



Map Your Horizon

Future Explorer

A questionnaire for teenagers, ages 14 to 18

CLARITY TODAY, DIRECTION TOMORROW

NAME

DATE

A note for parents

Whenever possible, **do not show the answer options immediately.**

First, read the question and simply ask:

“What would you do?”

or

“Which one would you choose?”

Give your teen some time to answer in their own words. Listen before suggesting anything. Then show the options and ask which answer is closest to what they meant.

Sometimes their spontaneous answer will tell you much more than the letter they eventually choose.

There is no “best” answer.

The goal is not to test whether your child is mature, ambitious, independent, social or responsible enough. It is to notice:

- What attracts them?
- What do they avoid?
- What makes them curious?
- What gives them energy?
- How do they naturally respond to the world around them?

Try not to explain what you think their answer means while they are completing the questionnaire. Save the discussion for the end.

What do you naturally do?

01 You suddenly have three hours with nothing you HAVE to do.

After some YouTube, TikTok, gaming or Netflix, you get bored.

What are you most likely to do next?

A**Do something physical or practical.**

Go for a run, work out, ride a bike, cook something, rearrange my room, fix something or just get out of the house.

B**Find something interesting to learn about.**

Read a book, listen to a podcast or audiobook, or fall into a YouTube rabbit hole about crime, space, history, AI, animals, science or something completely random.

C**Listen to music or make something for fun.**

Make a playlist, edit photos or video, draw, write, play music, make a meme or experiment with a new creative app.

D**Find someone to do something with.**

Text friends, meet someone, organize where to go or suggest something for everyone to do.

E**Work on some idea of my own.**

Try to sell something, start an account, improve a project, learn a tool I might use later or think of a way to make money.

F**Just spend time with someone I like.**

Talk, walk somewhere, get food, call someone or hang out without needing a plan.

02 Which video or headline would you be most likely to click?

Don't choose what sounds "smart". Choose what you would actually open.

- A "Inside the new robot that can do jobs humans used to do"**
 - B "Scientists found something strange under the ocean"**
 - C "How a 17-year-old created a video that got 20 million views"**
 - D "How they organize a Taylor Swift-size concert for 70,000 people"**
 - E "How a teenager built a small business from their bedroom"**
 - F "Why K-pop fans can make brands and celebrities go viral overnight"**
-

03 Your school gives your class one month to create something.

You can choose what.

Which sounds least annoying and maybe even interesting?

- A Build something that works.**
For example, a simple robot, model, app, device or experiment.
 - B Find out the answer to an interesting question.**
For example, why people get addicted to their phones or whether AI can really replace teachers.
 - C Create something people would want to watch or see.**
For example, a short film, Instagram account, poster, game or campaign.
 - D Organize the project.**
For example, decide who does what, make the plan and make sure everything gets finished.
 - E Turn it into something real outside school.**
For example, sell the product, find users, get sponsors or make money from the idea.
 - F Create something that helps people.**
For example, help younger students, elderly people, animals or people in your local community.
-

04 Your school cafeteria has a problem.

Every day, a lot of food gets thrown away. The school asks students for ideas.

What would you be most likely to do?

- A Look at the practical side.**
Can portions be smaller? Can food be stored differently? Can the process be changed?
 - B Find out what is actually happening.**
How much food is wasted? What gets thrown away most? Why?
 - C Create something that makes students care.**
For example, videos, posters, a challenge or social media campaign.
 - D Bring people together and organize a solution.**
Talk to students, teachers and cafeteria staff and make a plan.
 - E Think about whether the waste could become useful or valuable.**
Could it be sold, donated, reused or turned into another product?
 - F Focus on the people involved.**
Why aren't students eating the food? What would they actually want instead?
-

What attracts you?

05 Imagine your perfect birthday.

Money and logistics are not a problem. Which sounds closest?

