



DEDICATED TO THE ECONOMIC
ADVANCEMENT AND SELF-RELIANCE OF
WOMEN AND GIRLS AROUND THE WORLD

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ASK HeR: DECISION MATRIX

Framework for evaluating career paths and where to invest yourself

AMBITIOUS	WHEN DONKEYS FLY	INTERSECTION OF GREATNESS
	NOT WORTH DOING	EASY TO GET BUT NOT THAT INTERESTING

ACHIEVABLE

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ASK HeR: 10 STEPS TO AMBITIOUS ACHIEVEMENT

Framework for defining a plan of action at the intersection of ambitious & achievable

INITIATIVE NAME:								
#	PROJECT ACTION	DESCRIPTION	NEXT STEPS					
1	NAME IT. BRAND IT.							
2	GIVE IT A DATE.							
3	DEFINE THE END GAME (e.g., get the job).							
4	TACKLE THE "EASY" STUFF (e.g. update your resume, LinkedIn, and cover letter).							
5	CONQUER THE MORE DIFFICULT TASKS AND TO-DO'S (e.g. create a kick-ass portfolio website).							
6	CLARIFY THE EXTENDED GROUP OF STAKEHOLDERS TO INVOLVE (e.g., firms to contact, people to network for intros or advice).							
7	DETERMINE OBSTACLES AND HOW YOU'LL OVERCOME THEM.							
8	VALIDATE NO DEAL BREAKERS EXIST OUTSIDE YOUR CONTROL.							
9	CELEBRATE SUCCESS!							
10	SET THE NEXT GOAL, FIND THE NEXT HILL TO CLIMB.							



ASK HeR: JOB SCORECARD

Framework for quantifying each offer to determine which best meets your criteria

Check out our **Google Sheet** to fill this out! Just make sure to save a copy first. To save a copy, tap "File" and then select "Make a copy".

	WEIGHT	JOB 1:		JOB 2:		JOB 3:	
	(ADJUST VALUES BASED ON RELATIVE IMPORTANCE TO YOU - SHOULD ADD TO 100%)		WEIGHT ADJUSTED SCORE (BASE SCORE X WEIGHT)	BASE SCORE (ADJUST TO BE 1=WEAK, 2=AVERAGE, 3=STRONG)	WEIGHT ADJUSTED SCORE (BASE SCORE X WEIGHT)	BASE SCORE (ADJUST TO BE 1=WEAK, 2=AVERAGE, 3=STRONG)	WEIGHT ADJUSTED SCORE (BASE SCORE X WEIGHT)
COMPENSATION		•		•		•	
BENEFITS				•		• • • • • • • • • • • • • • • • • • •	
EQUITY/STOCK		,,					
VACATION & LEAVE POLICIES				·		· · · · · · · · · · · · · · · · · · ·	
СОММИТЕ							
FLEXIBLE HOURS						:	
WORK FROM HOME							
TITLE							
BOSS		: : : :				: : :	
TRAVEL & EXPENSE POLICIES		: :				: : :	
PEER ENVIRONMENT				· · ·		· · ·	
COMPANY/BRAND				· · ·		· ·	
OFFICE SPACE/LOCATION						: :	
SIZE OF COMPANY				· ·		· · · ·	
OFFICE CULTURE/ENVIRONMENT						: : :	
ADVANCEMENT OPPORTUNITY				•		:	
MODERN TECH		· · ·		• • • •	: : :	• • • •	
ROLE (TYPES OF PROJECTS & TASKS)				· · · ·		: : :	
SHORT-TERM POTENTIAL				· ·		: : : :	
LONG-TERM POTENTIAL						:	
TOTAL SCORES						:	



