



“Sweet Spot” Exercise

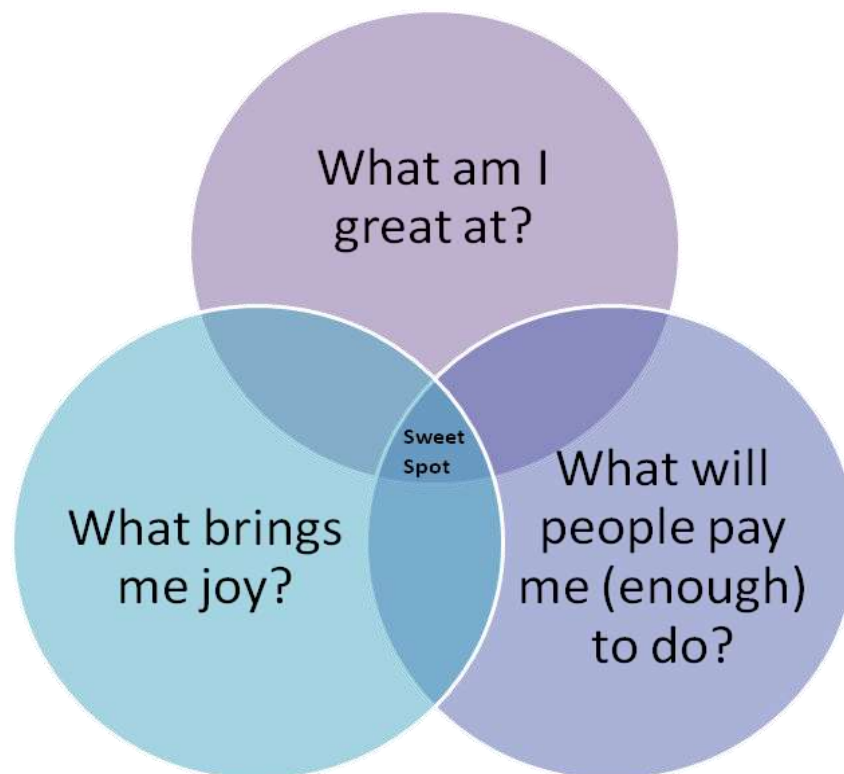
A Career Reflection Exercise

developed by Shana Montesol Johnson, Career/Executive Coach

Based on the “Hedgehog Concept” in “Good to Great” by Jim Collins.

This four-step exercise will help you identify your “sweet spot” when it comes to job and career. Plan to spend 15-30 minutes brainstorming your responses to the following three questions, and then some additional time identifying the overlap between your three sets of responses.

My coaching clients and I have found it helpful to use one page per question, as responses often don't fit neatly into the circles in the Venn diagram. There is space below each question for your brainstorm. If you need more space, feel free to use extra pages.



