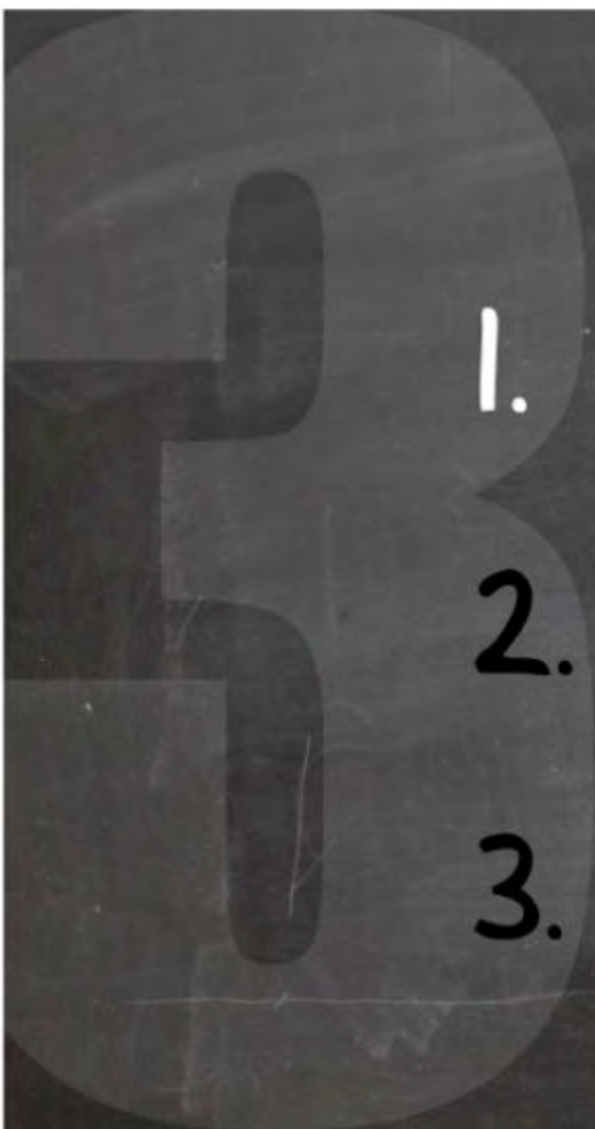




1. Competition

2. Networks

3. Risk

"How do I bring my **DIFFERENT INTERESTS** together into a career?"



"What should I do if
I DON'T KNOW what I like?"

