UB Career Cycle Action Step:

Define Your Professional Goal

Simply state your professional plans or the direction you are heading in. It's your best guess, not set in stone. It's the launch point for this transition. If you are just getting started, you may refer to what you plan to major in. Or, if you are starting graduate school, you may be choosing a concentration. If you are more experienced, you may have Plans A, B, even C. Your statement will become more robust as you progress around the circle a few times.

Examples:
"I plan to major in graphic design because I am an artist at heart but I know I have to earn a living. I would love to eventually work for a fashion magazine in New York."

"I have been working in the nonprofit world in development for 10 years and now I want to take my experience and become a consultant to nonprofit organizations. I am studying business management so that I understand all aspects of running my own business and have a credential that leaders will recognize. My Plan B is to direct a nonprofit myself."

Write your professional goal below.

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