- A Doing something active or challenging with a few people.**
Karting, skiing, climbing, wakeboarding, an escape room or something similar.
- B Going somewhere unusual and discovering something new.**
A new city, interesting exhibition, backstage tour, science centre or unusual experience.
- C A beautiful party or experience.**
Great music, clothes, photos, decorations or an amazing location.
- D A big social event.**
Lots of friends, music, energy and people together.
- E Something extraordinary that people would remember.**
VIP tickets, a once-in-a-lifetime experience or something very unusual.
- F A relaxed day with people I really like.**
Good food, talking, laughing and no complicated programme.

WHAT MATTERS MOST ABOUT YOUR CHOICE?

06 What kind of movie, series or video would you choose tonight?

- A Action, survival, racing, engineering or adventure.**
Examples: Mission: Impossible, Formula 1, The Martian
- B Mystery, science fiction, crime or something that makes me think.**
Examples: Interstellar, Sherlock, Black Mirror
- C Something visually interesting, funny, creative, romantic or connected with music, style or culture.**
- D Stories about groups, friendships, competition, school, families or complicated relationships between people.**
- E Stories about ambition, money, competition, business, power or someone trying to become the best.**
- F Emotional stories about people, relationships and what they are going through.**

WRITE THREE FILMS, SERIES, CREATORS OR YOUTUBE CHANNELS YOU GENUINELY LIKE:

1. _____
 2. _____
 3. _____
-

07 You can choose ONE free trip tomorrow.

Everything is already booked and paid for. Which experience would you choose?

A

Tuscany, Italy

You stay on a working farm in the countryside.

You can ride a bike, help make fresh pasta, see how olive oil is produced, walk through vineyards, spend time with animals and be outdoors most of the day.

B

New York City, USA

You get a private guided tour of the city's most famous skyscrapers.

You visit the Empire State Building, One World Trade Center and other landmarks, learn how huge buildings are designed and built, and see the city from above.

C

Disneyland Paris, France

You spend two days in the parks.

Rides, shows, characters, fantasy worlds, food, music and basically having fun from morning until night.

D

Seoul, South Korea

You spend several days exploring modern Korean culture.

K-pop, street food, gaming, fashion, beauty, huge shopping districts and some of the newest technology.

E

Dubai, UAE

You visit the Museum of the Future, see the Burj Khalifa and explore some of Dubai's newest projects.

AI, robots, futuristic buildings and ideas about what cities might look like in the future.

F

London, UK

You get backstage access to a major theatre or music production.

You see how a huge show is created, from performers and costumes to lights, sound, marketing and the hundreds of people working behind the scenes.

WHY DID YOU CHOOSE THIS ONE? WHAT ATTRACTED YOU MOST?

☐ having fun

☐ nature and animals

☐ seeing how things are built

☐ technology and the future

☐ music and pop culture

☐ food and another culture

☐ beautiful places

☐ being somewhere famous

☐ learning how things work behind the scenes

☐ something else

MY REASON:

Which challenges interest you?

08 Which challenge sounds most exciting?

Imagine you could join one team for a month. You do not need to know how to do the job yet.

Which one would you most like to try?

- A Build a tiny house that uses almost no electricity.**
 - B Help scientists investigate why teenagers sleep so badly.**
 - C Create a campaign that makes one million teenagers care about an environmental problem.**
 - D Help organize a huge international music festival.**
 - E Create a small business that reduces food waste and can actually make money.**
 - F Design something that makes everyday life easier for elderly people.**
-

09 Someone gives you €500 and one month to create something.

There is only one rule: you cannot simply spend the money on yourself.

What sounds most interesting?

- A Buy materials or equipment and build something.**
 - B Investigate a question or run an experiment.**
 - C Make a video, event, exhibition, game, channel or creative project.**
 - D Bring a group of people together around an idea.**
 - E Try to turn €500 into more money by creating something people want.**
 - F Use it to solve a problem for someone or improve something in your community.**
-

What do you do when real life happens?

10 The washing machine is leaking.

You are home. You notice water coming out from under the washing machine.

What do you do first?

