

VIPS Career Alignment Framework

Case Study: An Evidence-Based Learning Design Model

Overview

The VIPS Career Alignment Framework is a structured learning design model that helps individuals make more informed career decisions by aligning identity, strengths, and career strategy. The framework integrates four dimensions—Values, Interests, Personality, and Skills—to support clearer decision-making and stronger alignment between personal strengths and professional opportunities.

Problem & Context

Many students and early-career professionals struggle to identify career paths that align with their strengths and long-term goals. Career conversations often focus on outcomes without helping individuals reflect on their values, interests, personality traits, and skills. This gap in structured reflection can lead to uncertainty, misaligned decisions, and reduced confidence in career direction.

Design Approach (ADDIE)

Analysis: Identified recurring decision-making barriers in career exploration.

Design: Structured the VIPS model around four dimensions of career alignment.

Development: Created visual frameworks, reflection prompts, and facilitation tools.

Implementation: Applied the framework in advising conversations and learning sessions.

Evaluation: Observed increased clarity in career decision-making and goal alignment.

Framework Overview

The VIPS framework guides participants through four key areas of career alignment:

Values: Personal and professional principles that define meaningful work.

Interests: Areas of curiosity and engagement that naturally sustain motivation.

Personality: Behavioral tendencies and work style preferences influencing workplace fit.

Skills: Capabilities and competencies that enable professional contribution.

Together these dimensions create a holistic view of career alignment, helping individuals evaluate opportunities through a more intentional lens.

Impact

The VIPS framework provides facilitators and career professionals with a repeatable model for guiding career exploration. It supports structured reflection, improves career clarity, and helps individuals connect personal identity with professional strategy.

VIPS Career Alignment Reflection Worksheet

Use the prompts below to explore each dimension of the VIPS framework.

Values

- What principles guide the type of work you want to do?
- Which work environments feel most meaningful to you?
- What impact do you want your work to have?

Interests

- What topics or activities naturally capture your attention?
- What kinds of problems do you enjoy solving?
- What subjects or industries excite you?

Personality

- Do you prefer structured or flexible work environments?
- Do you enjoy collaborative or independent work?
- What environments allow you to perform at your best?

Skills

- What strengths or competencies do others recognize in you?
- What technical or professional skills do you currently possess?
- Which skills would you like to develop further?

Reflection: After completing the sections above, identify patterns across your values, interests, personality, and skills. What types of roles, industries, or work environments best align with your responses?