

How to choose your studies and career?

Find your inner compass

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Who am I ?

- I am certified career counsellor, HR Professional, lawyer and yoga teacher
- 20 + years of work experience in private and public sector
- I am mother of 3 lovely boys
- I am passionate about supporting students and my clients in finding the right career and getting clarity on what they want to do in their life



Career coach and counsellor

in **multicultural** environment

Czech
English
German
French

Lawyer, HR
Professional and
Career Coach

Coaching

100+hours of
training in career
counselling

Career guidance
in schools

Sustainable
career guidance

Individual
consultations

Workshops and
webinars



CH-Q METHOD OF
MAPPING
STRENGTHS AND
COMPETENCES

“We all have strengths to succeed.”



Where are you now?





Your decision-making



Who is at the driving seat?

We can base our decisions on:

- Logic, analysis- rational, considering pros and cons
- Feelings, desires and passions- using your feelings and emotions to decide
- Romantic-idealistic images of certain careers
- Intuition, gut instinct: you just know
- External resources: follow the recommendations of others
- Rebellion: do the opposite what is wanted from me
- Random: just try it

or ?



Become an expert on all sides of the question at hand

A career that fits you

Albert Einstein once said: **"Every man is a genius but if you judge a fish by its ability to climb trees, it will spend the rest of its life believing that its stupid."**



- ✓ There are no "cool" jobs.
- ✓ Choosing a career because some people you know are going to do it, is not a good idea.
- ✓ You are unique, one-of-a-kind individual, not exactly like anyone else.
- ✓ Do you know what comes naturally to you?
- ✓ Career that fits uses your natural inborn talents fully. It fits your personality.
- ✓ You find the subject matter interesting; you enjoy what you do, and it stays interesting and challenging as the years roll by.

Careers of the future

Future of Jobs Report, 2025 World Economic Forum

- The landscape of work continues to evolve at a **rapid pace**
- **Technology-related** roles are the fastest-growing jobs, including:
 - ✓ Big Data Specialists, AI and Machine Learning Specialists, Sustainability Specialists, Business Intelligence Analysts and Information Security Analysts, and Solar Energy Installation and System Engineers.
- ✓ **Climate change** jobs: Renewable Energy Engineers, Environmental engineers and electric and autonomous vehicle specialists
- ✓ **Care economy jobs**, such as: Nursing Professionals, Social Work and Counselling Professionals and Personal Care Aides are also expected to grow significantly over the next five years.



It is YOUR LIFE

Steve Jobs

„Your time is limited, so don't waste it living someone else's life.“

J.K. Rowling talk in Harvard



J.K. Rowling, the creator of Harry Potter didn't even have a computer when she wrote her first book



“Play to your strengths.”

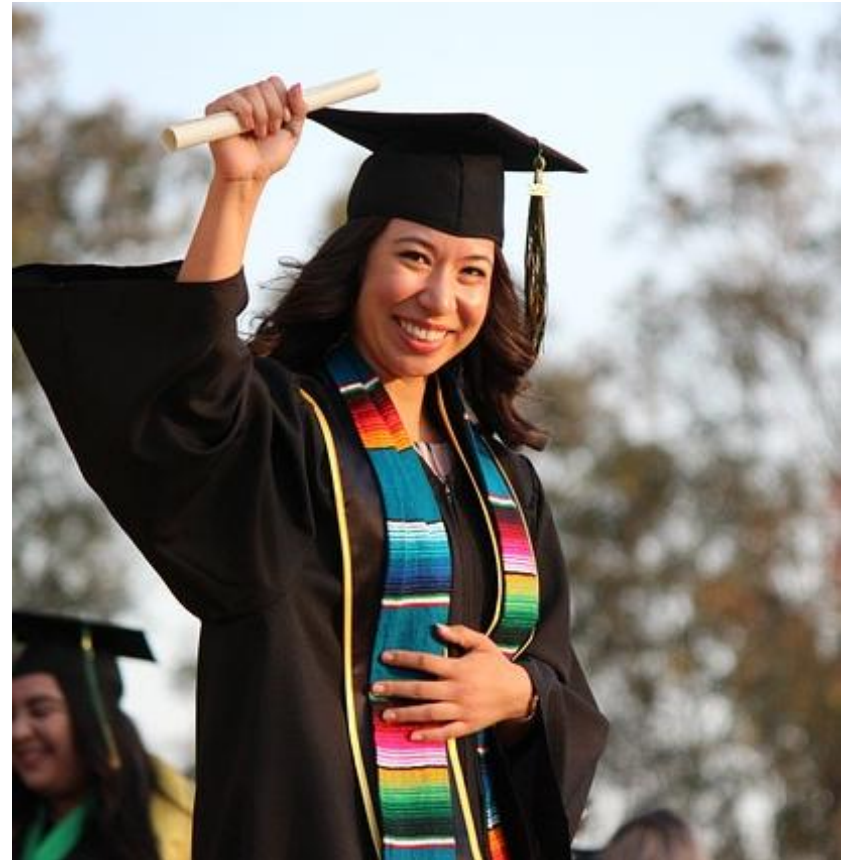
"I haven't got any," said Harry, before he could stop himself.

