

A man with a beard and brown hair, wearing a red crew-neck sweater and dark jeans, is laughing heartily. He is standing in front of a blue wall made of large, textured tiles. The background is a solid blue color on the left side of the image, where the text is overlaid.

Your 7 weeks career discovery guide

Miguel Baumann

Congratulations on your decision to do something different with your life! It takes courage and strength to take this step

This ebook is for you to:

- This ebook is for you to uncover what you really want in life and your career
- Take specific and focused steps towards it
- Build confidence and courage to change your life

I am Miguel, a serial entrepreneur, and corporate Manager. I worked all my life creating products and services to make life easier and connect more deeply. I often struggled with what impact I want to have on the world and what my life purpose is.

Connecting the dots between my past, my struggles allowed me to create my own career very consciously and I continue to do so every day. I follow my curiosity and playfulness, becoming more and more me.

As a certified career & life coach, I support young professionals in Tech to create their own careers and find real joy in life.



You can always reach out to me with questions:
coaching@miguelbaumann.com
and I will help you further if you get stuck somewhere.



Block in each of the following weeks a slot of 30-60min in your calendar. I know it's a big commitment, and there are no real shortcuts that lead to a satisfying result in the long run. So give yourself this time to reflect, learn, and uncover new things. You will learn more about yourself, what you want in life, and how your career path will look like.

Overview of this guide

In the following weeks, you will work through different topics. Don't leave anything out, don't jump forward. It takes time for answers to unfold naturally over time - my clients get the best results when they simply trust this proven process and reach out to me when they feel stuck.

Week 1: Building the Foundation	4
Week 2: Look back and create learning	7
Week 3: Reflecting on your stories and life-changing events	8
Week 4: Assessing what is important to you	10
Week 5: Where do I want to go? What is my goal in life and career?	12
Week 6: Use the wisdom around you	15
Week 7: Bringing it all together	17
What's next?	19
Additional resource: How this guide is built on Neuroscience	20
Additional resource: How to take decisions based on Neuroscience	21
Additional resource: List of values	23

Two small things for you to be perfectly prepared:

- a) Find a journal to write down additional notes and reflections
- b) Print this guide, it will help you go through it easier. Writing by hand is one of the easiest and most important tools to pump up your left and right brain connections to get creative insights that were hidden until now.

Let's get started, there will be no better time!

Week 1: Building the Foundation

In this week's exercises, we will set the basis with some reflections to warm up and get in the mood of digging deeper. Give yourself the time to go through these questions, contemplate, talk with your parents, partner, or friend to add more ideas, keywords, and depth. They can help you remember things you didn't and that might be important.

And keep adding details as you go through your week, sometimes things take time to come up.

Let's go!

First, let's start with why you are doing this guide? What is it that you want to achieve? How do imagine it would feel knowing what your dream career is? Use these insights you write down here once you feel less motivated along the 7 weeks.

And now my all-time favorite: If money weren't a problem, what would you spend your every day doing? What does your perfect day look like?

What dreams have you given up on? What was holding you back? Did fear play a role?

What people, events, and experiences have had the greatest impact on you and your life?

What is the hardest thing you have ever had to overcome? How did this influence you? What did you learn from this experience?

What activity(ies) are you doing when it feels like time flies by? When are you in 'Flow' or the 'Zone' at work or anywhere else at life? If this question is hard, think of moments in life, when things were perfect, nothing was in the way. What were those moments? What did you do? Who were you with?

Confidence box (Bonus exercise):

The Confidence Box is a place where you store all your achievements and successes, big or small. The things that went well, that you are proud of. Start today by writing them all down. And then keep adding more over time when they happen or when you remember them, write them down with details and store them in a safe place. Use loose paper, a dedicated journal, nice post-its, or postcards.

Awesome, you are done with the first week towards uncovering what you really want in your career & life!

For next week: prepare 1h of quiet time and some paper you can write on a lot, maybe a small diary or notebook to write in. Writing by hand is an important part of the process and make sure you are equipped for it.

Week 2: Look back and create learning

You made it back here, sweet!

