

# Career Model Canvas

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- The Career Model Canvas aims to support young adults to consider and plan their own career pathway in the post-pandemic economy.
- This template has been prepared to follow and, in some places, mirror the structure of the Business Model Canvas (Strategyzer, 2020).
- This Career Model Canvas is made available for partner use as part of the Career Compass project, and is covered by the Creative Commons Attribution NonCommercial-ShareAlike 3.0 Unported License (CC BY-NC-SA 3.0) licence: <https://creativecommons.org/licenses/by-sa/3.0/>

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- The Career Model Canvas has been benchmarked to the Scottish Framework for Career Management ([https://cica.org.au/wp-content/uploads/career\\_management\\_skills\\_framework\\_scotland.pdf](https://cica.org.au/wp-content/uploads/career_management_skills_framework_scotland.pdf)).
- The Career Model Canvas has been developed to match the four quadrants of the Career Management Skills Matrix:
  - Self – Achieving a clear understanding of who you are, what is important to you and how you fit into the world around you
  - Strengths – Developing an understanding of what you're good at and how you can use your strengths
  - Horizons – Learning to visualise, plan and achieve career aspirations throughout your entire working life
  - Networks – Understanding the importance of work and social relationships in building your career.

# Create your own Career Model Canvas

**Career  
or Job  
Title:**

## **Key Partners (Networks)**

*Include an overview of networks in your region, nationally and across Europe where you can access advice on this potential career.*

## **Key Attributes (Self)**

*List here the key personal attributes that you have, that are particularly useful for your new career. Describe who you are and what you can bring to this role.*

## **Key Values (Self)**

*List here what is important to you in a career, and in life. List your intrinsic and extrinsic motivations, and state what your personal goals are for this new career.*

## **Value Proposition (Strengths)**

*List your key strengths, highlighting the skills and experiences that you can bring to this new career. Try to answer the question: 'What sets me apart from other candidates in this role?'*

## **Soft Skills (Strengths)**

*List here the soft skills (communication, teamwork, collaboration, etc.) that you have and identify how they can be used in this new career.*

## **Transferrable Skills (Strengths)**

*List here the main transferrable skills that you have from other experiences and life roles. Include an example of how these skills can be applied in your new career.*

## **Revenue (Horizons)**

*Research and summarise the salary potential of this role and estimate the opportunities for advancement in this sector for your own career.*

## **Growth Potential (Horizons)**

*Research and estimate the potential growth in this sector in your country, across Europe and globally.*