- A Try to stop the water and figure out where it is coming from.**
- B Google or ask AI what might be wrong before touching anything.**
- C Take a photo or video and send it to someone who knows more.**
- D Call or message a parent, neighbour, landlord or another adult and organize help.**
- E Think, “Could I actually learn how to fix this myself?”**
- F Panic a little, then ask someone exactly what I should do.**

This question is not about whether you know how a washing machine works. We are interested in your **first instinct when something unexpected happens**.

11 The electricity goes off.

You are home alone. The lights suddenly go out. Your Wi-Fi stops working and your phone has 10% battery.

What do you do first?

- A Check the apartment. Try the lights, plugs or fuse box if I know where it is.**
- B Try to understand whether the problem is only in my home or the whole area.**
- C Use my phone to quickly look up what to do.**
- D Contact someone who can help and explain what’s happening.**
- E Start planning. What do I need if the electricity stays off for several hours?**
- F Message someone and ask them to stay in contact with me until I know what’s going on.**

12 Something important is due tomorrow.

It is 9 PM. You suddenly remember that you have a school assignment due tomorrow and you haven't started.

What are you most likely to do?

- A Start immediately and build the simplest version that works.**
 - B First figure out exactly what the teacher wants and collect the information I need.**
 - C Try to make something interesting or different, even if I have little time.**
 - D Break the task into steps and make a quick plan.**
 - E Find the fastest tool or shortcut that can help me finish it.**
 - F Ask a friend, parent or classmate for help or ideas.**
-

What in the world makes you curious?

Choose **up to five**. You do not need to know much about them already. Choose the things that make you think:

“I would actually like to understand this better.”

- | | | |
|--|--|--|
| ☐ Artificial intelligence | ☐ Cities and transport | ☐ Design and architecture |
| ☐ Energy | ☐ Money and finance | ☐ Oceans and nature |
| ☐ Climate and the environment | ☐ Education | ☐ Fashion and beauty |
| ☐ Space | ☐ Media and entertainment | ☐ Music |
| ☐ Medicine and health | ☐ Mental health and wellbeing | ☐ Gaming |
| ☐ Biotechnology | ☐ Politics and global affairs | ☐ Sport |
| ☐ Food and agriculture | ☐ Poverty and inequality | ☐ Social media and online culture |
| ☐ Robotics | ☐ Ageing populations | ☐ Cars and mobility |
| ☐ Cybersecurity | ☐ Business and entrepreneurship | ☐ Travel and other cultures |

NOW CHOOSE ONE THAT YOU WOULD BE WILLING TO SPEND AN ENTIRE AFTERNOON LEARNING ABOUT.

YOUR RESULT

Count how many times you chose each letter

A

B

C

D

E

F

MY TWO HIGHEST LETTERS

+

Look first at your **two highest scores**. They are often more interesting together than one score on its own.

If several scores are close, that is completely fine. It may simply mean you have several different directions worth exploring.



PROFILE A

The Builder

“Can we make this actually work?”

You are often attracted to things that are practical, physical or concrete. You may enjoy building, testing, fixing, experimenting or seeing a visible result.

You may also prefer learning something by **trying it yourself** rather than only reading about it.

AREAS WORTH EXPLORING

- engineering
- robotics
- energy
- construction
- architecture
- manufacturing
- transport
- product design
- hardware
- technical trades
- coding and automation

SKILLS WORTH TRYING

- prototyping
- coding
- electronics
- technical drawing
- repairing things
- 3D design
- engineering thinking
- practical problem solving

ASK YOURSELF

What could I build, fix or test in real life?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF



PROFILE B

The Explorer

“But why does that happen?”

You are often attracted to questions and information. You may enjoy investigating something strange, understanding how things work or falling into internet rabbit holes because one question leads to another.