Shortly look back at what you did last week. Were there some more insights, factors, or things that came up during the week? Write these additional insights down:

Now, this week's task goes at the core of who you are and what you experienced. We look back at your whole life.

For this, make sure you have at least 1h of quiet, uninterrupted time. I am serious, turn off music, TV, put your phone on silent. This is time for yourself. If you can't do this right now, stop and choose another moment for this.

Exercise: You will look back at your life in chunks of 7 years and write about it (this process is also called journaling). So, split up your life in chunks of 7 years, e.g. you are 31, split up your life in 0-7 years old, 8-14, 15-21, 21-28, 28-31. Write about each of the 7-year chunks the following way:

Questions to look at for each phase:

- A. What were the highlights? What did I enjoy most?
- B. What were the tough times? What made them so tough?
- C. What are my proudest moments? What am I proud of?
- D. And basically, anything else you think is important about these phases for you.

When writing about it, follow these guidelines to dive deep into it and get the most out of this exercise:

- A. Write like you would be telling a story about yourself, not just bullet points or keywords. Write in the form of "I" and "my".
- B. Talk about all aspects of your life, like friends, family, work, education, hobbies, traveling, and anything else important to you in that period that impacted you
- C. Allow space for your emotions, they will guide you to the important aspects. Stay curious about these moments, events, and feelings. *If you experienced strong trauma in your life, please do not revisit them without professional guidance*

Now, after you have done this, you are probably exhausted. If you don't finish in one go, that is fine, take as much time as you need.

Week 3: Reflecting on your stories and life-changing events

It might seem an awful lot of looking at the past instead of creating the future. I believe that the source for authentic living, your true calling, and impact in the world - it all lies within you. Over time you have shown already how you handled your life's challenges and how you have grown with them - let's use that to create your future!

All following questions will deepen the insights from your personal story you wrote in week 2:

In which experiences did you find the greatest inspiration and passion?

How have the disappointments and failures you experienced earlier in life shaped you? What have you learned from them?

What adjustments do you need to take regarding career and life looking at all the reflections so far?

Take the 3 biggest life-changing moments you identified last week. Use these questions to reflect on them to learn more about yourself and your patterns:

- How did you feel at that time?
- What resources did you call on to get through this
- How did you resolve these issues if you have?
- How did this experience shape you and your views of life?
- How can you use this experience to reframe your life story and understand yourself more fully?
- Are there ways in which these experiences are holding you back today?

Week 4: Assessing what is important to you

Yay, you made it so far - how exciting! How did it go last week? What did you learn, where were you struggling? Let me know in an email!

This week we focus on values, the things that just feel true for yourself and you can't even explain why. In general, values are important and enduring beliefs or ideals that will guide you in making decisions. Understanding and clarifying them for yourself is the first step to living a life more in tune with what is really important to you. They create clarity and focus.

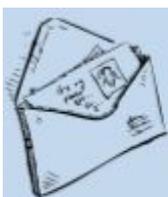
Write down all your values that come to mind right now. Values come from within, and you somehow can't explain why that is so important. (Try first for yourself, at the end of this ebook I attached a list of some values as examples. Only use that backup list if you struggle in this chapter).

What are the things that drive you crazy? Things that are really annoying or even drive us crazy are values that are being stepped on. So, find the opposite of what is driving you crazy and write that down here - these things are also values of yours:

With that list, we now create value-chains. Value chains are elements that make a value extremely personal. A value of mine is Creativity. My personal value-chain of that is: "Creativity: Creating innovative companies and visual art"

Now go and prioritize all the values - focus on top 10, then zoom in on your top 3 to make sure those are crystal clear to you and feel good.

If you struggle with making decisions, the [chapter on neuroscience based decision making](#) might help you to simplify.



This whole exercise could take some more time, the goal is to really understand your driving forces, what is important to you. If you struggle, reach out to me: coaching@miguelbaumann.com

**You did it, this week's work is done. How are you thanking yourself today for this work?
How are you celebrating this?**

Week 5: Where do I want to go? What is my goal in life and career?

Welcome to week 5! What a journey, right? I am sure you have already learned a lot about yourself. If you feel you took some shortcuts before, now is the time to go back to week 1-4 and revisit the exercises, add whatever you might have skipped.

