

**Lasell College Career Services**  
**Career Idea Brainstorming**

There are hundreds of different occupations. While you may not have heard about all of them, you do know about more than you might think. Brainstorming will help you to think of them.

**Directions:** Print the sheet, complete the exercise and then record your reflections in a career exploration/planning notebook. Think about the following:

1. What interesting careers/jobs do you see in the media?  
TV \_\_\_\_\_  
Movies \_\_\_\_\_  
News \_\_\_\_\_  
Radio \_\_\_\_\_  
Magazines \_\_\_\_\_
  
2. What interesting careers/jobs do you see those around you doing?  
Family \_\_\_\_\_  
Friends \_\_\_\_\_  
Neighbors \_\_\_\_\_  
Alumni \_\_\_\_\_  
Faculty \_\_\_\_\_
  
3. What people do you come into contact with day-to-day? (Example: banker, restaurant manager, café owner, school counselor, insurance agent, etc.)  
\_\_\_\_\_
  
4. What careers have you learned about in your classes? Presentations? Projects?  
\_\_\_\_\_
  
5. Review the "What Can I Do With a Major In..." page that pertains to your major. What job titles interest you?  
\_\_\_\_\_

**Reflection:** In a career exploration/planning notebook record your thoughts in response to the following:

- What new career/job ideas do I have?
- What career/jobs do I want to learn more about?

**Next Step:**

- Now if you have completed all of the exercises, it is time to fill out a profile summary. This will help you put all the pieces together before you research specific careers/jobs.
- If this exercise gave you some new career ideas, you might want to do some career research.
- If you are still struggling with ideas, you can arrange to take the Strong Interest Inventory.