CAREER TRANSITIONS

CHANGING CAREERS & OVERCOMING INDUSTRY PREJUDICE
Agenda

- Rationale for Changing Careers
- Conducting a Search for a New Career
- Identifying & Overcoming Industry Prejudice
Why Change Careers?

- Discouraged by economy (beare!)
- Leaving shrinking industry
- Complementary industry
- Following dreams (dual paths)
Conducting a Search

• **Know Your Product – You!**
  
  – What are you looking to do?
  
  – What have you accomplished / what key strengths will translate into your new career?
  
  – How can your network help you?
    
    • (Former Mentors; LinkedIn; Industry Experts)
Elevator Speech

Answers the Question:

“Tell me a little about yourself….”

….Can you answer the question as it relates to the new industry, using key words and accomplishments/strengths that will be recognizable to that industry?
Definition of Prejudice:

“an unfavorable opinion or feeling formed beforehand or without knowledge, thought, or reason”

~Dictionary.com
Impact of Prejudice on Career Changers

• Inability to get interviews (don’t make the screen)
• Challenge in navigating cultures (inability to ‘read’ the organizational cues)
• Tribal knowledge vs. fresh ideas (can be threatening)
Overcoming the Barriers / Specific Industry Prejudice

• Anticipate & understand the barriers to entry
  – Build the bridges (“While I haven’t had that particular experience, what I have done….“)
• Lean on your network
  – Informational interviews (do your research)
• Build your resume to match the needs of the industry – not based on past success in your former industry
• Articulate your transferable skills/strengths
• Update your network (LinkedIn) to reflect your future career
• Find something interesting to bring to the conversation
It is possible to change careers!

Be deliberate in why and how you will successfully change careers

Ensure your career toolkit (Resume, LinkedIn, Elevator Speech, etc) matches the career you seek

Overcome obstacles in your language and how you present what you have achieved

Good Luck in Your Search!
QUESTION & ANSWER