

Female Career Orientation and Goal Setting

Empowering Women Through Knowledge, Skills, and Networks




Website

<https://www.novamentis.pro/>

Introduction



Empowerment is at the heart of career development for women. As women increasingly seek economic independence and professional fulfillment, **they often encounter obstacles** such as limited access to education, fewer job opportunities, and insufficient career guidance. Entrepreneurship and career planning offer promising pathways, but **success requires the right mindset and tools**. This presentation **will guide you through key strategies** including career orientation, goal setting, effective decision-making, and building strong support networks, all designed to help you realize your potential.



What is Career Orientation?

Career orientation helps women gain **clarity about their personal skills, interests, and the opportunities** available to them. It also involves **understanding the challenges they face**, such as balancing life responsibilities and breaking through social and structural barriers. This foundation enables informed decisions about career growth or entrepreneurship.



Challenges

Women Commonly Face

Women often face a unique set of challenges in their career and entrepreneurial paths that are deeply rooted in societal expectations and structural inequalities. One of the most persistent issues is the **difficulty of balancing professional ambitions with personal responsibilities**, especially caregiving. This can lead to fewer hours spent on professional development or fewer opportunities for networking and career progression.

In addition, **access to education and skill-building opportunities may be uneven**, particularly in male-dominated sectors like technology, leadership, or finance. Women are also more likely to encounter workplace bias—both unconscious and overt—which can limit hiring, promotion, or funding opportunities in entrepreneurship.

Another often overlooked challenge is the **lack of tailored career guidance or mentorship**, which leaves many women without role models or advisors who understand their unique career contexts. As a result, some women may delay or entirely avoid taking the necessary steps to grow professionally, even when they are highly motivated.

Despite these barriers, countless women have carved paths of success by taking deliberate actions—gaining clarity about their goals, building support systems, and using strategic tools to overcome limitations. **The goal of this training is to provide the resources to do just that.**

Key Tools

For Career Planning

Women can use specific tools to map their career paths and plan effectively:



SWOT Analysis

The SWOT analysis is a valuable technique to self-assess personal Strengths, Weaknesses, Opportunities, and Threats, providing insight into internal and external factors that affect career decisions.



Career Model Canvas

The Career Model Canvas offers a visual representation of potential career paths, enabling women to plot actions, goals, and resources needed for success.



Skills Gap Analysis

Skills gap analysis identifies which skills a woman already possesses and highlights areas that need improvement for career growth.

Self-Reflection ●

Through SWOT Analysis

A **personal SWOT analysis** offers a simple yet effective way for women to reflect on their unique capabilities and challenges. **Strengths** may include communication skills, resilience, or creativity, while **weaknesses** might highlight areas for growth or lack of specific qualifications.

Opportunities often involve new industries, online education, or mentorship programs. **Threats** may come from societal expectations, caregiving responsibilities, or limited access to resources.

By naming and understanding these factors, **women can better position themselves in the job market.**

