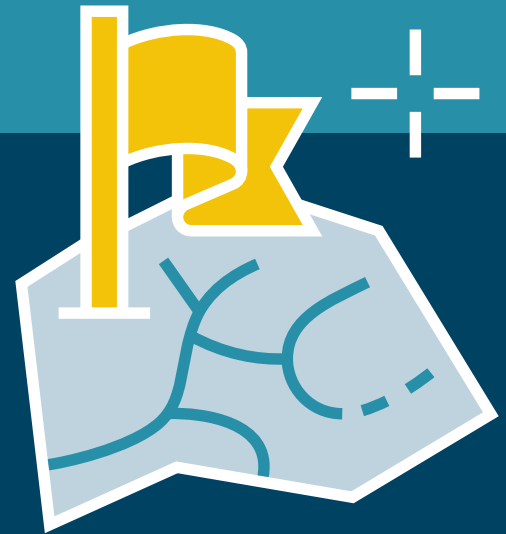




HOW TO MAKE A CAREER PIVOT

At some time in the course of your career, you may reach a point where your current job or path is no longer satisfying. How do you determine that it's time for a career pivot, and how do you make a change?



A career pivot is a planned, purposeful change in career direction. It can be a move to a related field, or to something completely new. Whatever its direction, a pivot is a meaningful change that requires thought and careful planning.

● *Do I need to pivot?*

Time for some self-reflection. Ask yourself the following questions:

- Am I dissatisfied with my career or only with my job? Could I find satisfaction in a similar job within the same field?
- Is the environment/working conditions the biggest cause of dissatisfaction?
- Do I feel that I could make better use of my innate abilities and skills in another occupation?
- Do I want to express certain values on the job that I can't in my present situation?
- Am I feeling a consistent or growing lack of interest or engagement in my day-to-day work?
- Am I noticing a decrease in energy and enthusiasm for my work, a sort of heaviness or fatigue?
- Am I staying at my current job solely because I don't know what kind of other career I might pursue?



If your answers are “yes” to the majority of these questions, you will want to carefully consider how you might move into a similar role in a different environment, seek other opportunities with your employer or pivot into a different role with a new employer!

The career pivot process:

- 1 Analyze your situation** Make a list of the aspects of your current job that you like and dislike. What functions are you best at? What do you wish you could do more in your current role? What is the source of your dissatisfaction—the work itself? The field? The company culture?
- 2 Inventory your skills and interests** Take stock of the transferable skills and experience you've amassed over your career to date. Think about activities and topics that you enjoy most in your life. What are your passions?
- 3 Brainstorm new career directions** Research career options online in areas that seem to align with your skills and passions. Talk to family, friends and trusted colleagues in your network. For additional inspiration and guidance, consider seeing a career advisor.
- 4 Research specific jobs** Do an online search to explore and compare potential jobs in your field (or fields) of interest. Look at job postings—what is the compensation range? What are the skills required? Don't worry about the experience requirements. Also consider an entirely new role in your current field. Changing roles within your field allows you to leverage your industry knowledge and contacts, which may mean an easier transition. Schedule informational interviews to get further insights.
- 5 Fill the gaps** As you begin to zero in on a new direction, identify the skills and experience gaps. Building knowledge in a new field may involve a combination of online research, classes and industry seminars. To expand your network into the new field, consider locating the appropriate professional association and getting involved.
- 6 Revamp your brand** Revamp your brand statement and elevator pitch to fit your new direction. Work in your transferable skills and passions, and how your unique background perspective will translate into value for an employer in your target industry.
- 7 Update your materials** Reframe your resume, integrating points you identified in revising your brand statement and elevator speech. Remember, once you begin applying for positions, you'll want to tailor your resume for each by using keywords.
- 8 Get the word out!** Be sure to let your professional network know you're looking and ready for opportunities. Of course, be careful if you need to avoid word getting back to your current employer.

YOUR LAUNCH PLAN

Once you are committed to your career pivot and are building your capabilities, develop a detailed launch plan. Outline financial considerations like your personal living expenses, minimum salary/benefits requirements, and savings plan to prepare for the change. Create a time frame or milestones for skill-building or savings goals, and include a target date for searching and applying to new positions.