

Job and Occupation Evaluation

Select your top three industries of interest from these examples:

- | | | |
|---|---|--|
| <input type="checkbox"/> Advertising, marketing, journalism | <input type="checkbox"/> Fashion, beauty | <input type="checkbox"/> Pharma, biotech |
| <input type="checkbox"/> Architecture, design | <input type="checkbox"/> Finance, accounting | <input type="checkbox"/> Real estate |
| <input type="checkbox"/> Agriculture, forestry, environment | <input type="checkbox"/> Food, beverage | <input type="checkbox"/> Science, research |
| <input type="checkbox"/> Arts, music | <input type="checkbox"/> Government | <input type="checkbox"/> Recruiting/HR |
| <input type="checkbox"/> Consumer, retail | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Tech/IT/telecomms |
| <input type="checkbox"/> Education | <input type="checkbox"/> Law, policy | <input type="checkbox"/> Travel, hospitality |
| <input type="checkbox"/> Energy, natural resources | <input type="checkbox"/> Law enforcement | <input type="checkbox"/> Transportation, logistics |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Entertainment, gaming | <input type="checkbox"/> Nonprofit, social good | |

Sample Industry or Job Function Evaluation Grid

OCCUPATION OR INDUSTRY	VALUE 1: High Salary	VALUE 2: Located in Northwest	VALUE 3: Creativity	PROS & CONS
Book Author	Could be a high salary when I'm established, but might be a while until I get published.	I can write and publish from anywhere.	Yes, very creative endeavor.	Not much opportunity to work with others in the creative process.
Education	Salaries not known to be high in K-12 schools, better for professors.	Yes, there are many schools.	Enjoy working with youth, creativity of creating lessons.	Upside of K-12 route is quicker, but lower salary. Professor route = Ph.D. and fewer openings.
Marketing Manager	Higher salary if I work for agency or corporation.	Yes, in bigger cities.	Yes, very creative and team environment.	Need on-the-job experience.

Build Your Own Industry or Job Function Evaluation Grid

OCCUPATION OR INDUSTRY	VALUE 1:	VALUE 2:	VALUE 3:	PROS & CONS