Uncovering Your Why

When I ask job seekers why they want a job, they usually respond incredulously: "because I need one," or, "I need one to live." This answer makes me smile, because it is so universal, but the reality is, your why is critical to the outcome of your search and goes much deeper than "I need one." So, now I ask you, why do you really want a job?

I'm asking you to identify what specifically will a particular job and steady income provide to you and what is the lifestyle you desire that it is designed to support?

Ask yourself some lifestyle and value questions like:

➜ Do I want the financial security that will allow me to travel, move, or have new, fun experiences?
➜ How much debt do I have and need to pay off – credit cards, car payment, rent, or student loans?
➜ Is making more money what I want or is someone else pressuring me to get a new job?
➜ Do I want to relocate to another part of the country for a new professional adventure?
➜ How has the pandemic changed the way I think about work and what it looks like for me?
➜ Does the possibility of consulting vs fulltime W-2 employment excite me and stir my creativity?
➜ Is work a means to live my live or do I feel I must work to have value to others?

Write out specifically what having a job will mean to you and what difference it will make in your life.

Please take the time to dig deep to uncover *your* why. Everyone's why is unique. Penning a quick answer will not provide you with the deep insights that will help you focus on and land the job you really want, arm you with what elements of the job and the total rewards package are important to you, and provide the clarity that is necessary to land the highest quality job for you, not just any job. Go for it:

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