Shana Montesol Johnson, Career/Executive Coach

shana@developmentcrossroads.com • <http://developmentcrossroads.com/>

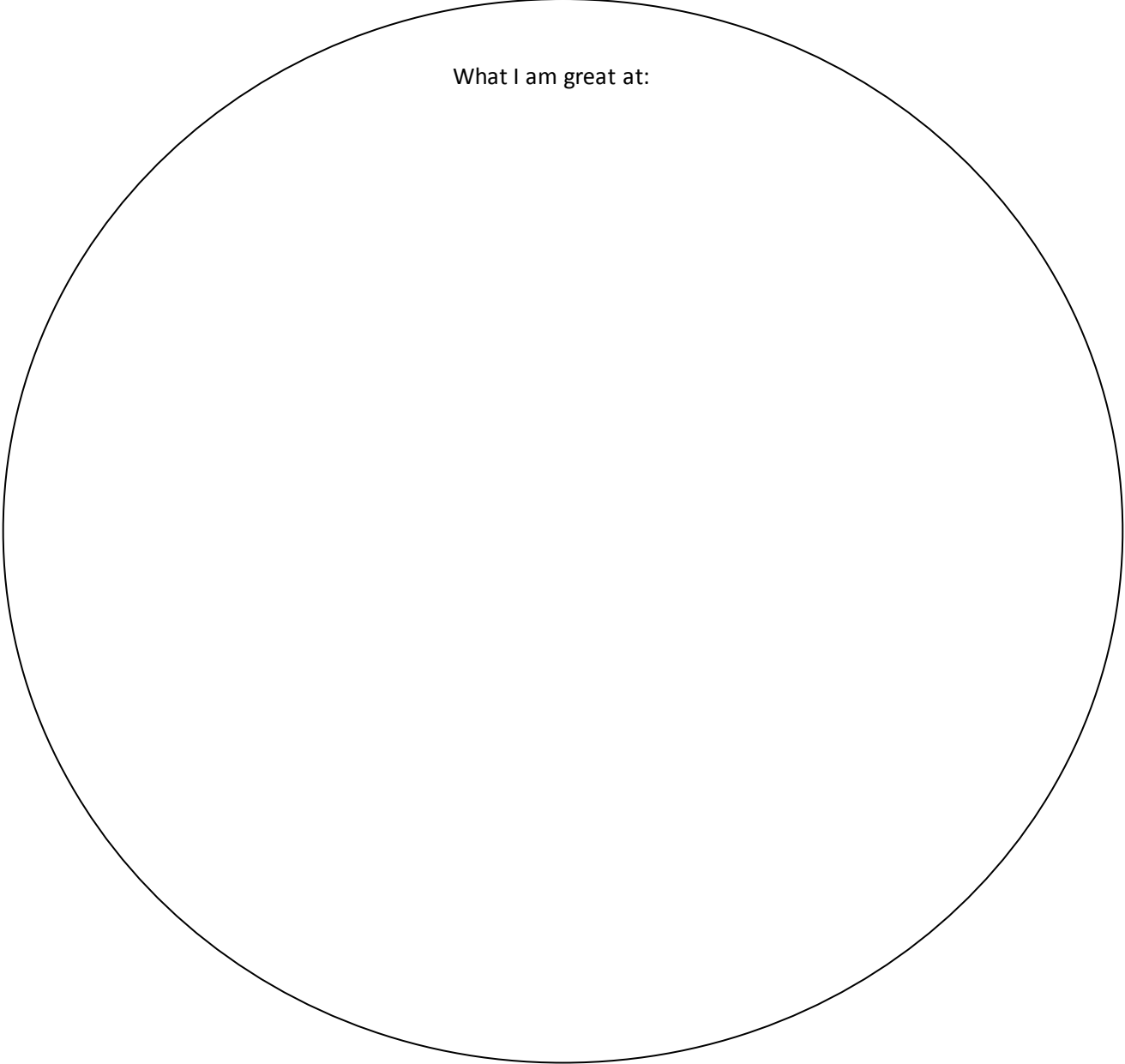
Step 1: Brainstorm your responses to the question:

What am I great at?

In other words:

- What skills and strengths do you have?
- What are the things that you do well?
- What activities have you noticed comes easily to you, which may be difficult for others?

Note that your answers may include things that you do not particularly enjoy doing. That's ok.



What I am great at:

Shana Montesol Johnson, Career/Executive Coach

shana@developmentcrossroads.com • <http://developmentcrossroads.com/>

Step 2: Brainstorm your responses to the question:

What brings me joy?

In other words:

- What are you passionate about? These can be areas of interest, causes, hobbies, ideas.
- How do you most enjoy spending your leisure time? What kinds of books do you read for fun? What section of the newspaper do you turn to first?
- What do you enjoy doing, talking about, learning about on your own time?
- What topic, idea, or cause would your friends or family say that you “live, eat, sleep, breathe”?
- Is there something that you feel called to do?
- Is there a place in the world that has always held an attraction for you?

Note that your answers may include things that you aren't necessarily skilled or good at. That's ok.



