

The job that suits you

Are you about to complete your studies or has the question been on your mind for some time now? The question is not so difficult to answer, you just have to know yourself well.

Let's first travel forward in time into your own future. Imagine a working day ten years from now. Ask yourself such questions as where you work, who you work with, what you're doing and, above all, when you finish of an evening, what makes you feel that you've had a successful day? And the most important question, which should really answer itself: which activity gives you a sense of satisfaction and makes you happy? How do you want to make the world a slightly better place? Will you be helping to build the low-energy vehicles of the future? Will you be curing some as yet incurable disease? Will you be teaching children about technology? What will your situation be? Many companies, including Otto von Guericke University Magdeburg, answer this question by way of a mission statement. Familiarise yourself with the concept of a mission statement and look at those published by a range of companies (Disney, Starbucks, Ikea ...). Then develop your own mission statement, based on the question "who am I and what do I want?". Many students find this question difficult to answer and uncomfortable to deal with. All we can do is to advise you to do it.

Approach the answer via a number of less taxing questions: In which areas have you been particularly successful? What do you particularly enjoy? What have you always wanted to do? What really motivates you? Would you dare if there was no way you could fail? Consider all of your

successful projects and experiences. Read up on the STAR method, which is a really useful tool for this exercise. But also think about it the other way round: like the time travel exercise, consider how you want to work: where would you like to work? how would you like to work? what would your company have to offer you? Once you've given this some DETAILED thought, ask yourself if you are now able to tell the world who you are and what you want without stumbling over your words or hesitating? Yes? Then you've taken a huge step forward!

Not the most important question, but not entirely irrelevant: how much would you like to and need to earn? The main consideration at this point is basic financial security. Starting with the region in which you want to live, list your projected expenses in a spreadsheet. Include the cost of rent, insurance, staple foods and other foodstuffs as well as clothing, and don't forget such things as your smartphone, Internet connection, gym membership etc. Include an amount to cover contingencies and, of course, a holiday budget. Use the total to calculate the gross annual salary and monthly wages you would need to earn: Make a mental note of this figure in mind as your minimum income requirement.

Another question you should ask yourself is what priority your career or nascent career should have compared with other areas of your life such as yourself, family, friends and sports? If you were to divide your life into various areas and assign a percentage to each one to represent its relative importance, how would it look in your specific case?

Tips:

1. Do you have some dream job in mind or something motivational to aim for, which could be anything from your first business card or paycheck to a press photo of you in the FAZ? If so, then visualise it: that will help you to achieve your objectives.
2. Start networking while you're still studying: join associations, clubs, student initiatives; leave your comfort zone and start making a difference now.
3. Be visible and start raising your own brand profile.