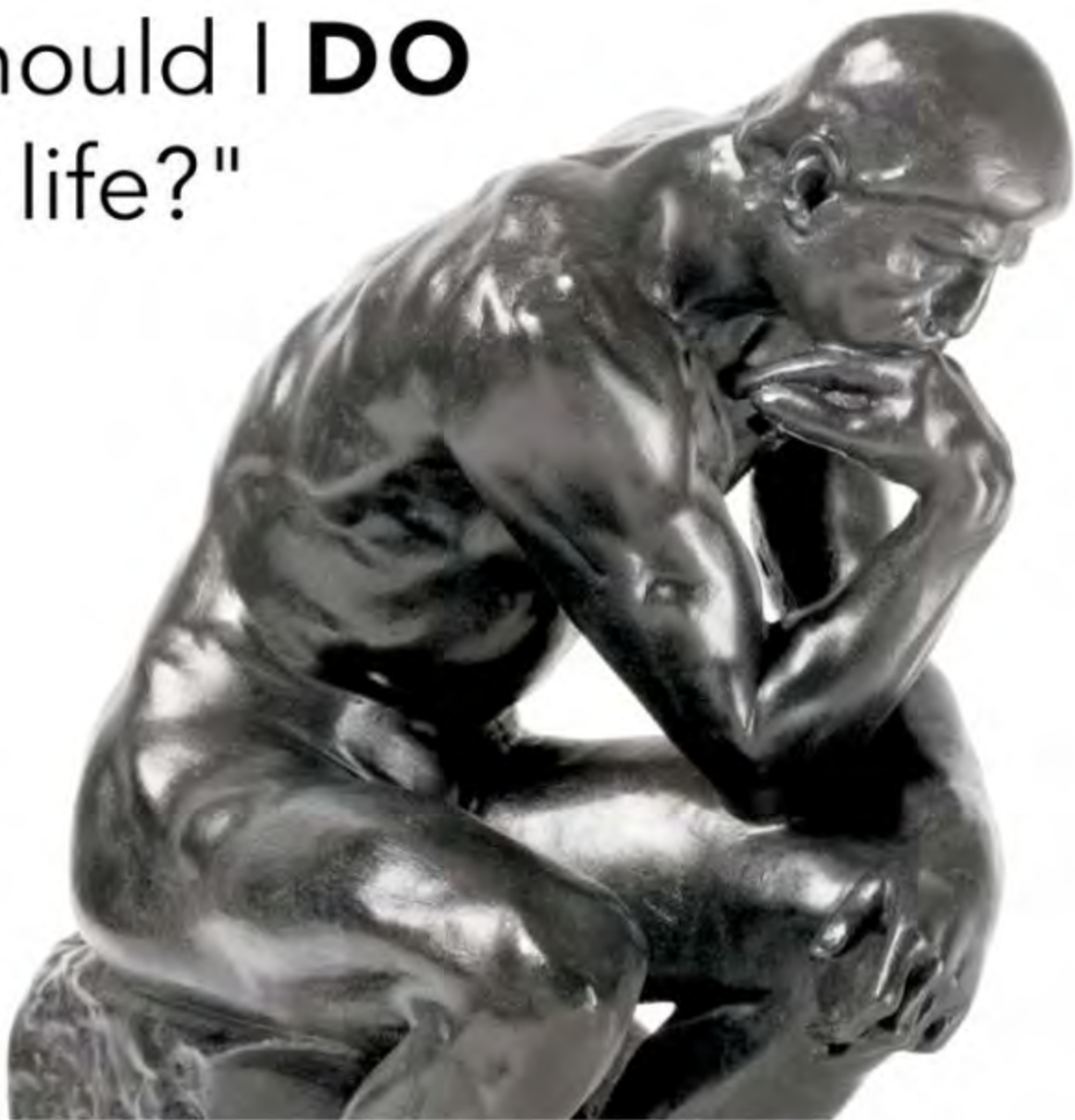


"How do I choose between
so many **DIFFERENT PASSIONS**?"



All of these are variations of
the **CLASSIC CAREER QUESTION...**

"What should I **DO**
with my life?"



But these are the
WRONG
questions to ask.

Among other things,
these questions
focus the attention on
YOU



instead of the most important factor...



EVERYONE ELSE



Many people **WANT** your dream job.

