



# What Does Reinvention Mean to You

JUNE 11, 2022

MY CAREER TRANSITIONS

# AGENDA

- ▶ Career Changing – Realities and Challenges
- ▶ 5 Steps of the Job Search Process
- ▶ 10 Words/Phrases (To State Differently)
- ▶ 3 Questions to Identify Your Transferable Skills
- ▶ Discovering Industries Which May Accept Your Skills
- ▶ Different Styles of Work
- ▶ Basic Career Principles
- ▶ Tony's Contact Information



# REALITIES OF A CAREER CHANGE

- ▶ Not Considered an “Insider” to those in profession you are targeting
- ▶ Difficult to Put a “Category” On You. Where Do You Fit?
- ▶ Career Change Takes More Time Than Staying in Previous Industry
- ▶ Possible Pay Cut or Entry Level Position In New Field
- ▶ May Need to Take Relevant Courses, Part-Time or Volunteer Work Early On to Gain Experience

# WHY CONSIDER A CAREER CHANGE?

- ▶ **Completely Dislike Your Current Job**
- ▶ **Current Job is in a “Retrenching” Industry**
- ▶ **Overabundance of Qualified Candidates in Industry**
- ▶ **New Technologies/Skills Obsolete**
- ▶ **Lifestyle Decision**
- ▶ **Fulfill a Long-Term Dream**



# FIVE STRATEGIC STEPS - REINVENTION

## ASSESSMENT

- ▶ Aids in Identifying Values At This Point of Career
- ▶ Helps Identify Transferable Skills to Other Lines of Work
- ▶ Identifies What Factors Need to Be Present in a Job To Increase Our Chances of Success and Enjoyment

# FIVE STRATEGIC STEPS - REINVENTION

## RESEARCH

- ▶ PRIMARY RESEARCH – Talking Directly to People
- ▶ SECONDARY RESEARCH – Study or Look-Up Type of Research



# FIVE STRATEGIC STEPS - REINVENTION

## TARGETING

WHAT IS A TARGET AND OF WHAT DOES IT CONSIST?

- ▶ Function or Skill Set
- ▶ Industry, Company Size, Target Market
- ▶ Location or Style of Business

# FIVE STRATEGIC STEPS - REINVENTION

## INTERVIEWING

- ▶ A Give and Take of Information During a Conversation
- ▶ Learn Issues Important to the Person to Whom You Are Speaking
- ▶ What Do They Like About Your Background?
- ▶ What Are Their Drawbacks About Your Background?
- ▶ How Does What You Have To Offer Compare to Others?



# FIVE STRATEGIC STEPS - REINVENTION

## FOLLOW-UP

- ▶ Review What You Have Learned From Talking to Others
- ▶ Follow-Up with Influence Letter, Proposal, Recommendation
- ▶ Keep in Touch On a Periodic Basis

# 10 Words/Phrases That Will Keep You Stuck Where You Are

## Negative

- ▶ Should, Might
- ▶ Need To
- ▶ Have To
- ▶ Can't
- ▶ Always, Never
- ▶ Must
- ▶ But
- ▶ Try
- ▶ Maybe
- ▶ I Think

## Positive

- ▶ Choose/Desire/Want
- ▶ It's Important To Me
- ▶ Desire To
- ▶ Am Not Willing To, Choose To
- ▶ Sometimes, Often, Seldom
- ▶ Choose, Desire
- ▶ And
- ▶ Intend/Aim
- ▶ Yes I Will, or No I won't
- ▶ I Know or I Don't Know



# Developing Your Stories (Transferable Skills)

- ▶ What was MAIN ACCOMPLISHMENT for you?
- ▶ What about it did you ENJOY MOST?
- ▶ What did you DO BEST?
- ▶ What was your KEY MOTIVATOR ?
- ▶ What led up to YOUR GETTING INVOLVED?
- ▶ What was your RELATIONSHIP WITH OTHERS?
- ▶ Describe the ENVIRONMENT in which you performed?
- ▶ What was the SUBJECT MATTER?

# 3 Questions to Ask Yourself (Transferable Skills)

- ▶ What was the situation (crisis, etc.) to be solved?
- ▶ Analyze and ask yourself, what were the steps you took to resolve the issue?
- ▶ What were the results of your action (Quantify those results in dollars, time, new procedure, customer satisfaction, issue addressed)



# Ways to Discover Industries To Which Your Skills are Transferable

- ▶ Read about industry, (Trade Journals, Business Articles, etc.)
- ▶ Get to know People in the Industry or Field?
- ▶ Join professional organizations/Attend Meetings/Contribute
- ▶ Discuss with Those in Field How Your Skills are Transferable to Their Industry
- ▶ Get Understanding of Industry Issues, Draft Proposals How to Address
- ▶ Take Relevant Course, Part-Time Jobs, Volunteer Work Related to Industry
- ▶ **BE PERSISTENT!!!!!!**

# CAREER STYLES

- ▶ **Classic Career** – Large Organization, Horizontal Organization Charts, Cross Functional Teams, Strategic Alliances
- ▶ **Concentric Career** – Main Product/Expertise is in the Center. Expand Products/Skills Beyond Core – Works Well for Consultants and Entrepreneurs Building Own Business
- ▶ **Concurrent Career** – Two or More Parallel Careers in Tandem – Must like variety and multiple activities
- ▶ **Combination Career** – Mix of Unrelated Activities, Pre-Retirees That Have Other Streams of Income
- ▶ **Contingency Career** – Working through Management Companies, Temp Agencies, Starting Business, (Work From Assignment to Assignment)



# BASIC CAREER PRINCIPLES

- ▶ Don't Let Others Define You
- ▶ Know Yourself and Be Yourself
- ▶ Develop a Philosophy of Your Life and How You Want it To Be
- ▶ Make a Plan
- ▶ Be Willing To Take A Risk

# BASIC CAREER PRINCIPLES

- ▶ **Develop Quantifiable Measures to Measure Progress**
- ▶ **Manage Your Environment As Opposed To Being a Victim of It**
- ▶ **Get Help (Via Associations, Others)**
- ▶ **Pick a Few Role Models (Not Just One, But Several)**
- ▶ **Don't Let Your Guard Down Once You Land**



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