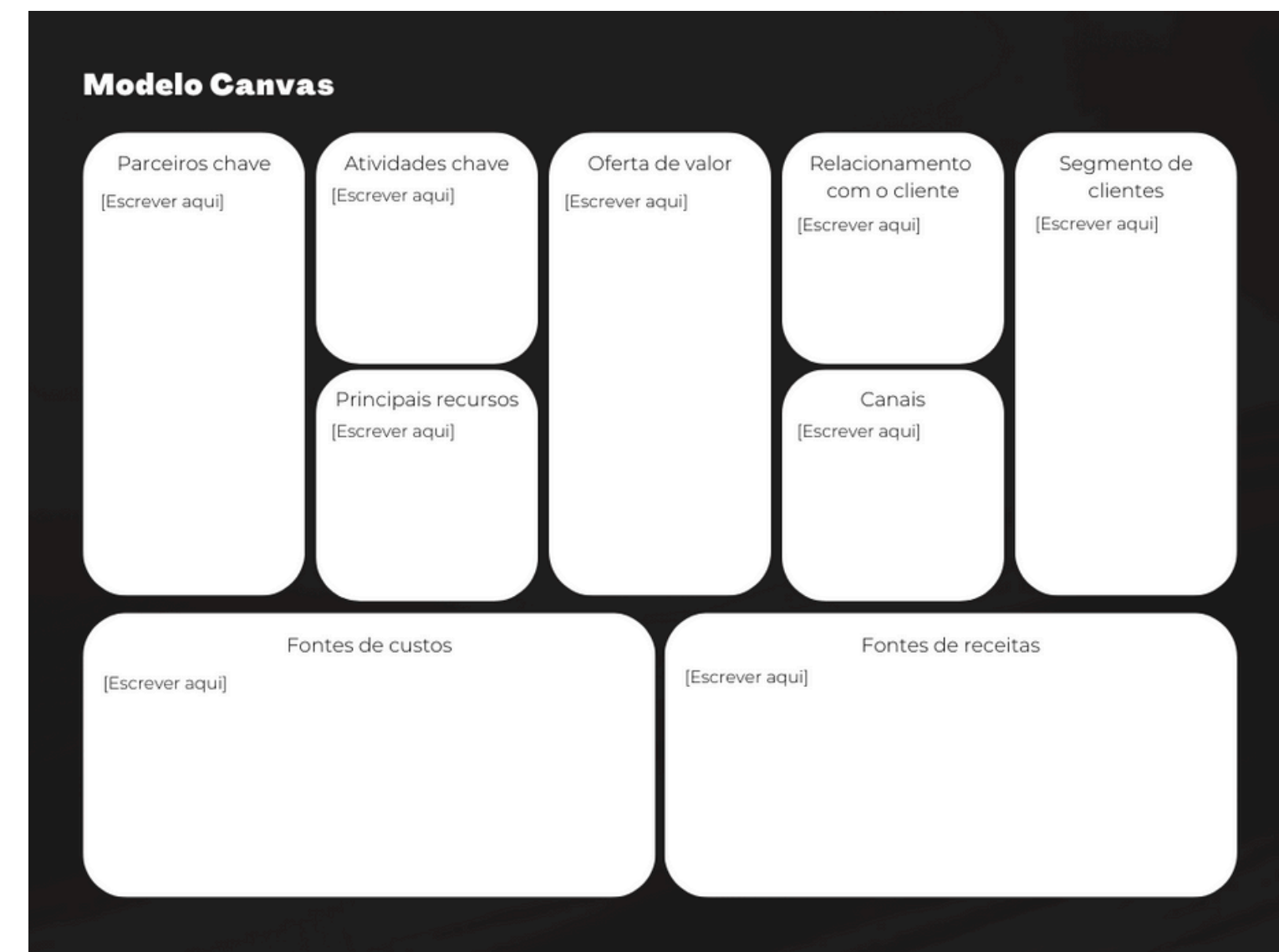


Career Model Canvas

The **Career Model Canvas** is a powerful tool that allows you to visualize and design your career with clarity. It works like a **map that links your passions, skills, and values to the opportunities** available around you.

Instead of thinking about your job as a static title, this model encourages you to explore **how different elements of your life—** your personal mission, your strengths, your environment—**interact to create a dynamic career path.** You are invited to reflect on the kind of impact you want to make, the type of lifestyle you aim to achieve, and the resources and support you can harness along the way.

This method gives **structure to your aspirations** and empowers you to be intentional about every choice you make.



The Power of Goal Setting

Setting goals is a powerful strategy for **driving personal and professional growth**. For women navigating the workforce or entrepreneurship, clear goals **serve as a guiding path**, turning ambition into structured action.

Rather than vague aspirations, **defined goals offer clarity**. They help in identifying what steps to take next, how to allocate time and resources, and how to track progress.

Using structured frameworks **supports focus and motivation**. Whether aiming to upskill, change careers, or launch a business, setting both short-term and long-term goals can create momentum.

Ultimately, goal setting **builds confidence, fosters resilience**, and **encourages women** to actively shape the futures they envision.