This week we go from “Who am I?” to “Where do I want to go?”. We will use a few questions that might sound similar, yet have a different flavor. Try to answer them all, each with a dedicated and special answer.

So, to warm up, here is one of the biggest questions of all times for you to answer: Who are you in 1-3 sentences? If this is scary, use your values and insights from weeks 1-4 to answer. This does not have to be perfect, just a short description that feels right for you right now, don't think too much, just start writing by hand.

What would you like to contribute to the world? What is the impact you want to have in the world? What do you want to change in the world?

Imagine you have a huge billboard on Times Square in New York. You can put up there whatever

you want, an image, text, just a color. Whatever it is, the people passing by will look up to it and will be changed. Now listen to yourself, how will they be changed?

- a. What will they do differently in their life? Write down whatever comes up for you, describe the billboard and the effect it has on people, how they will be changed?
- b. To more you go into detail with this question, the better

If there were no obstacles, abundance of money, nothing holding you back: What would your goal look like? What would you do?

Be crazy, choose what really, truly feels like your own, makes you smile just thinking about it.

If you only had 12 months to live, what would you do? (write down everything)

What do you want to be known for? What do you want your impact on this world to be, what is your mission or vision for this world? This might be another tricky one where you quickly say I don't know. Just think back of all the things you uncovered so far and write down what feels right or that feels like a hint of an answer.

Over the past weeks, you have been collecting a lot of keywords, journaling, aspects, and important values. If it does not make sense to you yet, don't worry, we still have week 6-7 coming up.

And: Don't jump forward, give it some time, let things sink in for a few days, and then pick up next week again.

Week 6: Use the wisdom around you

Welcome to week 6 of your journey of learning more about yourself and getting clearer on what you want to do in your life and job.

Now you are wondering: How do I make sense of all that I have done so far? It all depends on your past work and how thorough and honest you have been. If you need to go back and add keywords, things you have learned on the way, do this now, it could be important.

Then, go ahead and let the magic unfold:

1. Put all the papers in front of you from week 1-5. Put them on a big table or on the floor and circle words or situations that keep coming back in these papers. Use different colors for different topics if it feels right.
2. Look at it: What gives you positive Goosebumps? If there are things that you hate or dislike a lot, find the opposite and write that down.
3. Now group the keywords in front of you. Make clusters. Use a mindmap. Follow your feeling of what belongs together. What is missing on the list? Add it. And then go and answer the following questions, don't overthink them, just write whatever comes up, trust yourself, the process, and the work you have done so far.
4. Now, look at it. This is you. Talk to at least 5 friends, partner, family members, or colleagues about the following:
 - a. Tell them who you are, based on what you have uncovered over the past weeks
 - b. Tell them about your goals for the world and your life in 2 years from now
 - c. Don't change it or make it nicer. It is what it is, beautiful pure you. Do this multiple times to as many people as you dare, at least 5.
5. Now listen. How are they reacting? What are they saying? What are you hearing yourself say? How are your words changing time and time again? Take these insights and write them down below.
6. **Always end your conversation with the question to yourself and to the person you told the story to: What career, activity, or job profile would make sense from that perspective? Ignore the answers that don't feel right. Put on this list what actually does make sense for you.**

Use this space to write down observations, insights and important things around what career might be right for you.

Don't cheat on this one, I know it's where most people stop and don't move forward. It's the crucial step that shows how dedicated you are to making a change, you have everything you need, just go out there and talk to a few people! Let this sink in over the next few weeks. Revisit this list next week. See how you feel about it now, what has changed.

Well done this week!

Week 7: Bringing it all together

Week 7 already, I know this is quite a long journey - hang in there, almost there! If you need to, allow yourself some extra time to talk to people from week 6 as I know this can be a bigger task. And it's seriously the most valuable part for most of my clients - so if you have been putting it off, make time for this now and plan in some conversations.

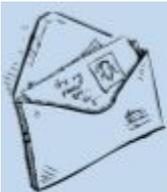
And here is how we bring it all together. It is a model called Ikigai, maybe you have heard of it?

