



Criteria to define my fulfilling/dream job

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1 COMPANY

1.1 Minus

- Brand is misleading and famous names are not always valuable employers
- Company culture depends on management and management keeps changing. Therefore, consistency is lost
- Forces compromise on other key conditions (function, salary, location...)
- Salary is often low at famous brands (mostly for entry level positions)
- Selection might be too narrow and limits options

1.2 Plus

- Constitutes a wonderful threshold for a successful career path
- Enriches my résumé and nurtures my brand
- Gives me the opportunity to work with people and/or in an industry I like
- Grants internal/personal training and personal growth career opportunities
- Offers diverse cultures and/or international exposure
- Offers me the possibility to join the alumni network of the firm (e.g. : Former P & G employees, former McKinsey employees ...)
- Provides good structure, clear procedures and efficient methods of work
- Provides a path for safe professional development
- Reputation of a company and/or brand is critical for future employment

2 FIELD INDUSTRY

2.1 Minus

- I may end up with a boring function/job
- I overlook other opportunities outside of my targeted field
- I lock myself into a narrow field with no future
- The entire industry can disappear
- I risk losing sight of financial aspects (salary and perks)

2.2 Plus

- Gives me an opportunity to do things for which I have passion [creativity, learning...]
- Has techniques/products/services that appeal to me, which I can acquire/learn with ease
- Helps me to specialize and become an expert in a field I like
- I can select a field/industry which is growing and successful
- I'll be inclined (and at ease) to network [therefore expanding opportunities and becoming more empowered]
- I'll be more open for career development opportunities in this field, since I have enthusiasm for it
- I'll encounter less difficulties in my work (hence will be more successful) since I feel positive about it
- It matches my philosophy of life and my key values
- It triggers spontaneous sympathy for the people in the field/industry, as I am one of them
- My professional success in this field is highly likely and will become a "reference for my career"

3 FUNCTION/ACTIVITY/TITLE

3.1 Minus

- The meaning of the title varies across companies and industries
- Choosing function/activity/title as a prime criteria can box me in and limit my growth
- Choosing by function/activity/title is a shallow approach and requires deeper understanding of the position
- Function/activity/title can be a misleading sales tool that organizations use to attract people for "odd" jobs that no one wants

3.2 Plus

- Assists me in designing my role and helps me shape my future
- Ensures that I have pleasure doing something where I will spend most of my time
- Gives me an opportunity to use the skills I like best
- Helps align with my passion [industry I choose]
- Narrows the range of companies that are a fit for me
- Expectations of job are clear
- Offers me the identity I want

4 LOCATION [GEOGRAPHY]

4.1 Minus

- I could get bored easily
- I limit my opportunities to interact with other cultures
- I may miss opportunities that could be interesting in other countries
- I may hamper/limit/sacrifice my professional development if I stay put in one area

4.2 Plus

- Allows me to discover new places and cultures
- Gives me international exposure
- I can blend my professional life with my personal life
- I can select a climate that I like [weather]
- I may choose places where the income is good and allows me to support my extended family
- Provides me with greater opportunities to network
- Let me choose the markets where I can find the best opportunities and challenges
- Matches my interests [e.g.: personal interests, family...]
- Offers me the right fit [the sort of environment and culture I prefer to have]
- Offers more challenge/diversity
- Pleases my family and myself

5 PEOPLE ENVIRONMENT

5.1 Minus

- I stay in my comfort zone, so do not learn much about conflict resolution and diversity
- I may miss job or growth opportunities
- My first impression might be wrong and then ...I am stuck

5.2 Plus

- Company XYZ with an A+ team, is better than company PQR with a B- team
- Enables me to perform tasks more efficiently [through team work]
- Gain familiarity with team work, which is how most companies operate
- Gives me the opportunity to share and learn every day
- Helps me avoid potential conflicts at work
- I can learn easily from the team as I like them
- I will see my team every day and spend most of my time with them
- Increases my sense of commitment
- Productive people around me will push me to stretch/test my own limits
- Offers fun and enjoyment
- Work is stressful enough and enjoying co-workers makes it better

6 PERSONAL GROWTH AND LEARNING

6.1 Minus

- Making a job my primary source of growth is limiting
- I essentially work to use my expertise and not to gain knowledge
- If I focus primarily on personal growth (ego-centered), I can ignore the team/others

6.2 Plus

- Creates more opportunities for the future
- Develops my potential to its fullest
- Has a contagious effect on others
- I ensure long term growth
- I expand my vision
- I gain maturity [both in work and personal life]
- I increase opportunities and the chance to be promoted
- Is a source of motivation
- It is a wonderful way to achieve self-realization
- Lets me enjoy new challenges
- Learning provides satisfaction/sense of accomplishment

7 SALARY

7.1 Minus

- Highly paid employees are the first to be let go in times of crisis
- I may not reach my potential (golden handcuffs)
- I may lose interest and eventually hate my job
- I might compromise my integrity/betray my principles on key value issues
- I'll be tempted to sacrifice my personal life in the pursuit of money

7.2 Plus

- Generates incentive to progress
- Gives me security for the future
- Helps me improve the quality of the life I want
- Is an accepted way to measure my success [socially, power, status....]
- Is the best opportunity to gain the highest return on labor
- Lets me acquire material means, status and the ability to afford the leisure activities I want to do
- Offers security in case of a job accident
- Provides me with the possibility to improve others' lives
- Provides recognition and a sound measurement of performance

8 WORKING CONDITIONS

8.1 Minus

- Decreases motivation when they are inadequate or inappropriate
- I may miss other job opportunities if I am too focused on working conditions
- May provide less flexibility and adaptability
- Places performance as a second goal, not primary motivator
- There may be no penalty when something is done wrong/performed badly

8.2 Plus

- A relaxed environment increases my motivation and productivity
- Creates happiness when I control my surroundings
- Ensures physical and mental health
- Gives maternity/paternity leave
- Help me balance my personal life and professional life
- I am able to work more efficiently
- Lets me have flexibility in case I need it [time off, telecommuting ...]
- Offers me a good location and pleasant facilities
- Offers safety and security
- Provides me with good benefits [health, cell phone, car...]