"Excuse me," growled Moody, "you've got strengths if I say you've got them. Think now. **What are you best at?**"

- — J.K. Rowling, [Harry Potter and the Goblet of Fire](#)

Your WHY

- **What motivates you?**
- People are motivated when they can act independently (**autonomy**), feel that their efforts matter (**purpose**), and gain satisfaction from becoming more skilled (**mastery**).
- Career management is **lifelong** process.
- The only certainty is **CHANGE**



When you think about your career and studies what is important to you?

- What matters to me?
 - Do I care about the country and place where I want to study?
Language?
 - How should I make my decisions?
 - Success and career what does it mean?



Knowing your strengths, what you are good at and what you want from life supports your overall **well-being and self-confidence**

- **Self-awareness** – Clear understanding of who you are, what is important to you
- **Strengths** – Developing an understanding of what you're good at and how you can use your strengths
- **Planning and Goal setting** – 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



Tests or not?

- The Holland Code (RIASEC) Career Test, John L. Holland (1959)- Person-Environment Fit Theory
- <https://www.16personalities.com/free-personality-test>
- <https://eu.themyersbriggs.com/fr-be/>
(MBTI® test)
- CliftonStrengths Assessment
- ...

Starting point for more of self-reflection and understanding your values, priorities



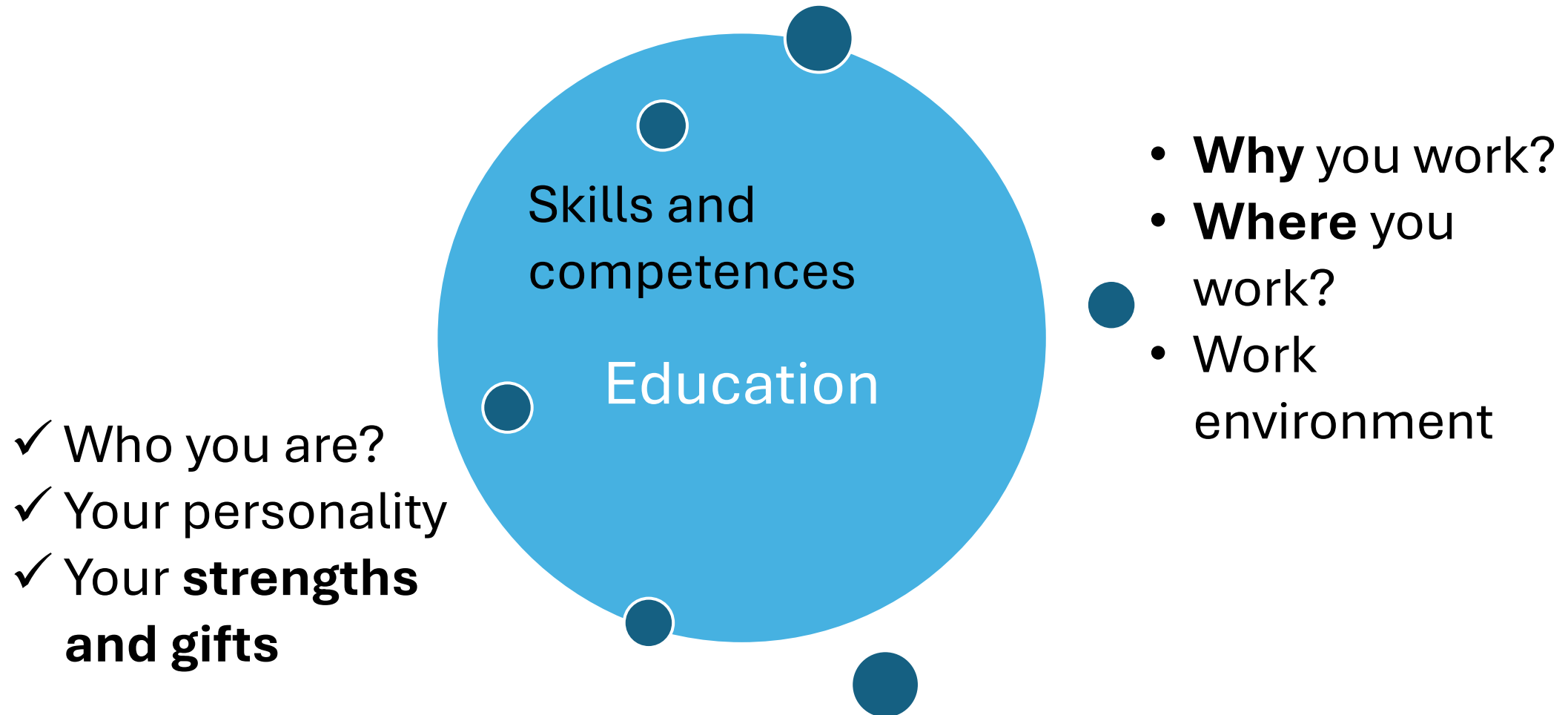
Key skills and competences

Do you know your **strengths**?



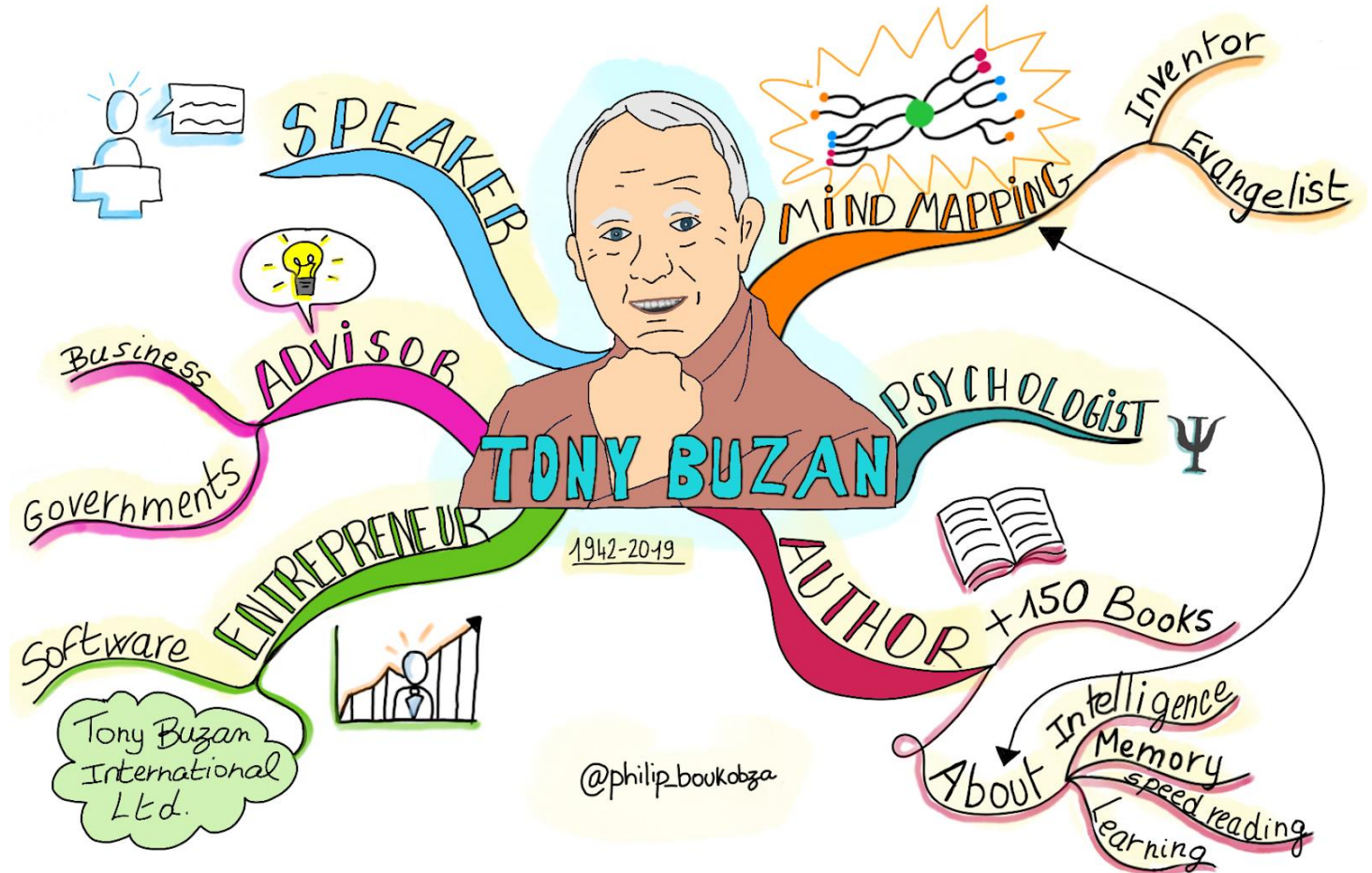
- ✓ We can further develop the skills and competences we have
- ✓ **Soft skills** (often developed through life experiences, practice, and self-reflection, attending workshops, reading books, or seeking feedback from others)
- ✓ ABC method

