

CAREER CENTER NEWSLETTER

In February 2023, the newly named **Career Center Telegrafenberg** extended its career support offers to include postdocs at PIK. To reflect this new start, our newsletter will introduce different stages of the career development process. We recommend that you save this information for future use.

There are many steps involved when taking an active approach to your career development. Networking and promoting yourself to potential employers are of course important, but first you should have a clear understanding of your values, strengths and career goals, **YOUR BRAND!** You will then be better prepared to present a clear message to others about who you are and what you have to offer.

The next newsletter will dive deeper into the topic of presenting your brand.

Define your values



Understanding the **values** that are important to you will help you to recognise career opportunities when they arise. To find a job that gives you greater satisfaction clearly communicating your values, to those in your network and beyond, is a good way to start.

Discover your strengths



If you use your **strengths** at work you are more likely to feel engaged with your job. An explanation of the difference between strengths and skills is that strengths are innate, whereas skills can be learned and developed. You can identify your strengths with self-diagnostic exercises and tools.

Decide your Career Goals



Once you have a good understanding of your strengths and values, it is important use these! You can set long, or short term, **career goals** that utilise your strengths and values. If you understand where you are now in your career, and know what you're aiming for, you can tailor your personal brand to achieve these goals.

Get Support from the Career Center



It can be a challenging exercise to understand how your values and strengths align with your career goals. The Career Center Telegrafenberg offers a 6-stage **career coaching process** to address these topics.