AREAS WORTH EXPLORING

- science
- medicine
- psychology
- AI
- data
- economics
- biotechnology
- geology
- climate science
- research
- cybersecurity
- history and geopolitics

SKILLS WORTH TRYING

- research
- data analysis
- scientific thinking
- statistics
- asking better questions
- fact checking
- AI research tools
- mathematics

ASK YOURSELF

What am I curious enough to investigate deeply?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF



PROFILE C

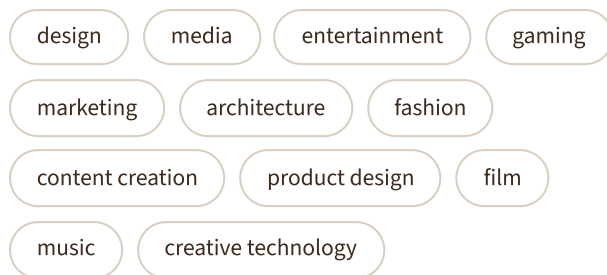
The Creator

“What if we made it differently?”

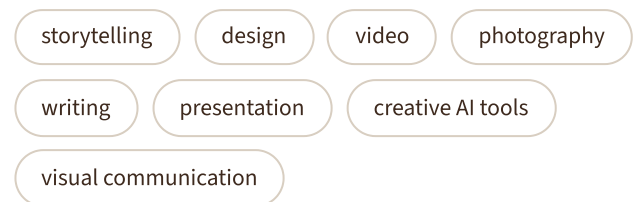
You are often attracted to ideas, expression and creating something other people can see, hear or experience.

That does not mean you need to become an artist. Creativity also matters in technology, business, product development and communication.

AREAS WORTH EXPLORING



SKILLS WORTH TRYING



ASK YOURSELF

What do I want to create that does not exist yet?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF



PROFILE D

The Organizer

“How do we make all of this happen?”

You often notice people, timing, responsibilities and how different parts need to work together.

You may naturally become the person who makes the plan, coordinates people or makes sure something actually gets finished.

AREAS WORTH EXPLORING

- project management
- events
- operations
- logistics
- supply chains
- business
- production
- hospitality
- international organizations
- urban planning
- management
- large infrastructure projects

SKILLS WORTH TRYING

- planning
- leadership
- communication
- project management
- negotiation
- budgeting
- decision making
- coordinating teams

ASK YOURSELF

What kind of project would I enjoy being responsible for?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF



PROFILE E

The Initiator

“Could this become something bigger?”

You often notice possibilities. You may think about how an idea could become a project, product, business or opportunity.

You may also like independence, competition or seeing a measurable result from your work.

AREAS WORTH EXPLORING

- entrepreneurship
- startups
- business
- finance
- investing
- sales
- technology
- e-commerce
- product development
- business development
- consulting

SKILLS WORTH TRYING

- selling
- financial literacy
- negotiation
- testing ideas
- AI tools
- building simple products
- marketing
- understanding customers

ASK YOURSELF

What small idea could I test instead of only thinking about it?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF



PROFILE F

The Connector

“What do people actually need?”

You naturally pay attention to people, relationships and what others need. You may notice things that a purely technical solution misses.

You may also enjoy understanding why people behave differently and what makes them feel comfortable, interested or motivated.

AREAS WORTH EXPLORING

- healthcare
- education
- social innovation
- communications
- diplomacy
- customer research
- community building
- HR
- hospitality
- public service
- user experience
- people-focused technology

SKILLS WORTH TRYING

- interviewing
- communication
- teaching
- listening
- negotiation
- facilitation
- understanding users
- public speaking

ASK YOURSELF

Which group of people would I actually enjoy helping or understanding better?

YOUR ANSWER, OR ANYTHING THIS MADE YOU THINK OF

Most interesting paths do not belong to only one category

They often happen at the intersection of several interests.