1. Write down in the respective circle using all you have found in the past weeks
 - a. What you love
 - b. What you are good at
 - c. What the world needs
 - d. What you can be paid for
2. Then look at the intersections where 2 circles meet and look for things matching for
 - a. Passion
 - b. Mission
 - c. Vocation
 - d. Profession



3. And now, look at what is coming up that is part of all 4 circles. In theory, that would be your career, and reality sometimes looks a bit more blurry and it takes time to really find that IKIGAI spot. It's ok if you have multiple potential careers identified so far, also if they are widely different.

To summarize, write down the 3-5 career options you are considering right now, careers that interest you, activities you really want to do. And maybe there are just faint ideas that feel right for you. Write them down, using as little words as possible. Any insight you gained is valuable at this stage.



If you struggle with this exercise it might be a good time to just reach out to me for a free consultation - here is the link:

<https://calendly.com/miguel-baumann/60min>

If you struggle with making decisions, the [chapter on neuroscience based decision making](#) might help you to simplify.

This was it for the free ebook! I have an extended version together with a 30mins call with each chapter. Contact me if you are interested in a more indepth program with me!

What's next?

Still feeling uneasy? I get that, sometimes we just need that extra support, digging deeper, or additional push. The structure towards authentic living and leading used by successful leaders and CEOs is the following:

1. Self-reflection (what we do know, who are you)
2. Self-compassion (be as good to yourself as you are to your friends and partner)
3. Self-acceptance (be proud of who you are)
4. Self-actualization (do what feels absolutely right for you, in your career & life)

Moving into self-actualization is a long journey - this guide was just the first step of Self-reflection. My own purpose is to challenge others to leave the life behind that others have put on them and uncover what they really want, who they really are and let that shine.

So, if you would like to discuss a few things you found in this guide, want to share with me the career you have found or have any other question, please reach out to me:



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I wish you all the best and hope that our paths will cross again soon!

Miguel

Additional resource: How this guide is built on Neuroscience

How to change your brain structure

Many of the exercises and questions in this guide are evidence-based coaching techniques and are often rooted in neuroscience.

One of the key elements in neuroscience is neuroplasticity. This means that your brain structure is not fixed but can develop and evolve at any stage in life. This development is not just happening but has to be triggered by activities, like learning a new habit, a new instrument or language. It will change your neuron-connections and create new patterns.

This is what many of the widely adopted coaching methodologies are using as a baseline: Creating new neural-connections to create better habits that serve you in the long run, that help you tackle fears (even Phobias) and let you create your own future.

In this guide, we use all that to engage different brain areas to give you access to more wisdom than rational pondering and thinking. So if you feel that some questions or exercises are repetitive, they are similar but not the same. Using different ways to find answers is a way to engage you differently and might give you the same or maybe different answers. Both are valuable insights to learn from.

Additional links:

https://www.ted.com/talks/michael_merzenich_growing_evidence_of_brain_plasticity

<https://www.youtube.com/watch?v=LNHBMFCzznE>

Trust your gut feeling

Another aspect that we will focus on in this guide a lot is emotions and how things feel. “Trust your gut” is something we often hear as advice from friends. And it actually is good advice, as your gut (or intestines) contain more nerve-cells than your brain and are directly connected with each other through the vagus-nerve (or 10th cranial nerve).

So in effect, when I ask you through this guide, how does it feel? Pick your first reaction to it, write it down, whatever comes up. Just trust your gut :)

Additional resource: How to take decisions based on Neuroscience

One of the things that keeps coming back for my clients is how to make good decisions. This serves as a summary on different academic behavioural science studies with the newest insights on decision making. Many of those are based in neuroscience, and don't we all love some science for complex emotional questions?

The very short answer to complex decisions: Trust your gut! (its based in science). Here Some basic principles and a bit of background on decision making:

- A) The decisions you are making are always impacted by the results of previous decisions
- B) It is a process and not just a single moment - so take your time for big decisions
- C) For simple decisions rational thinking is good. For complex decisions, trust your gut feeling and emotions.