Career is not about one choice



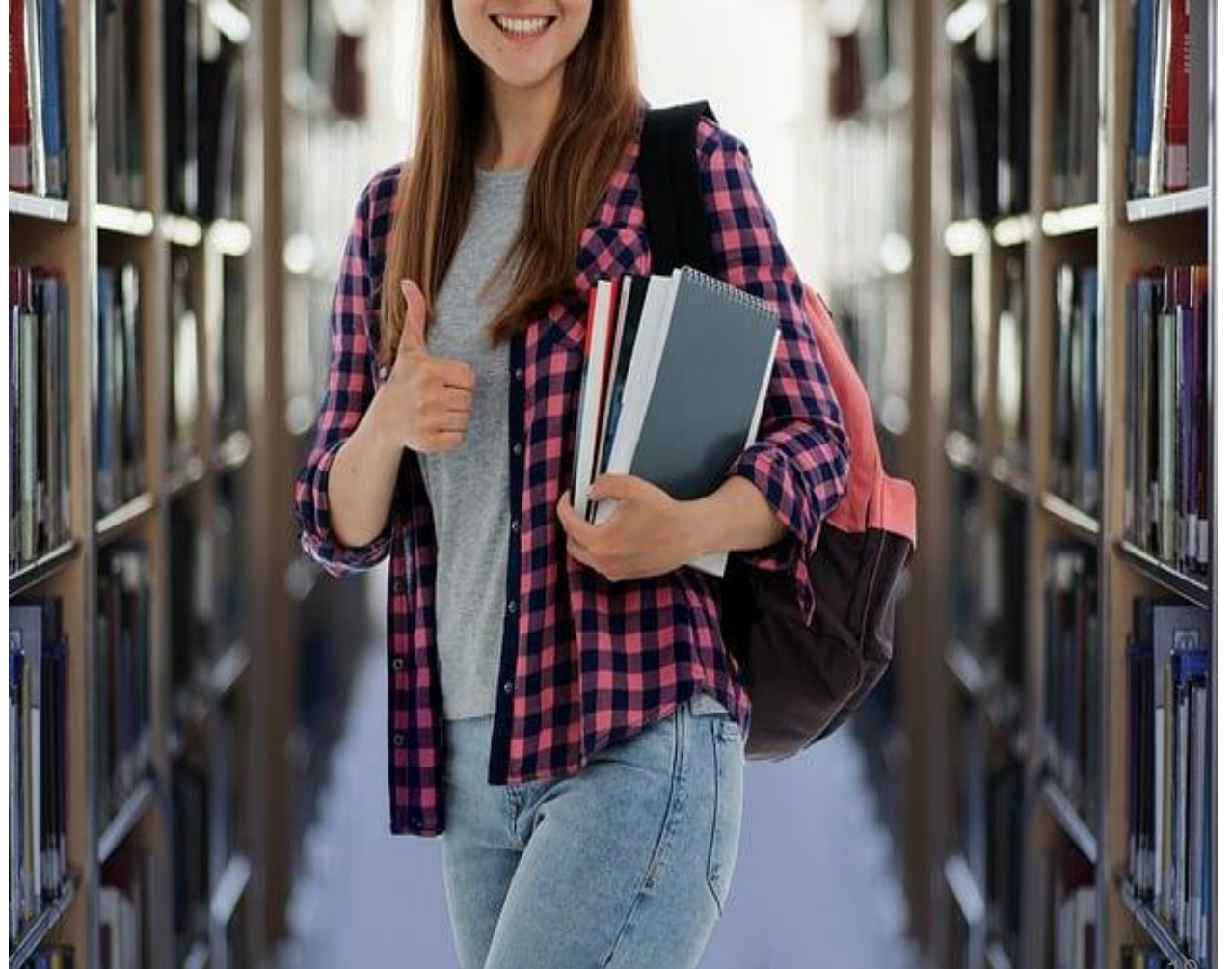
Mind mapping- Tony Buzan

- Use mind-mapping for studying or exploring your ideas
- It opens way to associative and non-linear thinking, creativity and innovation.



Admission requirements to Universities and higher education

- Different in different countries
- In which language?
- Which subjects you choose for your European Baccalaureate **matters!!**
- Some programmes have a selection procedure and an application deadline of 15 January- be aware of the deadlines and documents you will need to prepare



Example:

Bachelor Architecture, Urbanism and Building Sciences in NL

- **Grades list** of the last 3 years
- **Required: English, Mathematics, Physics**
 - Register before 15 January 2026.
- Your score on the cognitive test
- **Filling out the online skills and motivation questionnaire**

Required EB subjects

		English (1 or 2)	Mathematics (5 periods /weeks)	Physics	Chemistry
Language: English	Applied Mathematics	Yes	Yes	No	No
	Computer Science and Engineering	Yes	Yes	No	No
	Data Science	Yes	Yes	No	No
	Industrial Engineering	Yes	Yes	No	No
	Psychology and Technology	Yes	Yes	No	No
	Sustainable Innovation	Yes	Yes	No	No
	Applied Physics	Yes	Yes	Yes	No
	Architecture, Urbanism and Building Science	Yes	Yes	Yes	No
	Automotive Technology	Yes	Yes	Yes	No
	Electrical Engineering	Yes	Yes	Yes	No
	Industrial Design	Yes	Yes	Yes	No
	Mechanical Engineering	Yes	Yes	Yes	No
	Chemical Engineering and Chemistry	Yes	Yes	Yes	Yes
Language: Dutch	Biomedical Engineering	Yes	Yes	Yes	Yes
	Medical Sciences and Technology	Yes	Yes	Yes	Yes

Your hobbies and interests?

- My favourite subjects at school?
- My free time
- In which activity do I lose track of time?
- Your hobbies
- Problems you like to solve



What brings you energy?

Activities that energize you often reveal your core strengths.

→ You feel time flies, you feel capable, and you look forward to doing them again.

vs. Activities that drain you might highlight areas of weakness or misalignment.

→ You feel exhausted, unmotivated, or frustrated.



How to identify jobs and careers that may interest you?

Example:

Interests and hobbies: drawing, being creative, interest in design, learning and developing IT skills, reading fantasy books, creating your own YouTube videos, playing music..

Your strenghts: spatial imagination, communication, presentation skills, computer graphics, empathy, perseverance, quick learner..

