

Veterinary Career Coaching Client Workbook

Pathways Beyond Practice

Welcome!

Congratulations on taking the next step in your veterinary career journey. This workbook is your personal guide throughout the coaching program. Use it to reflect, plan, and act as you explore new paths and create meaningful change.

Before we meet, please complete as much of the workbook as possible, then [email](#) me when you're ready to schedule a chat.

Helpful Links you will use in this workbook

Reminder: these are all free resources (below); if you're willing, spend the extra \$\$ for a more sophisticated testing material with StrengthsFinder. I have used all three (free versions) and each show a little different side of my interests/how I operate.

- [StrengthsFinder](#) (free 15min career aptitude test)
 - [Enneagram Test](#) (free, 25min personality test)
 - [My Next Move](#) (10min career finder quiz), provided by the US Department of Labor
 - Click "Discover Your Interests"
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Module 1: Career Clarity & Self-Discovery

Objective: Define your core values, strengths, and ideal work environment.

Exercise 1.1: Core Values Assessment

List your top 10 values from the following list, then circle your top 3:

- | | | |
|-----------------------|-------------------|---------------|
| • Autonomy | • Helping Animals | • Learning |
| • Collaboration | • Innovation | • Advocacy |
| • Financial Stability | • Leadership | • Creativity |
| • Work-Life Balance | • Teaching | • Flexibility |

Top 3 Values:

1. _____
2. _____
3. _____

Now, list items of frustration in your current role:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Did you know: these items of frustration could show you exactly what you're passionate about?!

Exercise 1.2: Career Vision Journal Prompt

Write a paragraph answering: "If I could design my ideal veterinary career—without limitations—what would it look like?"

Exercise 1.3: Strengths & Personality Snapshot

[StrengthsFinder](#) (free 15min career aptitude test); This is the free version, you can utilize a paid version as well.

- My top strengths:
 1. _____
 2. _____
 3. _____
- My ideal work environment is: _____

End of Module 1 Journal:

- What did I learn about myself?
- How am I going to utilize my learnings in job searching?
- What is holding me back from exploring that new opportunity?



Module 2: Exploring Career Pathways

Objective: Broaden awareness of viable roles outside traditional clinical work.

Exercise 2.1: Career Path Brainstorm

Categories: Rate your interest from 1 (low) to 5 (high)

Pathway	Interest (1-5)	Notes
Pharma / Industry Rep	_____	_____
Public Health / Gov't	_____	_____
Education / Academia	_____	_____
Corporate / Admin	_____	_____
Entrepreneurship	_____	_____
Research / Lab Animal	_____	_____

Exercise 2.2: Informational Interview Planning

- Who could I talk to in one of these industries? List 3 names or job titles:
 - _____
 - _____
 - _____
- One question I'd love to ask: _____

End of Module 2 Journal:

- What did you learn from the interviews?
 - How will the completion of the informational interviews shape your job search?
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Module 3: Personal Branding & Marketing

Objective: Build a strong personal brand through your resume, LinkedIn, and pitch.

Exercise 3.1: Resume Reflection

- What story does my resume currently tell?
 - What story do I *want* it to tell?
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Exercise 3.2: Elevator Pitch Formula

"Hi, I'm [Name], a [Current Role] with a background in [Skill/Experience]. I'm passionate about [Industry Direction], and I'm now exploring opportunities where I can [Impact]."

Now, Draft Your Pitch!

End of Module 3 Journal:

- What is your plan for updating your current resume?
 - Ask a couple of trusted work/industry connections to explain your talent and what you bring to the table. (Sometimes, their responses will be the best way to identify your strengths)
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Module 4: Strategic Job Search

Objective: Launch a focused and efficient search aligned with your goals.

