Once you're clear on your talent, passion and mission, you should get feedback and confirmation from three to five people who know you well and will be honest with you. If they confirm your lists, it's time to draft a purpose sentence to put words to your *why*.

Complete this sentence using your lists from the previous pages:

I am in my sweet spot when I use my **TALENT** of .....

.....

to perform my **PASSION** for .....

.....

to accomplish my **MISSION** of .....

.....

### HERE'S AN EXAMPLE: ▼

I want to use my top talent of **working with children** and my top passion of **teaching others to teach special education**, the work I love to do.



## FEELING GOOD?

When you put your talent, passion and mission together, you can begin looking for career opportunities within your sweet spot. This is going to involve doing some research, figuring out what qualifications you need to move forward, and using [the Proximity Principle](#) to get connected to the people and places that will help you step into those career opportunities. Learn more about the next steps on the path to your dream job in [this article](#).

## NEED MORE HELP?

If this exercise was challenging for you, I'd love to help talk you through it one-on-one. Every weekday, I'm live on [The Ken Coleman Show](#) taking calls from listeners who are stuck in the job search just like you. We can dig even deeper into this process, and I can help you get the clarity you need. Call the show at [844.747.2577](tel:844.747.2577) or you can email me at [ask@kencoleman.com](mailto:ask@kencoleman.com).

Use one of our proven resumé templates and

# LAND YOUR DREAM JOB



“ With the sample templates you offer, I revamped my resumé and started job hunting. After applying for about five jobs and having two interviews, I was offered both jobs last week and accepted one of them with better benefits and the same pay I was making before!

— Daniel T.

GET 6 TEMPLATES FOR ONLY

\$9.99

BUY NOW



**DISCOVER YOUR**

**PURPOSE**

with **AMERICA'S  
CAREER COACH**

Subscribe to *The Ken Coleman Show* podcast to get the answers to your career questions! Or ask them live during the show, weekdays from 11 a.m. to 1 p.m. CT.

 844.747.2577

 [ask@kencolemanshow.com](mailto:ask@kencolemanshow.com)