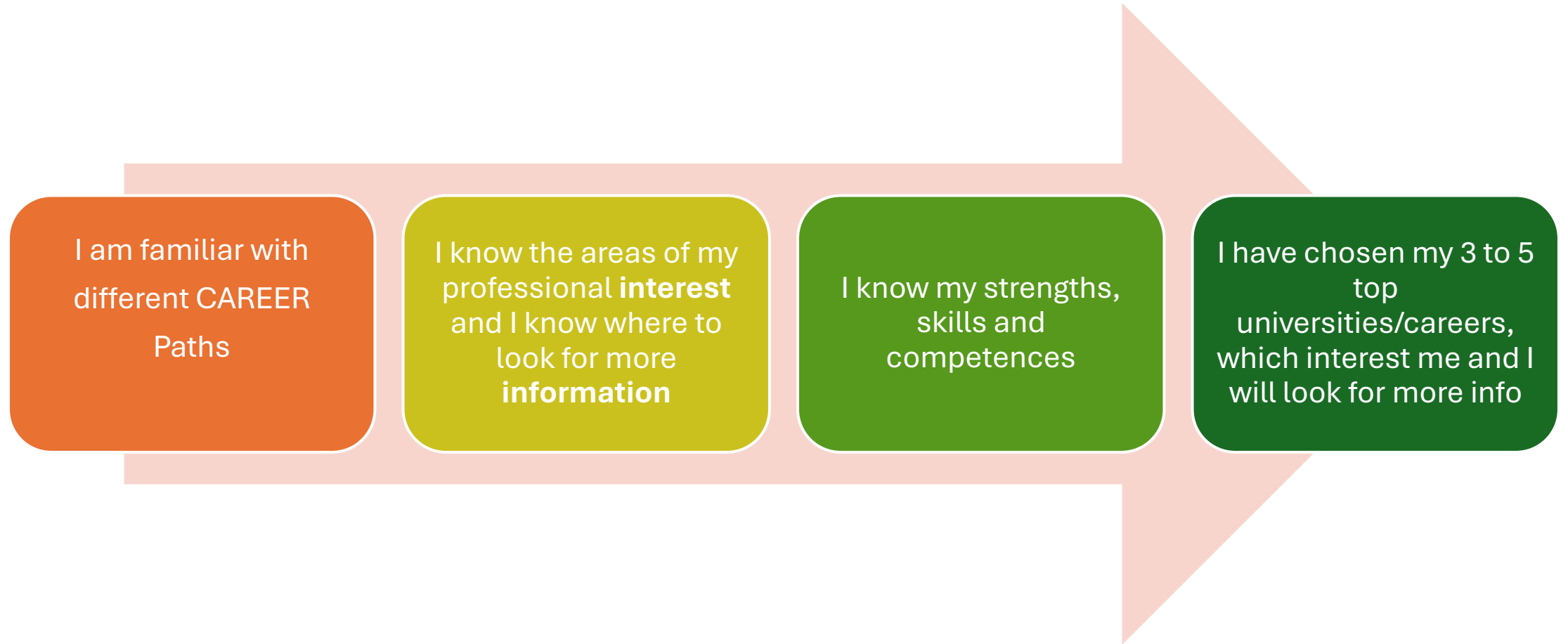


Studies and careers: Architecture, Urbanism and Building Science, Industrial Design, Multimedia and Communication Technology, Arts and Culture..