What brings me joy:

Shana Montesol Johnson, Career/Executive Coach

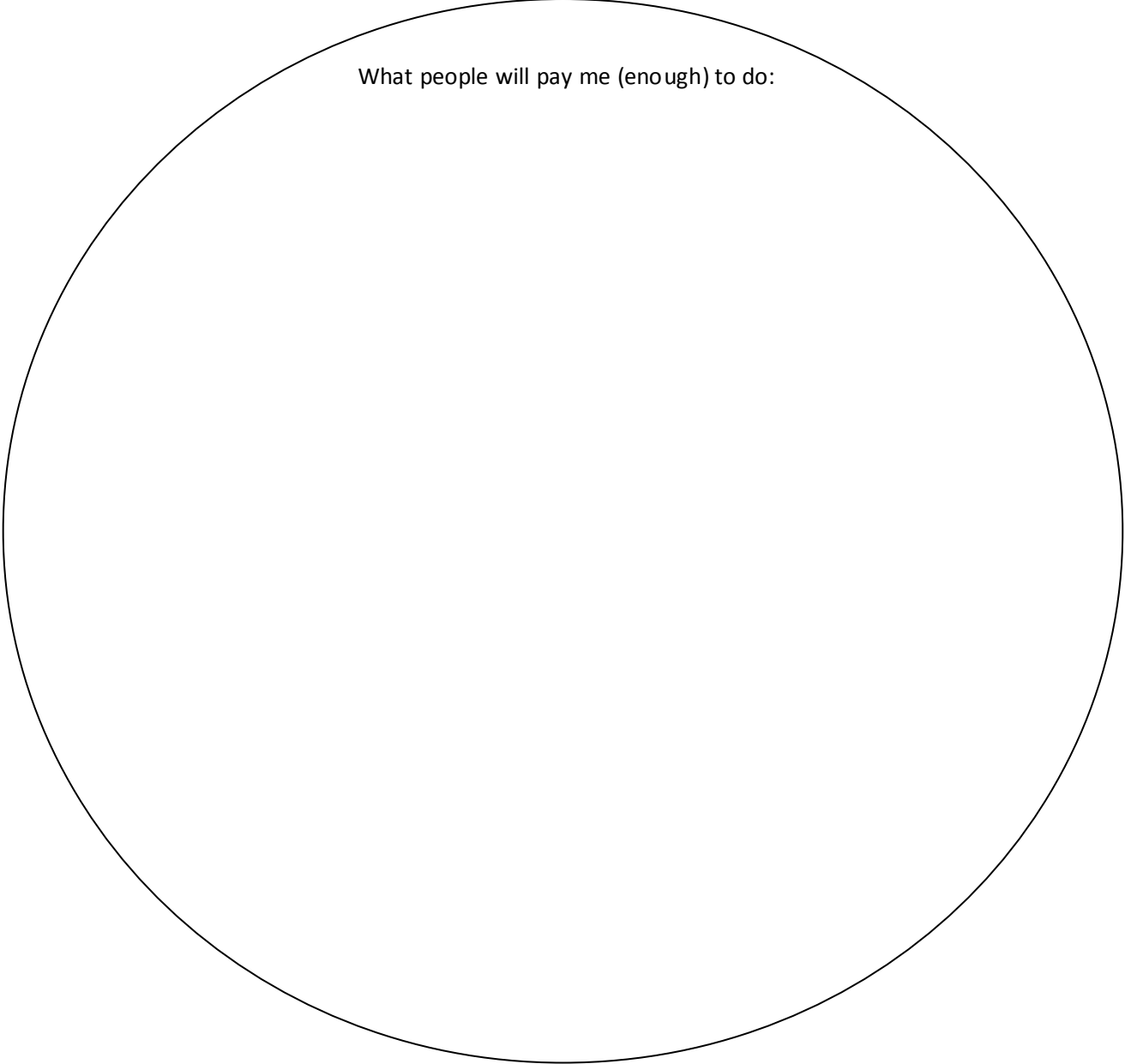
shana@developmentcrossroads.com • <http://developmentcrossroads.com/>

Step 3: Brainstorm your responses to the question:

What will people pay me (enough) to do?

In other words:

- What marketable skills and abilities do you have?
- Look at it in “market terms” of supply and demand for your work – what will someone pay you to do?
- What is important enough to other people or organizations that they will pay you to do it?
- This question assumes you know how much pay is “enough” for you, or what level of salary/benefits would you accept.