SMART Goals Framework

Specific: Clear and detailed goals

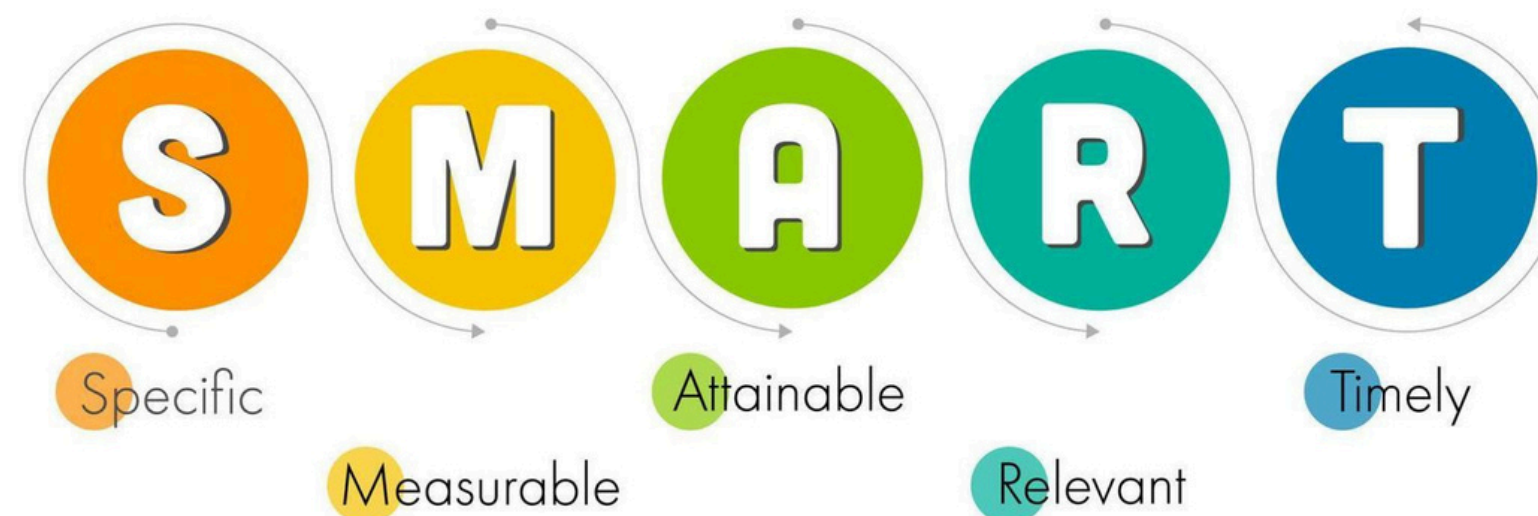
Measurable: Ways to track progress

Achievable: Realistic given current resources

Relevant: Aligned with personal values and ambitions

Time-bound: Deadlines for accountability

The **SMART framework** is an effective way to create well-defined goals that increase the chances of success. Goals should be **Specific**, providing clarity on what exactly is to be achieved. They must be **Measurable**, allowing progress to be tracked objectively. **Achievable** goals are realistic, given the individual's current resources and circumstances. **Relevant** goals align closely with personal values and long-term vision. Finally, **Time-bound** goals include deadlines to foster commitment and avoid procrastination.



Short-Term vs. Long-Term Goals

Goal setting becomes more impactful when we understand the difference between **short-term** and **long-term goals**. By linking small steps to big dreams, you develop a career strategy that is both motivating and manageable.

Short-term goals are immediate, practical steps that create momentum. They may include refreshing a CV, signing up for a short online course, or attending a networking event. These quick wins not only boost confidence but also give tangible direction to daily efforts.

Long-term goals, by contrast, are tied to our broader aspirations. They may involve pursuing a new qualification, transitioning into a more fulfilling role, or even starting a business. These goals require planning and persistence, but they provide a sense of purpose and a motivating vision to work toward.

Decision-Making for Career Growth

Decision-making is a key driver of career advancement. Every job application, course enrollment, or new collaboration is the result of a choice. But often, fear of making the wrong move leads to stagnation.

Developing effective decision-making strategies **transforms uncertainty into clarity**. Simple tools, such as a **Pros and Cons list** or a **Decision Matrix**, can help you weigh your options in an objective way. You begin to understand which opportunities align with your values and which paths serve your goals best.

By practicing deliberate and informed decision-making, **you become more resilient, confident, and ready to act when opportunities arise.**

Problem-Solving

Obstacles are part of every career journey. But **every problem contains an opportunity for growth**—if you know how to approach it. Effective problem-solving is about staying calm, understanding the issue deeply, exploring multiple solutions, and then taking bold yet thoughtful action.

When facing a challenge, begin by **identifying the core problem**. Then, **brainstorm solutions, considering the risks** and potential outcomes of each. **Choose your direction, act**, and then **reflect** on what worked and what didn't. Each obstacle overcome is not just a success—it's a **lesson** that sharpens your skills for the future. This process not only helps you navigate difficulty but also builds a **mindset of resilience and resourcefulness**.

Building a Strong Support Network

Behind every empowered woman is **a network of people who encourage, support, and uplift** her. Building a support network means **surrounding yourself with people who believe in you**—and who you can learn from, lean on, or grow with.

Your network can include:

Mentors

women or
professionals with
experience who
can offer guidance

Peers

friends, colleagues,
or fellow learners
who are on a similar
journey

Community contacts

local organizations,
online forums, or
interest groups

Personal allies

those who support
your goals
emotionally and
practically

Mapping Your Network

Let's take a moment to visualize your support system. A **Support Network Map** helps you identify where your connections are strong—and where they need to grow.

Start with three simple circles:

1. **Current Support** – Who is already helping you? (emotionally, practically, professionally)
2. **Potential Connections** – Who could you reach out to or reconnect with?
3. **Gaps** – What kind of support do you need but don't yet have?

Once you see the map, you'll be more intentional about nurturing the connections that matter—and seeking out the ones you still need. Every conversation, every collaboration, every moment of support makes your journey more powerful.



Empowered Action - From Learning to Doing

Everything you've learned so far has been designed to do one thing: **help you take action with purpose and confidence.**

You now have:

- Tools to set and pursue meaningful goals
- A deeper understanding of your values, strengths, and challenges
- A flexible map for building your future
- Practical decision-making and problem-solving strategies
- Awareness of the people and systems that can support you

*Now is the time to apply what you've learned. Choose **one action** you'll take this **week**—no matter how small. Then build from there. Progress happens **one brave step at a time**. Your potential is not something you need to discover. It's something you get to activate.*

Thank You For Your Attention



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