

# Welcome!

Dear Coach,

Thank you for downloading this evidence-based exercise!

Did you know you can deliver this exercise digitally through Quenza? Instead of sending exercises back and forth via email or printing PDFs, you can:

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- Track completion and progress in real-time
- Customize content to your coaching style
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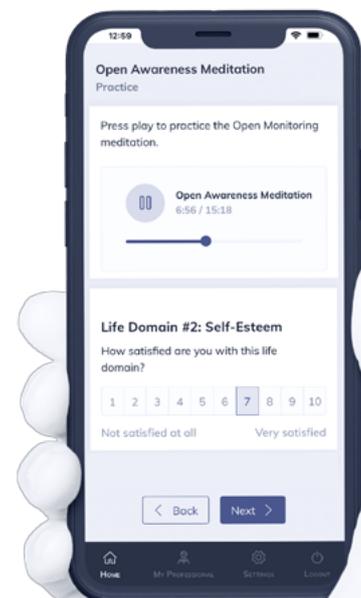
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Warm regards,



Hugo Alberts, Ph.D.  
Co-Founder of Quenza





# Career Aspirations Vision Board

Topic: Career • Type: Exercise • Duration: 60 mins



## Background

Vision boards, rooted in the principles of positive psychology and visualization techniques, have gained traction as a tool for career coaching and personal development. Research suggests that visual representations of goals can enhance motivation and goal attainment (Christensen et al., 2017). The process of creating a vision board aligns with the concept of possible selves, which has been shown to influence career decision-making and motivation (Strauss et al., 2012). Furthermore, the act of visualizing future career success has been linked to increased career self-efficacy and proactive career behaviors (Guan et al., 2017). The creative process involved in vision board creation can also stimulate divergent thinking, which is associated with improved problem-solving skills in career contexts (Zubair et al., 2015). Lastly, the reflective component of this exercise draws on narrative career counseling approaches, which have been demonstrated to enhance career adaptability and identity formation (McMahon et al., 2012).



## Goal

The goal of this exercise is for clients to visually articulate and explore their career aspirations, enhancing their self-awareness and motivation towards achieving their ideal job. Through this creative process, practitioners aim to help clients clarify their professional goals, uncover underlying values and interests, and identify actionable steps towards their desired career path.



## Advice

- This exercise is particularly effective for clients who are visual learners, those at career transition points, or individuals struggling to articulate their career goals verbally.
- While the exercise suggests 30-60 minutes, be prepared to extend this if needed. Some clients may need more time for reflection or may want to complete the vision board over multiple sessions.

- Ensure a diverse range of materials are available to cater to different interests and career fields. Consider digital alternatives for tech-savvy clients or remote coaching sessions.
- Some clients may feel pressure to create a “perfect” vision board. Encourage them to focus on the process and their intuitive choices rather than the aesthetic outcome.
- Clients unsure about their career direction may find this exercise challenging. Encourage them to include images that simply appeal to them, even if they can’t immediately connect them to a career path.
- Be aware that the concept of an “ideal job” can vary significantly across cultures. Encourage clients to define success on their own terms.
- Plan to revisit the vision board in future sessions to track progress and adjust goals as needed.
- Consider pairing this exercise with other career coaching tools like strength assessments or values clarification exercises for a more comprehensive approach.
- Be prepared for emotional reactions as clients engage with their aspirations. Some may feel excited, while others might experience anxiety about the gap between their current situation and their ideal.
- Ensure the session concludes with concrete, actionable steps towards the visualized career goals to maintain momentum.



## References

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- McMahan, M., Watson, M., Chetty, C., & Hoelson, C. N. (2012). Examining process constructs of narrative career counselling: An exploratory case study. *British Journal of Guidance & Counselling, 40(2)*, 127-141.
- Strauss, K., Griffin, M. A., & Parker, S. K. (2012). Future work selves: How salient hoped-for identities motivate proactive career behaviors. *Journal of Applied Psychology, 97(3)*, 580-598.
- Zubair, A., Kamal, A., & Artemeva, V. (2015). Mindfulness and creativity: Implications for thinking and learning. In *Handbook of Research on Creative Problem-Solving Skill Development in Higher Education* (pp. 106-126). IGI Global.