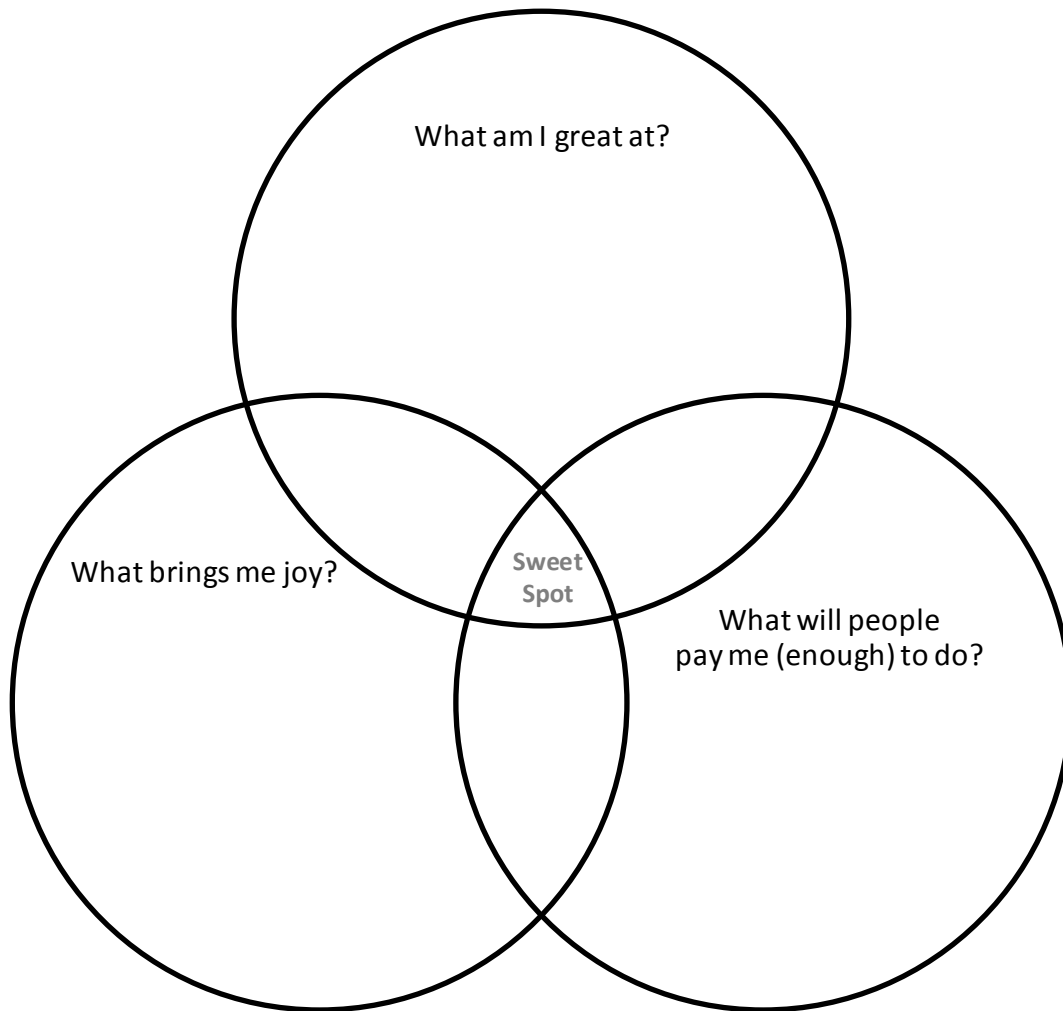


What people will pay me (enough) to do:

Shana Montesol Johnson, Career/Executive Coach

shana@developmentcrossroads.com • <http://developmentcrossroads.com/>

Step 4: Look through your responses to the three questions, and search for overlaps. What words, ideas, or themes come up in all three of the response pages?



Think about your current job. Where does it fit in the Venn diagram? What can you do to bring your work closer to that sweet spot?

If you're contemplating a career transition, what does your sweet spot tell you about the kind of work you ought to pursue?