Now, for complex decisions, follow this process:

1. Reduce distractions when taking big decisions and give it time. Practicing mindfulness will give you the power to stay present in the moment, feel and think with clarity
2. Be aware of vanity metrics like status, fame or # of Instagram followers. Focus on what is really important to you (aka values). With this you have a general framework for decisions that will give you perspective of longer term thinking
3. Make sure you have adequate information (not too much or too little). Focus on what is relevant for you personally and leave away what does not feel important
4. Emotions will influence your decision, if you like it or not. Listen to your feelings (more and more research shows that we feel the decision first and then start rationalizing that emotion)
5. The brain will automatically rate your decision making based on past experiences. Making this a conscious effort can create more clarity for you
6. Talk to other people about your thinking process. You will a) hear yourself talk and b) you might be pointed towards blind spots you weren't aware
7. Last, take a decision. Often, you will learn from breaking big questions down into smaller steps. Then take a decision and act on it. You will immediately feel if you are going in the right direction or not. Adjust as you move forward.

Here is some background for those really curious about how the brain works:

A lot of the following insights are very young, the whole field of neuroscience and behavioural studies is very young, so new insights can still change fundamentally the knowledge of how our brain works. Here are some interesting bits I found:

One of the biggest insights is that 3 different brain regions are involved (not only orbital frontal cortex /prefrontal cortex for higher thinking but deeper (older) brain areas as well. We store information about good things (the food in that restaurant was good) and bad information (the food in that restaurant b´was bad) in 2 different areas. And a third area is focusing on bringing it together and assessing the value of each memory.

A bit of disturbing insight: According to research by the [Max Planx](#) Institute for Human Cognitive and Brain Science, “the brain activity of the decision can be encoded up to 10 seconds prior to your awareness” of making the decision. When you decide which person to hire for a new position, your brain has already made the decision and your conscious thoughts simply justify the decision.

Here are some of the sources I used and recommend for you as well:

<https://raywilliams.ca/neuroscience-can-help-us-make-better-decisions/>

[https://www.psychologytoday.com/us/blog/the-athletes-way/201505/the-neuroscience-making-d
ecision](https://www.psychologytoday.com/us/blog/the-athletes-way/201505/the-neuroscience-making-d
ecision)

<https://www.sciencedaily.com/releases/2019/09/190911101537.html>

Additional resource: List of values

Only use this for inspiration, it's not a finite list, use only as a backup and pick what feels right for you personally.

Acceptance	Dependability	Harmony
Accomplishment	Development	Health
Accountability	Devotion	Honesty
Accuracy	Discovery	Honor
Achievement	Effectiveness	Hope
Adaptability	Efficiency	Humility
Altruism	Empathy	Humor
Ambition	Empower	Improvement
Amusement	Endurance	Independence
Awareness	Enjoyment	Individuality
Balance	Enthusiasm	Innovation
Beauty	Equality	Inspiring
Boldness	Ethical	Integrity
Bravery	Excellence	Intelligence
Brilliance	Experience	Intensity
Certainty	Exploration	Justice
Charity	Fairness	Kindness
Cleanliness	Family	Knowledge
Clear	Famous	Lawful
Comfort	Fearless	Learning
Community	Focus	Logic
Compassion	Fortitude	Love
Competence	Freedom	Loyalty
Confidence	Friendship	Mastery
Connection	Fun	Openness
Consciousness	Generosity	Optimism
Control	Giving	Order
Cooperation	Gratitude	Originality
Courage	Greatness	Passion
Creativity	Growth	Patience
Credibility	Happiness	Peace
Curiosity	Hard work	Performance

Playfulness	Silence	Timeliness
Power	Simplicity	Tolerance
Productivity	Sincerity	Toughness
Professionalism	Skillful	Traditional
Purpose	Smart	Tranquility
Quality	Solitude	Transparency
Recognition	Spirituality	Trust
Recreation	Spontaneous	Truth
Reflective	Stability	Understanding
Respect	Status	Uniqueness
Results-oriented	Strength	Unity
Risk	Structure	Victory
Satisfaction	Success	Vision
Security	Sustainability	Vitality
Selfless	Talent	Wealth
Sensitivity	Teamwork	Winning
Serenity	Thankful	Wisdom
Service	Thorough	Wonder
Sharing	Thoughtful	