



Finding Your Fit in a Downturn

My Career Transitions

January 9, 2021

Sue Kaiden

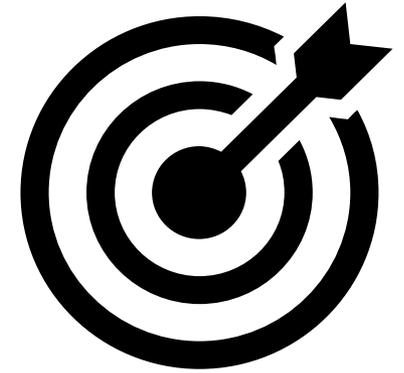




Overview

- Know thyself
- Find companies
- Pre-screen yourself
- Network creatively
- Ask questions

Know Thyself



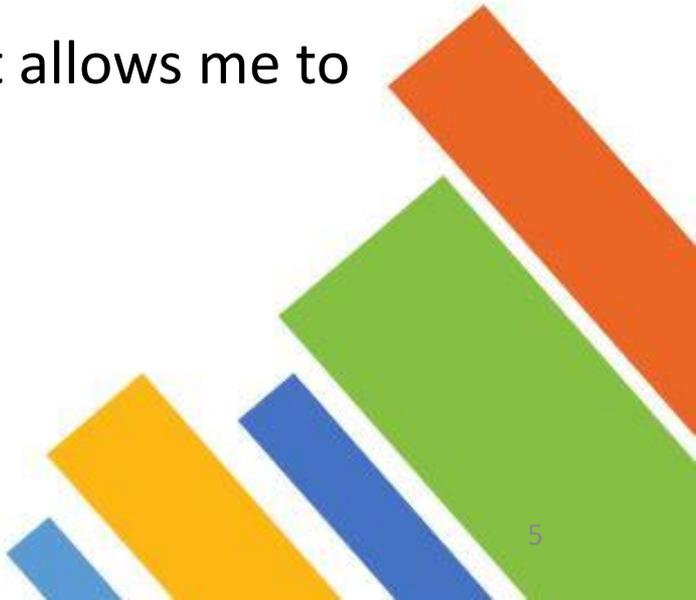
- Identify
- Prioritize
- Target

Personal Inventory

Skills	Knowledge	Personality Traits
<p>WHAT CAN I DO?</p> <p>Something you know how to do that improves with practice. Can get rusty if not used. More general.</p> <p>Ex: Teaching, writing, programming</p> <p>Transferable to different industries.</p>	<p>WHAT DO I KNOW?</p> <p>Something you know or don't know. A body of knowledge that can be learned. More specific.</p> <p>Ex: History (subject), industry knowledge, Python</p> <p>Can get out of date or need to be refreshed.</p>	<p>WHO AM I?</p> <p>Something that is basic to who you are as a person.</p> <p>Ex: Extroverted, empathetic, detail-oriented</p> <p>Generally doesn't "go away" and seems easy to you.</p>



Prioritize

- Skills
 - What skills do I most enjoy using?
 - Industry/Sector
 - What industries or sectors interest me most?
 - Work Environment
 - What type of environment allows me to do my best work?
- 

What Do I Want to Do?

	Don't Want	Might Want	Do Want
SKILLS	Skills I have but don't want to use	Skills I have and wouldn't mind using	Skills I most like to use
INDUSTRY	Industries I'd like to avoid	Industries I would consider	Industries that interest me most
ENVIRONMENT	Work environment factors to avoid	Work environment factors that are acceptable	Work environment factors that are ideal

What Do I Want to Do?

Categories	DON'T Want	MIGHT Want	DO Want
SKILLS	<ul style="list-style-type: none"> Far removed from people I am helping On computer all day A lot of paperwork 	<ul style="list-style-type: none"> Customer service Managing a team Researching options 	<ul style="list-style-type: none"> Client services Advocating for clients Finding resources Problem solving Providing emotional support
INDUSTRY	<ul style="list-style-type: none"> IT/Technology Defense Brick & mortar retail Hospitality Arts 	<ul style="list-style-type: none"> Online retailer that supports my causes Government agency Companies that support outdoor pursuits 	<ul style="list-style-type: none"> Non-profit/NGO Association Quasi-government (211) For-profit product/service related to my causes
ENVIRONMENT	<ul style="list-style-type: none"> Does not allow work from home Start up/company < 100 employees Authoritarian mgt Products/services that I don't believe in 	<ul style="list-style-type: none"> Allows work from home 2 days per week Commute 30-60 min Large firm – if they support employees and value customers 	<ul style="list-style-type: none"> Allows me to work from home ~50% Commute < 30 minutes Collaborative/supportive mgt Company values customers and provides excellent customer service Possibility for advancement



What if I am not sure?

Need help to complete the grid?

