

Employee Guide: Managing a Career Aspiration Conversation



CEB Corporate Leadership Council™

Instructions: Use this guide to prepare for your career conversations with your manager if you want to clarify your career aspirations.

Discuss Your Career Aspirations

- Discuss your satisfaction with your career so far. Discuss what you enjoy or don't enjoy in your current role, as well as your readiness to move into another role.
- Communicate aspects of your career that you value the most (e.g., prestige, compensation, autonomy, project management).
- Discuss your openness to moving to different locations, business units, or functions. Discuss what drives your mobility (e.g., there might be non-work priorities that you cannot compromise on).

Discuss Your Strengths and Development Areas Relevant to Your Career Aspirations

- Discuss your strengths and development areas and how these might make different career aspirations more achievable or desirable.
- Discuss some of the unique skills and capabilities that differentiate you from your peers.
- Practice how you can articulate your skills, capabilities, and experiences to other managers.



Conversation Tips

- Be honest about your aspirations and your understanding of different careers or industries that match your interests. Ask questions and welcome feedback.
- Discuss your assessment of your strengths and interests (e.g., based on results of any personality tests you may have taken) and how that affects your thoughts about the jobs you might like.

Understand the Organization's Future Business Needs and How You Can Grow Within the Organization

- Understand the skills that your organization will require in the future.
- Understand the skills and experiences your peers have that have enabled them to move across roles in the organization.
- Ask your manager to connect you with other leaders throughout the organization to discuss different parts of the business and help shape your career aspirations.
- Get your manager's feedback on your internal reputation and how you could improve it.

Identify Action Steps

- Discuss how your manager and other managers or leaders in the organization could support you in achieving your career aspirations.
- List the skills, experiences, and corresponding development opportunities you should be focusing on to achieve your career aspirations.
- Build your personal brand by articulating your strengths and aspirations and by networking with peers and other leaders throughout the organization.



Use the Building Your Personal Brand guide to identify and communicate the value you bring to the organization, the work, and the customers.