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1 COACHES

1.1 Minus

- Could be biased [since they are paid to give advice and they may tell me what they think pleases me]
- Do not take risks (since they are consultants)
- Get stereotyped with the limited choices offered
- Have different experiences compared to mine
- Lack perspective
- May suggest conservative approach (less work to do)
- Offer advice that is too academic/theoretical and do not know the real-world well enough
- Possess limited knowledge about the industry I am interested in
- Shoot for a short-term goal to provide me with a quick solution (in order to close their file on me)

1.2 Plus

- Are available
- Can be trusted and offer credibility
- Have a broader scope and vision than mine
- Have plenty of experience and exposure
- May connect me to their network
- Offer different points of view than mine and/or are objective
- Provide me with an unbiased standpoint, an outside perspective and help me find the best match
- Share experiences easily

2 FRIENDS

2.1 Minus

- Are not objective [biased by the experiences they have had with me]
- Discount my career expectations
- Do not want me to travel and leave from them
- Know me only from one perspective
- May not want me to work long hours so I can spend as much time as possible with them

2.2 Plus

- Are always available for advice
- Are sincere and authentic [live by what they preach]
- Know me better than I know myself
- Provide me with advice that is important for me (that counts a lot)
- Want only good for me

3 MYSELF

3.1 Minus

- I am biased [I don't really know my strengths and weaknesses]
- I am my own worst critic
- I decide things without taking the long view
- I do not know enough fields/industries to identify the best opportunities
- I have difficulty evaluating the consequences of my own actions [I am not as objective as I should be]
- I lack experience
- I may be tempted to take the easy path
- I see things from only one perspective
- I suffer from a lack or excess of self-confidence

3.2 Plus

- I am 100% responsible for my actions [I do not have to blame anyone else if it does not work out or if I mess up]
- I am the one that is actually going to be working
- I am provided with another way to understand myself [going through the process]
- I do not owe anything to anyone (taking the risk myself and not asking for help, recommendation or support)
- I do not yield to outside influence [no bias]
- I gain self-esteem (I'm mature and make my decisions)
- I know myself better than anyone else [e.g.: aspirations, wishes, hidden skills, motivational skills, interests, goals, needs, personal beliefs, financial needs…]

4 PARENTS

4.1 Minus

- Are conservative/old-fashioned and risk adverse
- Are difficult to share problems with [it becomes their problem]
- Cannot be tricked
- Have a tendency to be too pushy
- Lack up-to-date knowledge on the industry/field, or provide outdated advice
- May adopt a dictatorial attitude
- Possess different objectives than mine [their life is behind them, whereas mine is ahead of me]
- Try to pull/keep me near them and are location restricting [they want me to live close to them]

4.2 Plus

- Encourage me to believe in myself
- Give me advice that is in my best interest [I can trust them]
- Legitimize my decision (are on my side, no guilt feeling)
- Offer me unconditional support at all times
- Possess experience and wisdom
- Provide me with financial and emotional support
- Provide me with their contacts/names/leads (which assists in my networking efforts)
- Remind me of the importance of proximity to family
- Share their professional experience and their experience of life easily

5 PEERS

5.1 Minus

- Could be in competition with me [conflict of interest]
- Do not know me as well as I know myself
- May be jealous [they want what I have]
- May have a bad influence on me and exert pressure
- May have ulterior motives [not genuine/pretend to care for me]
- Provide wrong/bad advice in the competitive environment at times
- Represent limited added value/expertise (same level of perspective as me)

5.2 Plus

- Are not biased
- Have no hidden agenda [are not competing against me]
- May know me better than I know myself
- Offer a different/diverse work experience
- Offer multiple point of views [when I triangulate: asking at least five peers]
- Provide inside information of fields/companies I am interested in
- Represent good benchmarks

6 SPOUSE

6.1 Minus

- Follows a different career track
- Have different life priorities than mine [want to have a baby/want to move]
- Have limitations in terms of geography [relocation issues]
- Is influenced by my potential income/salary
- Is not involved in the process, doesn't have the big picture
- May use pressure [non-intentionally]
- Must get mutual agreement before engaging
- Possesses a risk profile different from mine
- Sees and thinks first of his/her own personal/professional interest

6.2 Plus

- Creates a sane and sound balance of our personal and professional lives
- Does self-assessment better
- Generates strong motivation to succeed and to make money
- Gives me a different perspective, which I trust
- Helps me find a good work/life balance
- Is my biggest supporter when I need it
- Knows me very well
- Provides me with agreement/approval, which is vital for the balance of our relationship as a couple
- Sees things from a different perspective (sees hidden opportunities and risks)
- Shares my happiness, creating a better life for both of us