- [Find Your Fit](#)
 - [Should I Stay or Should I Go? Article with quiz](#)
 - [What Color is Your Parachute?](#)
 - [Discover Who You Are \(Kise\)](#)
 - [The Pathfinder \(Lore\)](#)
 - [StrengthsFinder 2.0](#)
- 



Make a Target Company List

- Industrie(s)
- Location/Remote
- Size
- Growth rate
- Are they hiring now?
- For profit/not-for-profit/gov't
- [Article by Alison Doyle](#)



How to Find Companies

- Search engines (Google)
 - Online communities (Glassdoor)
 - Library research (Hoover's)
 - Networking (LinkedIn)
 - Job postings (LinkUp)
- 



Researching Companies

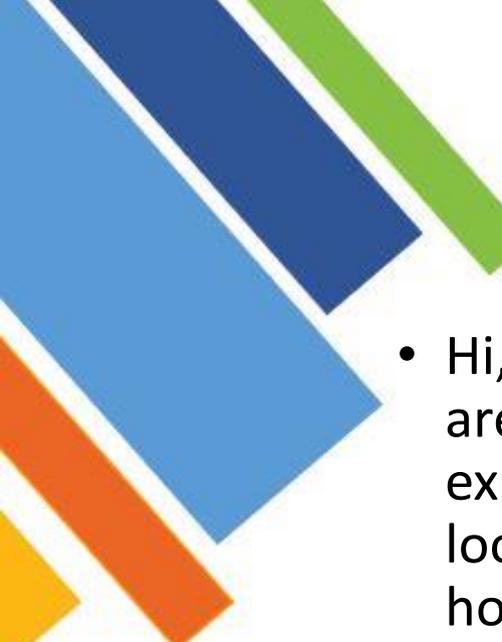
- Company website
- Company LinkedIn, Facebook, Twitter feed
- Financial statements
- People who work there (or used to)
- Online reviews (ie: Glassdoor, Vault)
- Articles/News

[Article about researching companies](#)



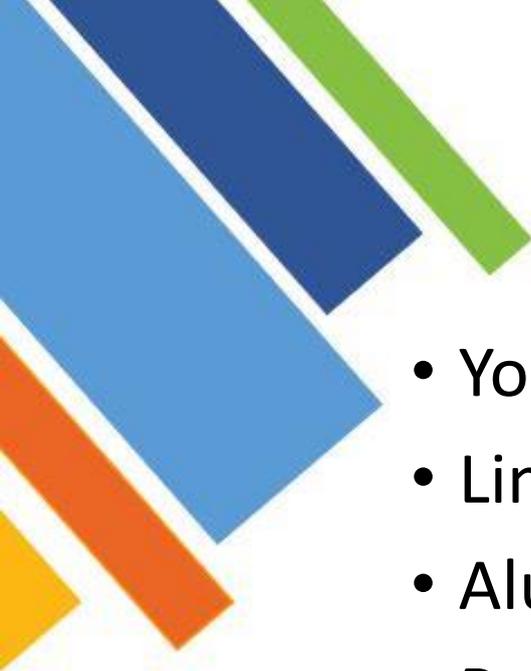
Pre-Screen Yourself

- I have a background in....
 - I am looking because...
 - I am looking for a position where I can use my skills to....
 - I'm interested in companies that...
 - Here are a few companies that have caught my eye...
- 



Narrative Example

- Hi, I'm Emily Empath and I've just moved to the area. I have a psychology degree and 1 year of experience in the affordable housing space. I'm looking for a direct service position that helps the homeless or those in need of affordable housing.
- In my previous job, I worked in a research role and I found that I wanted to be on the front line to make more of an impact on people's lives.
- I'm seeking this type of position to gain experience and determine if I should pursue a career in social work and ultimately get my master's degree in the field.



How to Find People

- Your personal contacts
- LinkedIn, Facebook groups
- Alumni network(s)
- Professional associations
- University programs
- Business Journal articles
- IRL* Communities
- Online groups (NextDoor)

* In Real Life



Networking Effectively

- Be sensitive to their situation
 - COVID can be an ice breaker
- What's your common bond?
 - Where did you get their name?
- What is your ask?
 - Advice, Information & Referrals
- WIIFT? What can you do for them?

[How to Ask for a Networking Meeting](#)
[Networking During Covid](#)





Networking Questions

- Given that I'm looking for a position in the ___ field, what advice or suggestions do you have for me?
- What types of companies might be interested in my particular blend of skills?
- Any specific companies that you think I should include on my target list?
- Are there any people who come to mind who may be helpful in my search?
- What companies in the area are growing or doing interesting things that you think I should know about?
- Are there any additional professional associations or groups that you think would be useful for me to join or attend?



Corporate Culture Questions

- Don't ask directly about corporate culture – you're bound to get a pat answer
 - What do (or did) you like most about working for the company?
 - If you could, what's one thing you would change about the company?
 - What was the last big achievement that you celebrated?
 - What does success look like for this position? How is success measured here?
 - What was the department's biggest challenge last year? What are biggest challenge going forward?
 - What type of person would you say fits in here?

Wrap Up

- Clarify what you can do and like to do
- Identify key features of target job
- Create a profile of target company
- Target company list
- List of people/sources for names
- What's your narrative?
- Questions to ask

Q & A

- Type your questions into the chat box
- We'll get to as many as we can

[Susan Kaiden, APTD | LinkedIn](#)

*Sue can be reached through LinkedIn – make sure to mention My Career Transitions as your connection

Resource List

- Handout from this presentation
- Find Your Fit
 - Chapter 3 – Identifying Your Best Work Environment
 - Chapter 7 – Networking
 - Chapter 10 - Pre-Employment Assessment (Employer Evaluation Worksheet)
 - Chapter 12 – Should I Stay or Should I Go?
- What Color is Your Parachute? (Dick Bolles)
- Cracking the Hidden Job Market (Don Asher)

Personal Inventory

Skills	Knowledge	Personality Traits
<p data-bbox="282 248 479 274">What Can I DO?</p>	<p data-bbox="817 248 1039 274">What do I KNOW?</p>	<p data-bbox="1335 248 1611 274">Who am I as a Person?</p>

What do I Want to DO?

	DON'T WANT	MIGHT WANT	DO WANT
SKILLS			
INDUSTRY			
WORK ENVIRONMENT			