# Career Aspirations Vision Board

## Introduction

Ready to dive into a fun and insightful exercise that'll help you visualize your dream job? Great!

We'll create a vision board that captures the essence of your ideal career. Don't worry if you're not artistically inclined—this is all about expressing your aspirations, not creating a masterpiece.

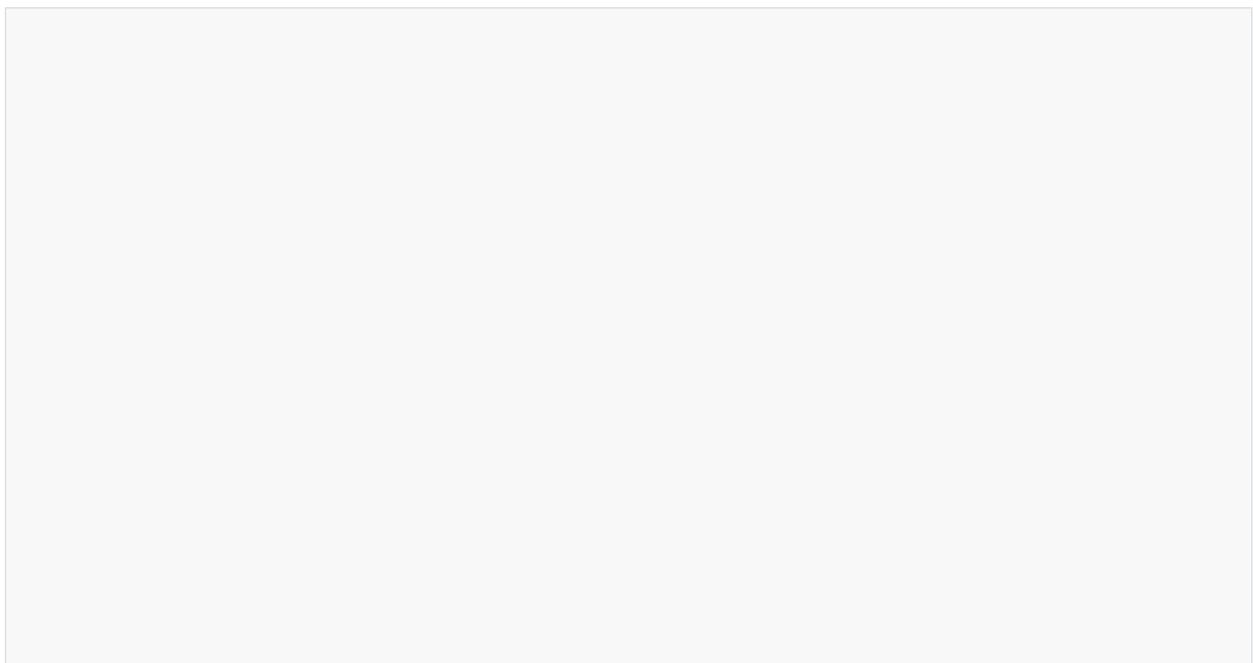
Before we start, gather some materials. You'll need a variety of magazines, newspapers, or printed images. Grab some scissors, glue, and a large cardboard or corkboard. If you prefer going digital, that's fine too - you can use tools like Canva or PowerPoint. The key is to have a canvas where you can arrange images and words that resonate with your career dreams.

## Step 1: Dreaming Big

First things first, let's tap into those career aspirations. Close your eyes for a moment and imagine your ideal workday. Where are you? What are you doing? Who's around you? How do you feel?

Open your eyes and jot down everything that comes to mind. Don't censor yourself - this is your dream job, after all. Think about the environment you'd love to work in, the type of people you'd want as colleagues, the impact you'd like to make. Consider the skills you'd be using and the challenges you'd be tackling.

Remember, we're not just talking about job titles here. We're exploring the essence of what makes work fulfilling for you. Maybe it's the thrill of problem-solving, the joy of creative expression, or the satisfaction of helping others. Whatever it is, write it down:



## Step 2: Picture Perfect

Now comes the fun part. Start flipping through those magazines and printed materials. Look for images, words, or phrases that capture elements of your ideal job. Don't overthink it - cut it out if something catches your eye and gives you a little spark of excitement.

