

## THE LONG VIEW

# ANNUAL CAREER VALUE

About once per year, set goals for the year ahead, and take a look back at the year past. There are four great questions to ask:

1. Am I learning and growing?
2. Am I having an impact on individuals, the organization, and even society at large?
3. Am I having fun?
4. Am I being appropriately rewarded and building economic value?

You can assign equal importance to these four factors, or weight them according to your personal ambition for the year ahead. At some stages of your career, Learning might be very highly weighted and Rewards a bit less. In other stages, you might really be looking for Impact and Fun, and other factors might be less relevant. At some times, money might be really important to you, and Rewards will be weighted more heavily. Assign a percentage weighting to each factor so that they add up to 100 percent.

At the end of the year, spend a day reflecting on your contributions, progress, and outcomes from the past twelve months. Give yourself a rating out of ten for each question. When it comes to Learning, what new transportable skills, meaningful experiences, and enduring relationships have you added? As you consider Impact, think about the benefits that the work you do brings to customers, coworkers, the organization and society in general. Fun will be a very personal assessment. Is work a joyful place for you or a den of dread? On Rewards, remember to look not only at base salary, but at the full picture including base salary, benefits, pensions, vacation, personal days/flex time, expenses paid or subsidized by your employer, plus any changes in the ownership or equity you may be accumulating.

It will be interesting to look at your weightings, self ratings, and total Career Value scores over time. Since these are very personal evaluations, it is hard to develop quantitative benchmarks. In my experience, any score over 700 is very good—you are generally satisfied with the things that are important to you. Any score below 500 should prompt some serious consideration: Am I looking for the right things? Are my expectations right? Is this the right job for me? Do not obsess over the math. What's important is that you periodically take stock of the big drivers of your career, and make constructive changes.



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# ANNUAL CAREER SIZE-UP

**ANNUAL CAREER VALUE EXAMPLE ONE:** Here is an example for someone in Stage One of their career who equally values the four questions (each receives a 25 percent weighting) and who gives themselves satisfaction scores between nine and six across the four areas.

GOAL AREA	Weighting	Your self-assessment (out of 10)	CAREER VALUE
LEARNING	25 %	9	225
IMPACT	25 %	7	175
FUN	25 %	6	150
REWARD	25 %	6	150
<b>TOTAL ANNUAL CAREER VALUE:</b>			<b>700</b>

When you multiply out the weightings and scores, this individual achieved an Annual Career Value Score of 700—which is very healthy.



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**ANNUAL CAREER VALUE EXAMPLE TWO:** Here is an individual in Stage One with identical scores, but who has a different weighting of the four questions:

GOAL AREA	Weighting	Your self-assessment (out of 10)	CAREER VALUE
LEARNING	60 %	9	540
IMPACT	10 %	7	70
FUN	10 %	6	60
REWARD	20 %	6	60
<b>TOTAL ANNUAL CAREER VALUE:</b>			<b>790</b>

This individual receives an Annual Career Value score ninety points higher, mainly because they see themselves as doing well on the thing that they value most—Learning.



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# ANNUAL CAREER VALUE EXERCISE

**YOUR TURN:** Try evaluating your current state, and think about your goal state. Try to play with weighting each goal appropriately to help inform your personal time portfolio.

GOAL AREA	Weighting	Your self-assessment (out of 10)	CAREER VALUE
LEARNING			
IMPACT			
FUN			
REWARD			
<b>TOTAL ANNUAL CAREER VALUE:</b>			

