OPPORTUNITY EVALUATION GUIDE

How Personara Helps You Evaluate Opportunities

A clear guide to reviewing fit, evidence, trade-offs, uncertainty, and next actions before investing effort in a role.

Use this guide to make one clearer, evidence-led next decision. Keep what is useful, question what is uncertain, and stay in control of the direction you choose.

Finding an opportunity is not the same as deciding whether it deserves your time.

A job title or vacancy description may look promising while hiding important questions about the real work, required evidence, environment, growth potential, salary, risk, or longer-term direction.

Personara is designed to help you judge opportunities, not simply produce a larger list of jobs.

Fit is a decision, not a magic score

An unexplained match score can create false confidence. It may hide which evidence was used, which assumptions were made, and which gaps matter most.

Personara prefers a transparent fit explanation. When a score is used, it should support the explanation rather than replace it.

A useful evaluation should help you understand:

- Where the opportunity aligns with your evidence and Professional Identity.
- Which capabilities or achievements are most relevant.
- Which requirements are not yet supported by strong evidence.
- What could transfer from a different role or industry.
- Which trade-offs deserve attention.
- What uncertainty remains.
- What you could do next.

The final decision remains yours.

The evidence Personara considers

An opportunity can be considered alongside information such as:

- Your experience, achievements, and Career Vault evidence.
- Your Professional Identity and Career Signature.
- Your goals, preferences, motivations, and career direction.
- The responsibilities and requirements in the opportunity.
- The employer, industry, location, salary, and market context when available.
- Your current readiness, positioning, and development priorities.
- Previous decisions, applications, interviews, and outcomes.

The quality of the evaluation depends on the quality and relevance of the available evidence. Missing or unclear information should be shown as uncertainty rather than silently turned into a confident conclusion.

The dimensions of opportunity evaluation

Dimension	Question to consider
Identity fit	Does the work align with how you create value and the contribution you want to make?
Capability fit	Which required capabilities are supported by your evidence, and which are not?
Experience fit	How closely does your experience relate to the scope, level, and context of the role?
Growth potential	Could this opportunity develop useful capability, responsibility, or career capital?
Market strength	What does the available market context suggest about demand, competition, and relevance?
Risk	What practical, professional, or positioning risks deserve attention?
Salary	Is the likely compensation appropriate for the role, market, and your circumstances?
Values alignment	Does the work and environment appear consistent with what matters to you?
Career trajectory	Would the role move you toward, away from, or sideways from your intended direction?
Future optionality	What useful choices could this opportunity create or restrict later?

Not every dimension will carry equal weight. The right trade-off depends on your current goal and situation.

Observe, interpret, explain

Personara's intended reasoning sequence is:

1. Observe the available evidence. 2. Interpret what it may mean for this opportunity. 3. Separate facts from assumptions. 4. Make the important trade-offs visible. 5. Explain why a recommendation follows. 6. Show what uncertainty remains. 7. Suggest a useful next action. 8. Leave the decision with the user.

This makes the reasoning easier to inspect, question, and improve.

A simple example

Imagine an operations leader considering a role in a different industry.

The job title may be unfamiliar, but their evidence shows repeated success in service redesign, stakeholder alignment, delivery governance, and operational improvement.

A useful evaluation might explain:

- Strong transferable fit: the role needs cross-functional delivery and process improvement, both supported by several achievements.

- Partial experience gap: direct sector experience is limited.
- Evidence gap: the CV does not yet show work at the required commercial scale.
- Growth potential: the role could add valuable industry and revenue exposure.
- Risk: the candidate may be screened out if transferable evidence is not translated clearly.
- Next action: investigate the employer's priorities, strengthen scale evidence, and tailor positioning before deciding whether to apply.

That explanation is more useful than saying the candidate is an 82 percent match.

Gaps are not automatic rejection signals

A gap may mean several different things:

- The capability is genuinely missing.
- The capability exists but has not been documented.
- A transferable example needs clearer explanation.
- The requirement is desirable rather than essential.
- More information is needed before reaching a conclusion.
- The gap is real but acceptable because the growth value is high.

The purpose of identifying a gap is to improve judgement and preparation, not to reduce a person to a pass-or-fail result.

Trade-offs matter

An opportunity can be attractive in one dimension and weak in another.

Examples include:

- Better salary but less meaningful work.
- Strong capability fit but limited growth.
- Exciting scope but unclear organisational stability.
- A useful career change that requires a temporary title or salary compromise.
- Strong cultural alignment but a difficult commute or location requirement.
- High future optionality but greater short-term uncertainty.

Career Intelligence should make these tensions visible. It should not pretend that one universal formula can decide which trade-off is right for everyone.

How to read a Personara recommendation

When reviewing an opportunity, ask:

- What is the recommendation?
- Which evidence supports it?

- Which parts are facts and which are interpretations?
- What assumptions were necessary?
- Which trade-offs matter most for my goal?
- What evidence is missing?
- How confident should I be in this conclusion?
- What would change the recommendation?
- What is the smallest useful next step?

If those questions cannot be answered, treat the recommendation as incomplete.

Possible next actions

An evaluation should lead to a proportionate action, such as:

- Apply now with tailored positioning.
- Gather more information before deciding.
- Speak with someone inside the organisation.
- Strengthen or locate missing evidence.
- Reframe transferable experience.
- Address a realistic capability gap.
- Compare the opportunity with a stronger alternative.
- Save the role for later.
- Decide not to pursue it and focus elsewhere.

Choosing not to apply can be a valuable outcome when it protects time and attention for a better opportunity.

What Personara should not claim

Opportunity evaluation cannot guarantee that an employer will shortlist, interview, or hire someone. It should not present predictions as facts or use a composite score as the sole basis for a consequential employment decision.

The platform is intended for development, guidance, preparation, and decision support. It should help users understand an opportunity more clearly without taking away their agency.

The outcome

A better opportunity decision is informed, intentional, evidence-based, and aligned with your Professional Identity, goals, and market reality.

Personara helps you move from "This role looks interesting" to a more useful set of questions:

- Why might it fit?
- What evidence supports that view?
- What could make it a poor choice?

- Which gaps and trade-offs matter?
- What uncertainty remains?
- What should I do next?

Fit before volume. Explanation before scoring. Judgement before action.

PERSONARA.AI | Build clarity from evidence, then turn it into the next useful action.