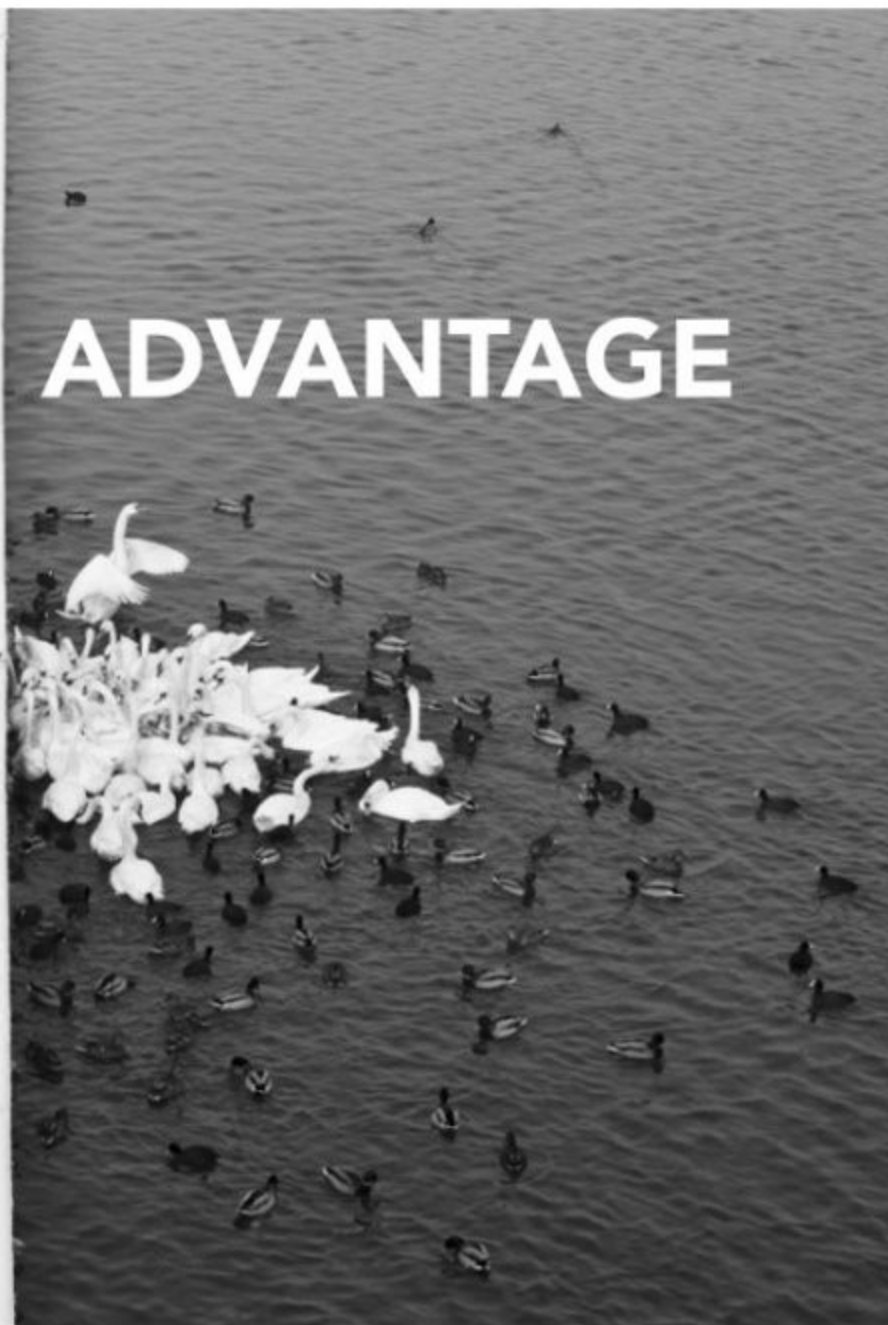


For anything desirable, there's **COMPETITION.**

To beat the competition,
you need to develop a

COMPETITIVE

ADVANTAGE



But what is a

COMPETITIVE ADVANTAGE

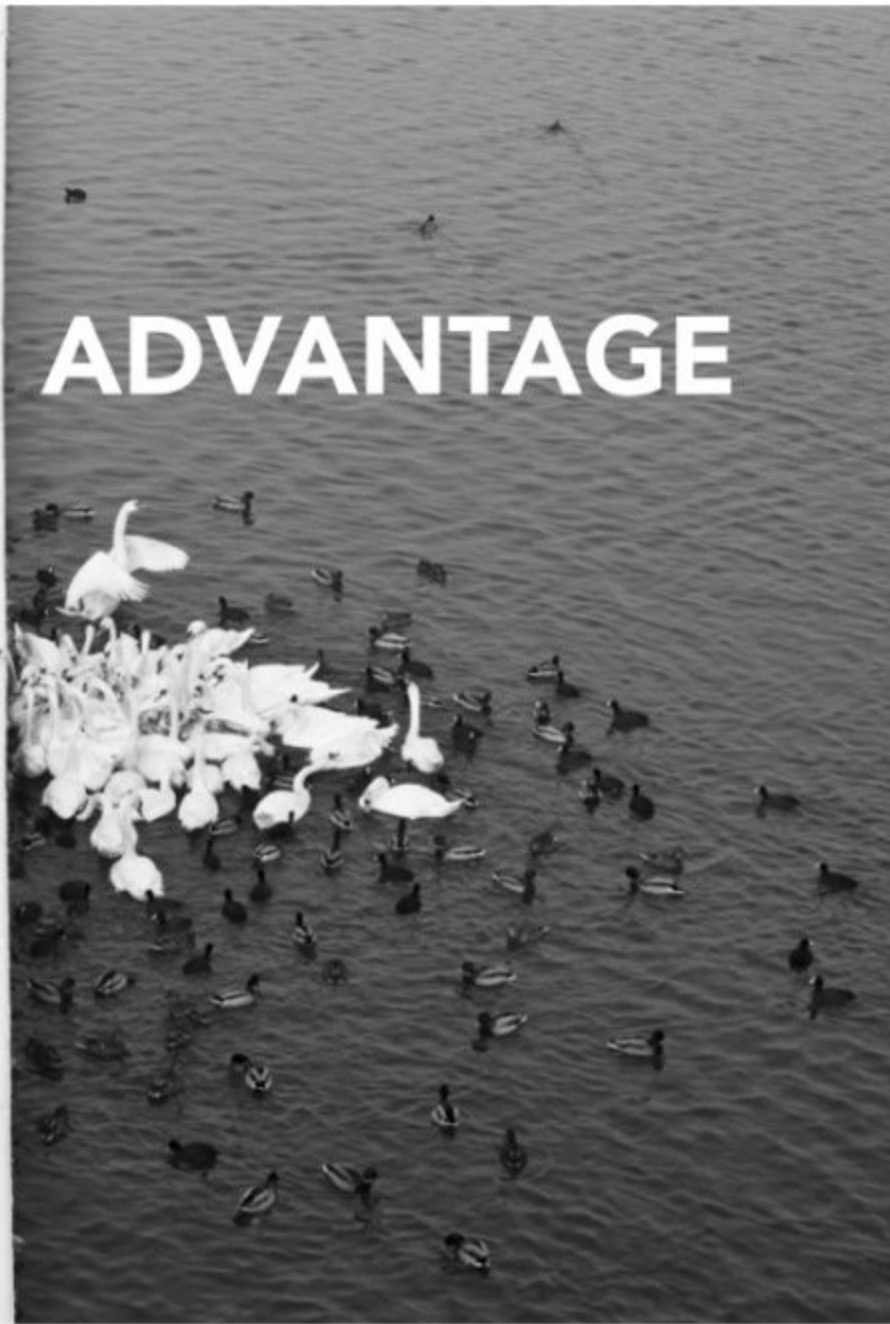
made of?



COMPETITIVE ADVANTAGE

It's comprised of
three things:

- **ASSETS**
- **ASPIRATIONS**
- **MARKET REALITIES**



Your **ASSETS** are what you
have going for you now.



Your **ASPIRATIONS** are where you
might like to go in the future.



And the
MARKET REALITIES
are what people will
actually pay you for.



