ENERGY & ENGAGEMENT
MAPPING

This exercise helps you identify which activities energise you and which drain you. By reflecting on your experiences, you'll uncover patterns that highlight the types of roles and environments that suit you best.

STEP 1: LIST ACTIVITIES, TASKS & EXPERIENCES

Take a moment to reflect on activities, tasks, and experiences that have either given you lots of energy and that you were highly engaged in, or that have drained your energy and that you didn't feel very engaged in.

Extend the activities/experiences beyond work, e.g. include volunteering, extracurricular activities, courses, personal projects, or community involvement.

Draw a table chart in your (digital) notebook similar to the one on the last page of this exercise sheet , and in write down the activities, tasks, and experiences that you reflected on.

STEP 2: RATE EACH ACTIVITY, TASK & EXPERIENCE

For each activity, rate the level of energy and engagement you felt on a scale from 1 to 5, with 1 being low energy/engagement and 5 being high energy/engagement. You're not rating whether this would be an element of your dream job, but simply how energised you felt by the activity, task or environment, and how engaged you were.

STEP 3: REFLECT

Reflect on each activity or experience, and ask yourself the following questions:

- Why did this activity energise me or drain my energy?
- What could I have done for hours on end?
- What caused me to feel fully engaged and absorbed in the activity?
- Why did it feel like a chore or energy-drainer?
- What specifically made time fly by? What was I most absorbed in?

STEP 4: IDENTIFY PATTERNS

Take a moment to reflect on common themes or patterns among the high-energy, highly engaging activities. Are there specific skills, topics, or environments that consistently come up?

STEP 5: JOT DOWN THOUGHTS

Based on your reflections, jot down any thoughts, insights, or possible career directions related to the activities that energise you. The aim isn't to figure out your next step, but to get ideas flowing and capture them on paper.

For instance, in the example on the next page, the person noted they enjoyed working with an external marketing agency. This doesn't mean it's their final answer - it simply highlighted a pattern, such as the satisfaction of seeing tangible results from their work.

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(COMPLETED EXAMPLE)

ACTIVITY, TASK OR EXPERIENCE	REFLECTION	RATING
Working with external marketing agency to design the customer flow for an app	I wasn't so really interested in the app/product itself, but I loved brainstorming with the team at the marketing agency, and ensuring that we had the customer at the heart of the design. The team was fun, young, innovative, and wanted to push the boundaries. They were thinking in possibilities rather than in restrictions (which was the norm for the company I worked for).	4
Designing store layout and display of new products at Lululemon. The goals was to make the products look appealing and drive sales.	I loved the creative freedom I was given to display and highlight new products, and making strategic decisions to drive sales. I had autonomy, but was working in a small group which I was given the lead over, which I enjoyed. The task itself felt like the right combination of creativity vs strategy.	5
Analysing customer research results, and coming up with ideas or solutions to solve problems and issues that were highlighted in the research.	I enjoyed this, because it made my work feel impactful and meaningful: the solutions and ideas that I brought forward solved tangible problems for our customers. I liked that it was so tangible: there's a problem, and if you do X, Y or Z it can be solved.	5
Preparing slide decks for senior management to get approval to go ahead at important project checkpoints	I found this one of the most tedious parts of my job, as the organisation I worked for was very hierarchical, and so we had to jump through so many hoops to get the approval we needed. The red tape and office politics were infuriating to me. I felt that process could be streamlined, as it took up so much time of our team. I would've enjoyed it if the organisation had been flatter, and decisions were made quicker. Instead, it felt like we were sent back-and-forth for days (if not weeks) to get approval.	1