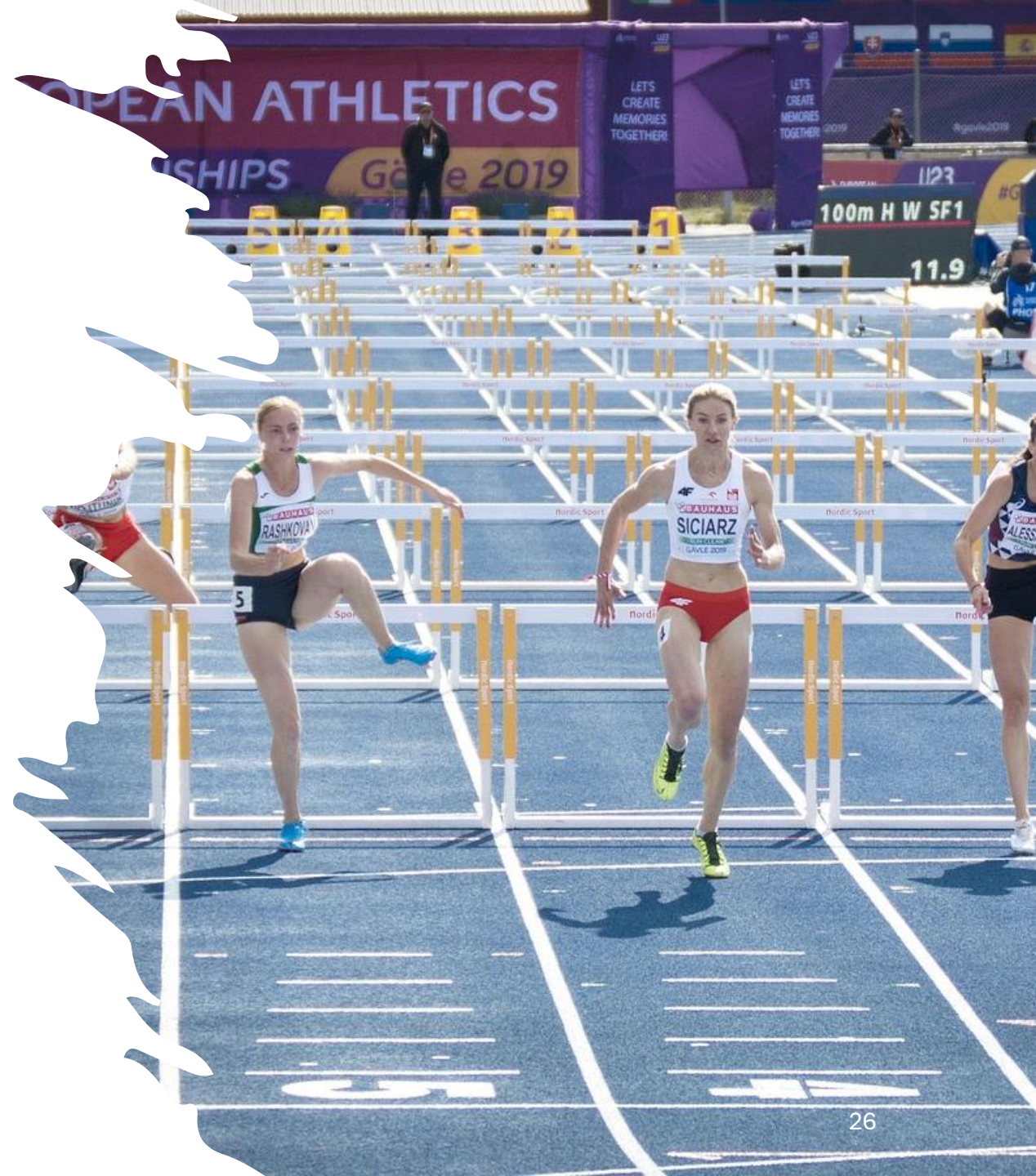
Overwhelmed? Not sure where to start?

Step-by-step process



Let's do it together

- ✓ I help you with making the right choice of subjects for the European Baccalaureate.
- ✓ We will look at your goals, career ideas and interests.
- ✓ I will prepare with you a **motivation letter** and guide you through the **application process** and explain differences between different university systems in EU countries and in the UK.
- ✓ I will support you in creating your own **portfolio of your strengths** and competencies.



Albert, student of **London School of Economics and Political Science**

“It is certainly useful to go through such coaching **before choosing a university**. In my last year of high school, I didn't think much about my career choices and I just let everything flow, which then **caught me off guard** in my first year of university studies.

It is important to clarify what your general expectations from work are and to get rid of family stereotypes. The support and sessions with Veronika helped me to create specific goals and **clarify my career choices**. I was able to create an action plan, and I had follow-up on my progress which kept me motivated to reach my goal.”

[Albert, 25 years old]

Career coaching is **not** telling you what to do

It gives you **clarity and understanding** who you are and what do you want.

It helps you to "move on", it gives you **direction**.

It gives you **tools and a plan** to support you in your decision-making and reaching your goals.

It does not bring much if you are not ready to look for information, do the work and if you expect that someone else will give you answers to your questions.

**30 minutes discover call for
FREE**



veronika@veronikahulka.com



**Are you ready to make your dreams come true?
Take one small step toward them today!**

www.veronikahulka.com

Let's do it together!