Exercise 4.1: 30-Day Job Search Plan

Week 1: Identify roles of interest

Week 2: Resume + LinkedIn update

Week 3: Apply + reach out to connections

Week 4: Prepare for interviews

Exercise 4.2: Networking Tracker

Company Name	Role Interested	Contacted (Y/N)	Follow-Up Date

End of Module 4 Journal:

- How did your first few interviews go?
 - What did you learn about yourself?
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Module 5: Interviewing & Negotiation

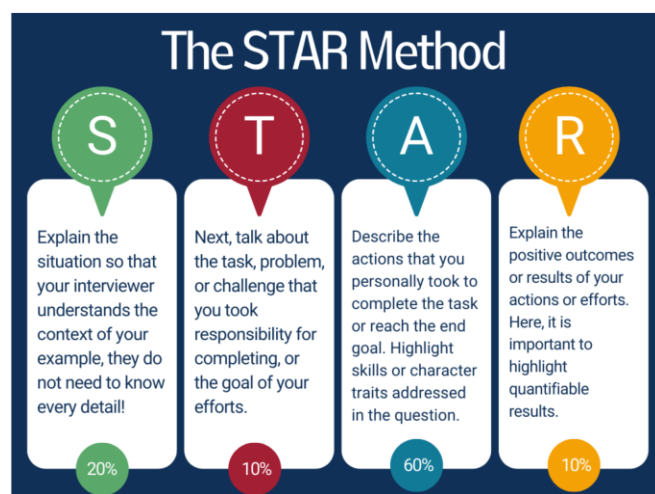
Objective: Build confidence in interviews and maximize your offer.

Exercise 5.1: [STAR](#) Method Practice

Take a moment to read MIT's take on answering questions in the STAR format, then think of questions you've had in the past where you have been asked a behavioral-based question and answer it now with the STAR method.

What are Behavioral-Based questions?

This is where they provide you with a situation and ask how you would approach it. They are listening to how you structure responses, your reasoning behind your actions and the result of your actions.



Exercise 5.2: Offer Negotiation

Congratulations, you've received an offer! But the PTO is unrealistic. Do we just walk away from the offer because of the PTO? Not initially.

In your initial conversations, the recruiter will most likely ask what your target compensation is, you can respond with exactly what you want, or you can take this opportunity to ask, "what is the pay range that you are targeting?". This question will put the ball back in the recruiter's court to either refuse to answer this or be upfront on what the role can pay (this can tell you a lot about a company by just this answer).

Example:

Congratulations, you have received an offer of \$85,000 + 80hrs PTO that can be accrued upon your completion of 3mo in the role. You will be eligible for medical benefits after the first 60 days of employment.

The offer components:

- Pay
- PTO hours
- Medical Benefit probationary time

Think about what benefits* are important to you:

- Do you have a competing offer?
- Medical benefit start timeline
- More PTO than the current offering?
- More Pay than current offer?
- Travel
- Location
- Flexibility in working hours

- 1) Identify what the most important part of the offer is.
- 2) Create two negotiations, one should "shoot for the moon", the other should "land in the stars".
- 3) Remind the recruiter what you bring to the table
 - a. Degree(s)
 - b. Certification(s)
 - c. Years' experience that directly correlates to that job
- 4) Craft a response and focus on why you deserve that benefit change/update.
 - a. Robert Half has a great journal on creating the [offer negotiation email](#).

*Read more at Harvard Business Review [here](#) on job offer negotiations.

Module 6: Career Pivot Confidence & Wellness

Objective: Address emotional readiness and burnout recovery.

Exercise 6.1: Burnout Inventory

Rate 1–5 (1 = never, 5 = always):

- I feel emotionally drained by work: _____
- I've become more cynical or critical: _____
- I feel I'm accomplishing less than I should: _____

Exercise 6.2: Wellness Plan

- Boundaries I need to protect my energy: _____
 - Support systems I can lean on: _____
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Wrap-Up & Action Plan

- My biggest insight from this program was: _____
 - One action I will take in the next 30 days: _____
 - Career goal for the next 6 months: _____
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Your feelings are valid, your skills are valuable, and your next chapter starts now.