As you're doing this, you might find images that surprise you. Maybe you'll be drawn to pictures of nature even though you thought you wanted a city job. Or perhaps you'll find yourself gravitating towards images of teamwork when you always imagined working solo.

That's all part of the process!

Trust your intuition and let yourself be surprised.

## Step 3: Putting It All Together

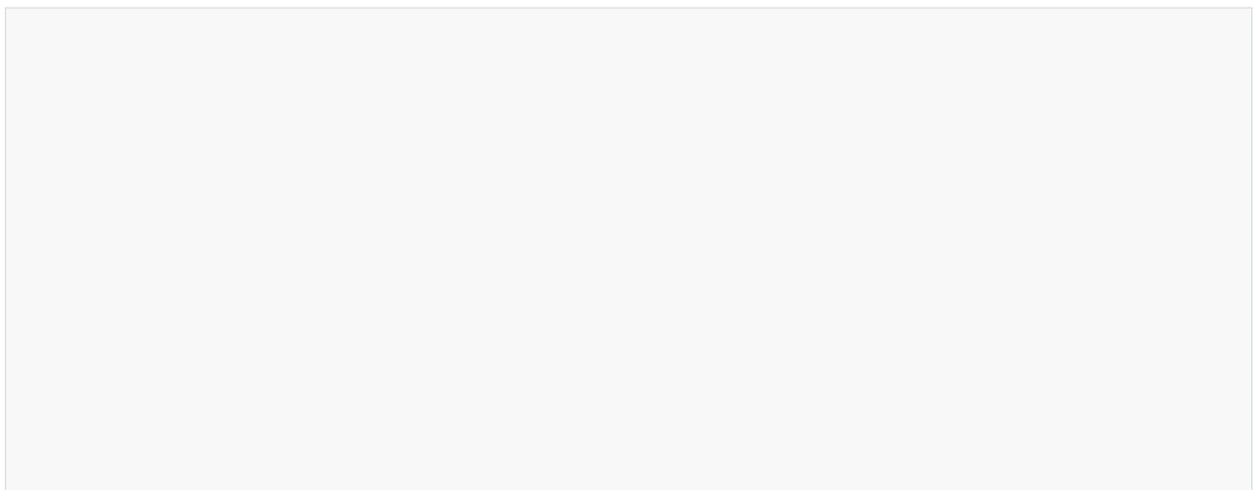
Now, it's time to bring your vision to life. Lay out all your cutouts on your board. Play around with the arrangement. Does putting certain images next to each other spark new ideas? Do some combinations feel particularly right?

Once you're happy with the layout, start gluing or pinning everything down. As you do this, pay attention to how you feel. Are you getting excited? Can you start to see yourself in this future?

## Step 4: Diving Deeper

Now that your vision board is complete let's take some time to reflect on what you've created. The insights you gain here can be incredibly valuable for your career planning. Grab a notebook, and let's explore some questions:

What stands out most on your board?



Why do you think that is?

What skills and interests are reflected in the images you chose?

What emotions come up when you look at your vision board?

Are there any themes or patterns you notice?

How does this vision align with your current career path?

Are there any surprising differences?

## Step 5: From Vision to Action

Your vision board is a powerful tool, but it's just the first step. Let's think about how to bring this vision closer to reality:

- What specific careers or roles align with the elements on your board?
- What small steps could you take this week to move towards this vision?
- Are there any skills you need to develop to make this vision a reality?
- Who could you reach out to for advice or mentorship in this direction?

Remember, big dreams are achieved through small, consistent actions. What's one thing you can do today to start bringing your vision to life?

## End of Exercise

Congratulations! You've just created a powerful visual representation of your career aspirations. This vision board is more than just a collection of images - it's a roadmap to your ideal future.

Keep your vision board somewhere you can see it regularly. Let it inspire you, guide your decisions, and remind you of what you're working towards. And remember, as you grow and change, your vision might evolve too. That's okay. You can always create a new board or add to this one.

You've taken an important step in clarifying your career goals. Go out there and start turning that vision into reality!