Builder + Explorer

You may enjoy figuring out how something works and then improving it.

robotics, engineering, energy technology, biotech, medical devices, climate technology

Builder + Creator

You may enjoy making things that are useful and beautifully designed.

architecture, industrial design, product design, gaming hardware, fashion technology

Builder + Initiator

You may enjoy creating something tangible and figuring out how to make it useful or profitable.

engineering startups, construction, hardware, energy businesses, manufacturing

Explorer + Creator

You may enjoy complicated ideas but also want to explain them in interesting ways.

science communication, journalism, documentary making, data visualization, educational content

Explorer + Connector

You may want to understand why people behave the way they do.

medicine, neuroscience, behavioural science, psychology-related research, education research

Creator + Initiator

You may enjoy turning ideas into products, brands or businesses.

creative startups, fashion, media, marketing, product businesses, gaming

Organizer + Initiator

You may enjoy taking responsibility and turning complicated ideas into reality.

startups, operations, events, logistics, project leadership, business development

Organizer + Connector

You may enjoy bringing people together and helping groups work better.

education, HR, diplomacy, hospitality, NGOs, community building, team leadership

Creator + Connector

You may enjoy understanding people and finding new ways to reach them.

media, communication, UX, branding, education, content, social projects

Explorer + Initiator

You may enjoy understanding new trends early and finding opportunities inside them.

technology startups, investing, market research, AI businesses, strategy

These are only examples. Your combination is not a final answer. It is a clue about what could be worth trying next.

Now forget the letters for a moment

Answer these in your own words.

1 What is something you recently searched for simply because you wanted to know more?

2 What could you talk about for 20 minutes without preparing?

3 What do your friends usually ask you for help with?

4 What is something adults think is boring that you actually find interesting?

5 What is one skill you would love to have if you could learn it instantly?

6 What is something happening in the world that you wish you understood better?

7 What is something you are already surprisingly good at?

8 What is something you would like to try, but have not tried yet?

9 Imagine you are 25.

Forget about the exact job title. What would you like your life to contain? Choose anything that matters to you:

- | | | |
|---|---|--|
| ☐ freedom | ☐ recognition | ☐ flexible schedule |
| ☐ money | ☐ solving important problems | ☐ living in another country |
| ☐ creativity | ☐ working with technology | ☐ becoming very good at something |
| ☐ interesting people | ☐ helping people | ☐ working outdoors |
| ☐ travel | ☐ building things | ☐ having lots of different projects |
| ☐ stability | ☐ your own business | ☐ something else |

MY THREE MOST IMPORTANT:

1.

2.

3.

ONE THING TO EXPLORE NEXT

You do not need to make a huge decision

Choose **one small experiment** you could try during the next month. Maybe:

- | | |
|--|---|
| ☐ interview someone with an interesting job | ☐ make a video |
| ☐ take a short online course | ☐ try an AI tool |
| ☐ build something | ☐ join a competition |
| ☐ try coding | ☐ learn a practical skill |
| ☐ create a small project | ☐ explore one industry you know almost nothing about |
| ☐ volunteer | ☐ spend an afternoon researching one problem you care about |
| ☐ visit a university | ☐ ask someone if you can see what their work actually looks like |
| ☐ go to an event | |
| ☐ start learning about investing | |

THE THING I WANT TO TRY

MY FIRST STEP

I WANT TO TRY IT BEFORE

WHAT COMES NEXT?

The world you will work in is already changing

AI is changing how people write, code, design, research, communicate and make decisions. Some jobs will become smaller. Some will become much more powerful with new technology. Entirely new roles and industries will appear.

And the choices that matter are not only *which profession should I choose?* They are also:

- What should I learn?
- Which skills should I build?
- Which industries should I watch?
- What should I try before choosing a university?
- How can I understand whether I actually like something before committing years to it?
- And how do I prepare for a world that will continue changing?

WANT TO GO DEEPER?

In the **Map Your Horizon: Future of Work** webinar, we explore:

- how AI is changing professions
- which jobs are already transforming
- industries and problems that may create new opportunities
- skills that may become more valuable
- what university can and cannot give you
- how to explore professions before committing to them
- how teenagers can start building real experience now
- how to use AI as a tool without outsourcing your thinking
- how parents can help without choosing for their child

*You do not need to predict your future.
You need to become good at navigating it.*



Map Your Horizon

RAISING FUTURE-READY THINKERS