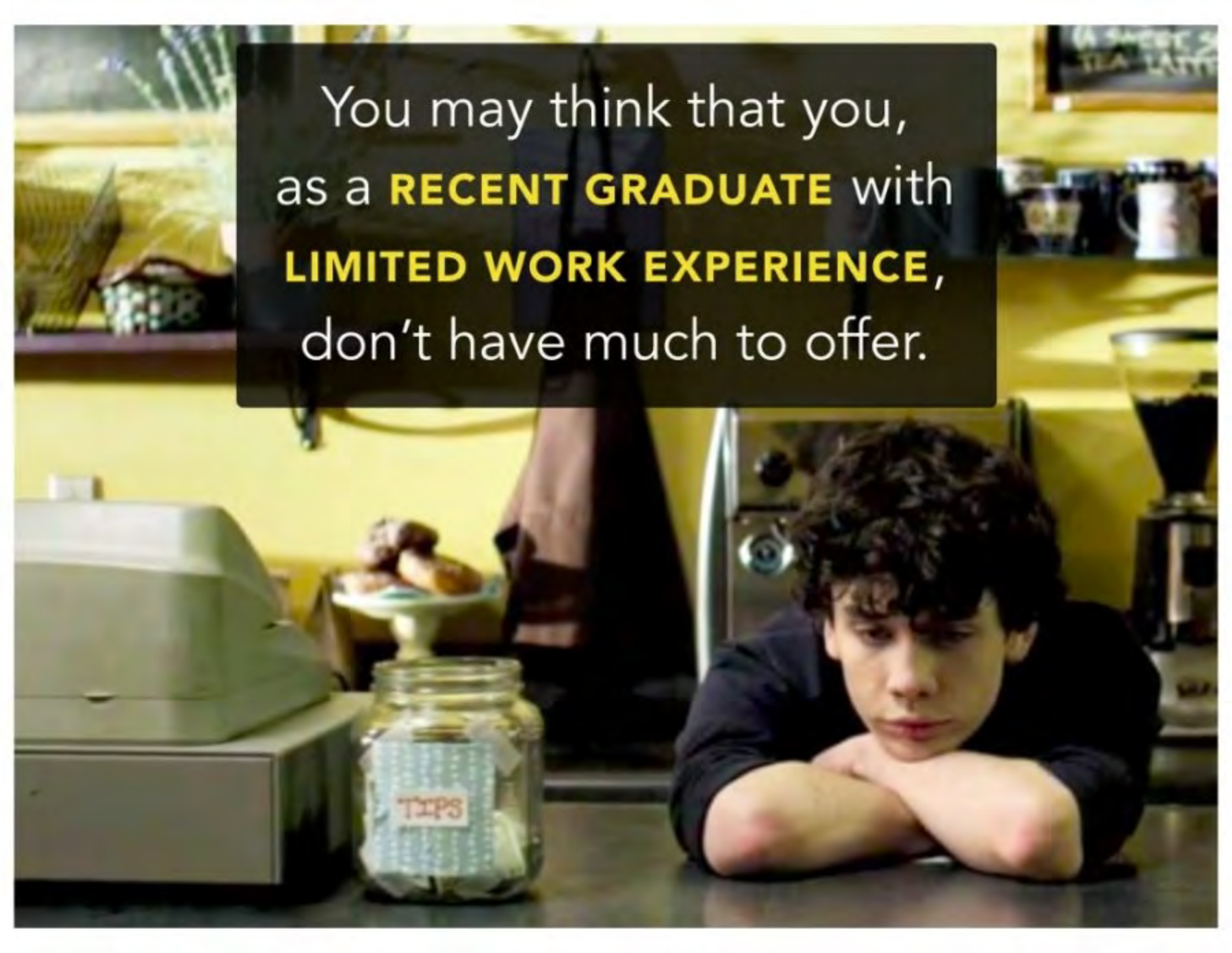
The best career has you pursuing
worthy **ASPIRATIONS**, using your **ASSETS**,
while navigating the **MARKET REALITIES**.



Another **CLASSIC QUESTION**
you may struggle with...

"How do I make a
POSITIVE DIFFERENCE
in the world?"





You may think that you,
as a **RECENT GRADUATE** with
LIMITED WORK EXPERIENCE,
don't have much to offer.

In fact, your
EXISTING ASSETS
have value, too.

