

The Macro Scan Worksheet

Six steps to read any industry. One blank page. A pen.

Use this worksheet to run the Macro Scan on any industry or career you are evaluating. Write your answers by hand. The act of writing forces slower, more deliberate thinking than typing, which is exactly the kind of cognitive exercise that builds better judgment. Take your time. There are no right answers, only clearer ones.

THE INDUSTRY I AM SCANNING:

Date: _____ My revisit date (6 months from now): _____

QUICK DEFINITIONS

Tailwind: A force pushing an industry forward (growth, demand, opportunity). **Headwind:** A force pushing against an industry (slowing growth, reducing demand).

Structural: Persists regardless of economic cycle (10+ years). Build careers on these. **Cyclical:** Moves with the economy; likely to reverse in 2-5 years.

Force alignment: The number of forces pushing in the same direction. One = interesting. Two = signal. Three+ = strong.

STEP 1

Name the forces in play

Check each force that is acting on your industry. Leave unchecked forces blank. For each one you check, note whether it is a tailwind or headwind, and whether it is structural or cyclical.

<input type="checkbox"/>	Technological Change AI, automation, digitization	<i>Tailwind or headwind?</i>	<i>Structural or cyclical?</i>
<input type="checkbox"/>	The Green Transition Renewable energy, electrification, climate policy	<i>Tailwind or headwind?</i>	<i>Structural or cyclical?</i>
<input type="checkbox"/>	Demographic Shifts Aging population, workforce composition, migration	<i>Tailwind or headwind?</i>	<i>Structural or cyclical?</i>
<input type="checkbox"/>	Geoeconomic Fragmentation Trade policy, reshoring, supply chain redesign	<i>Tailwind or headwind?</i>	<i>Structural or cyclical?</i>
<input type="checkbox"/>	Economic Uncertainty Inflation, interest rates, recession risk, job market volatility	<i>Tailwind or headwind?</i>	<i>Structural or cyclical?</i>

In your own words, which force is the **dominant** one for this industry and why?

STEP 2 **Assess direction and durability**
Looking at the forces you checked above: what is the overall direction for this industry? Is the momentum structural (lasting 10+ years) or cyclical (likely to shift in 2-5 years)?

Overall direction (circle one): **STRONGLY UP** **UP** **FLAT** **DOWN** **STRONGLY DOWN**

Durability (circle one): **STRUCTURAL (10+ years)** **CYCLICAL (2-5 years)** **UNSURE**

What evidence supports your assessment?

STEP 3 **Count the force alignment**
How many forces from Step 1 are pushing in the same direction? One force is interesting. Two is a signal. Three or more converging is a strong indicator of durable opportunity.

Number of forces aligned: _____ Direction they point: _____

Are any forces pointing in the opposite direction? If so, which one, and how strong is it compared to the tailwinds?

STEP 4 **Map the skill premium**
What specific skills do the macro forces make more valuable in this industry? What skills are they making less valuable? Be specific: not "tech skills" but "health informatics" or "solar installation certification."

Skills becoming MORE valuable in this industry:

Skills becoming LESS valuable in this industry:

Roles to investigate (2-3 specific roles growing in this sector):

Pillar 1 check: Do these skills connect to your strengths? Does this kind of work align with your values and energy patterns? (If you have completed the Pathfinder Self-Awareness Inventory, reference it here.)

Pillar 2 check: Which of the five 20% capabilities (judgment, contextual reasoning, ethical discernment, relational intelligence, strategic framing) matter most in these roles? How could you start building them?

STEP 5	Run the bias check Before deciding, name the bias that might be operating. You do not need to eliminate it. Naming it creates enough distance between the feeling and the decision.
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Loss aversion <i>Am I avoiding a change because I fear losing what I have (a familiar major, time already invested)?</i>	
Recency bias <i>Am I projecting recent conditions onto the long-term? Is my view based on last year's headlines or on structural forces?</i>	
Herd thinking <i>Am I following this path because everyone else is, or because the macro data supports it?</i>	
Present bias <i>Am I choosing the faster option over the more durable one because the payoff feels too distant?</i>	
Narrative fallacy	

Am I carrying a story about this industry that does not match the data? (e.g., "healthcare = nurse" or "energy = old economy")

Which bias, if any, is most active in how you feel about this industry right now?

If you removed that bias, would your decision change? How?

STEP 6

Your verdict and next move

Based on your scan, write your assessment and identify one concrete action you will take this week.

My assessment of this industry after running the Macro Scan:

One action I will take this week based on this analysis:

(Examples: Research a specific role on BLS.gov. Explore the Pathfinder Opportunity Index for internships. Talk to someone who works in this sector. Enroll in a certification. Visit the Career Path Simulator.)

My revisit date (6 months from today): _____

What I will check when I revisit: *(BLS jobs report, simulator data, policy changes, industry news)*

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