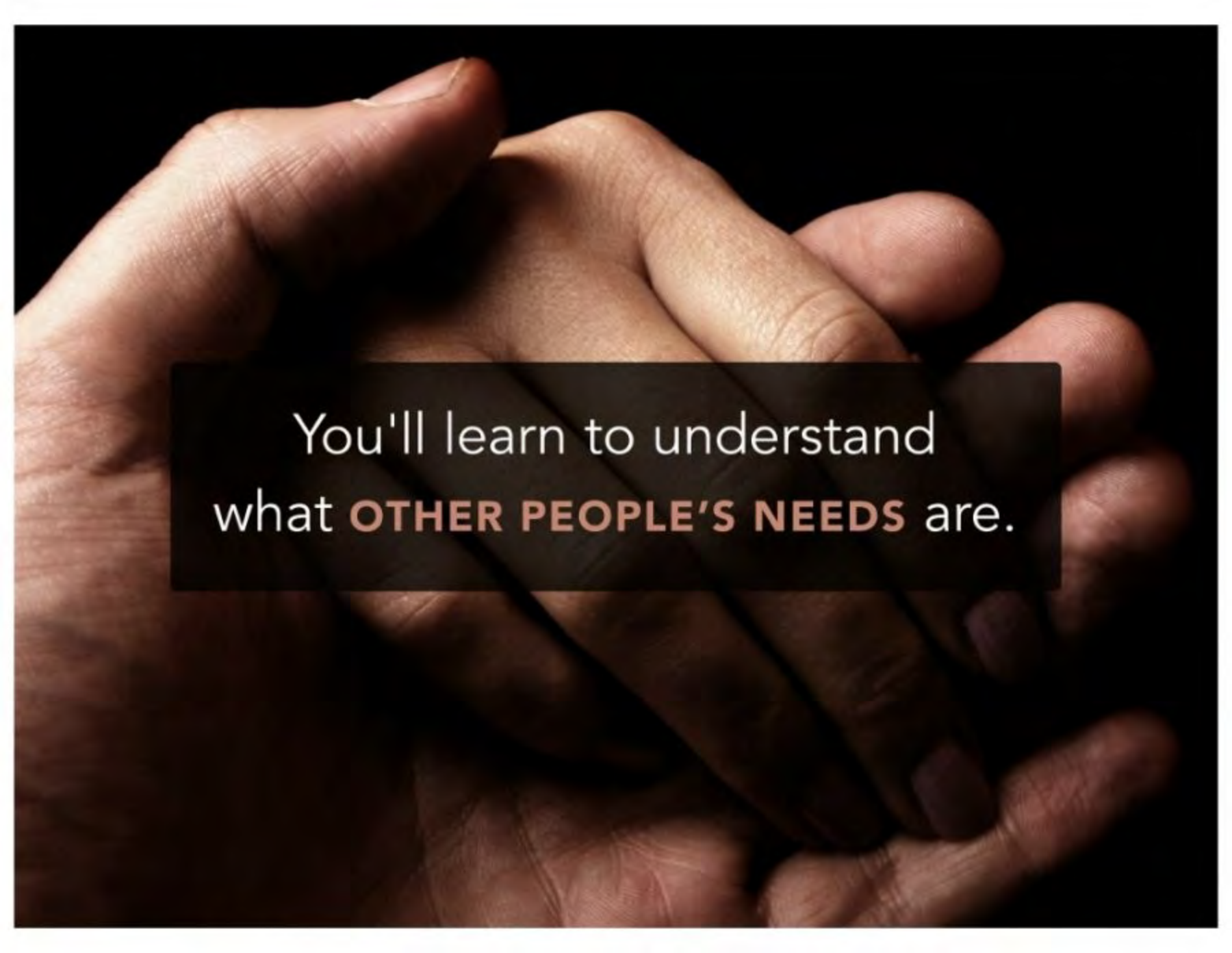




You'll be surprised
how valuable your
existing skills and
connections are
to those who
DON'T HAVE THEM.

Just ask others: **"HOW CAN I HELP?"**



A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned with fingers interlaced, and the skin tone is a warm, light brown. The background is dark and out of focus. A semi-transparent dark rectangular box is centered over the hands, containing white text.

You'll learn to understand
what **OTHER PEOPLE'S NEEDS** are.

A pair of hands is shown holding a small, realistic-looking globe of the Earth. The hands are positioned at the bottom and sides of the globe, with fingers gently gripping it. The globe shows detailed features of the Earth, including blue oceans, white clouds, and green landmasses. The background is a solid black, which makes the globe and hands stand out. A semi-transparent dark rectangle is overlaid on the center of the globe, containing white and yellow text.

Fulfill needs. Solve problems.
And you **CHANGE THE WORLD.**