Career Pivots for Experienced Job Seekers

A presentation from the
Bill and Susan Lhota Office of Alumni Career Management
The Ohio State University Alumni Association
go.osu.edu/alumnicareermanagement
Your Career Management Team

Marilyn Bury Rice, Director
Kioshana LaCount Burrell, Assistant Director
Ankit Shah, Career Consultant
Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Today, we’ll discuss:

- Transferable skills
- Passions and values
- Researching possible industries
- (Re)branding yourself
- Networking
- Q&A
Research tells us...

Mid-Career 40-somethings want to: Move into *leadership*

Mid-Career 50-somethings want to: Make a *difference* in the world

Encore Careerists in their 60s and 70s want to: *Enjoy* their work and *Control* their schedules
Step One: Realize Your Transferable Skills

Transferable skills are those that you have developed over the course of your academic and professional careers that remain relevant and may be applied to other positions outside of what you currently do.

Transferable skills can be “hard” (technical, job-specific) or “soft” (non-technical, people-oriented), and can be gained from a variety of experiences including:

- Employment
- Life experiences
- Volunteering
- Education
- Hobbies
Evaluating your transferable skill set:

Evaluate your career accomplishments and job duties, and make a list of skills that reflect your experience and may also transfer to a new job or industry.

Then, ask yourself:

"Which of these skills do I like? Which ones would I be happy to continue using going forward?"

Eliminate any skills you do not want to use in your next position from your master list.
Step Two: Assess Your Passion and Values

Finding an organization that aligns with personal passions and core values is often critical for mature jobseekers, especially when considering a pivot outside of their comfort zone.

Figuring out what these are isn’t always easy, though. To help identify what’s important to you:

- Brainstorm areas and industries that invoke your passion (urban planning, politics, feminism, diversity and inclusion, etc.)
- Identify your core values – what is most important in your next role? What do you need from the company in order to feel “at home”? 
Finding a Potential “Fit”

Once you have figured out what you’re looking for in a new role – including what kind of work you’re passionate about and what kind of company aligns with your core values – you’ll want to find out how these factors relate to actual industries and job families.

Some resources to help with that are:

- Informational interviews
- Corporate websites and publications
- Professional societies
- Online resources (Glassdoor and O*Net Online)
- Your alumni network
Step Three – Reality Check

Once you’ve completed the first two steps in this process, you’ll next want to evaluate whether you are qualified to work in your desired industry.

Spend time researching this thoroughly – utilize the resources at your disposal to find out what it takes to be successful in these positions, and match your skills and education with those expectations.

Not sure you’re a good fit yet? Look into resources to fill those gaps...
If you find that you don’t have some of the skills you need for the position(s) you want to pursue, or would simply like some additional training, there are many free or low-cost options available:

- Ohio State Digital Flagship
- LinkedIn Learning
- Microsoft and Google
- Coursera
- Udemy
- EdX
- SkillShare
Step Four – (Re)Branding Yourself

After researching and internal evaluations, use the new knowledge you have to redesign your marketing materials to align with what resonates best with employers you are looking to attract going forward.

• Develop an updated resume and cover letter, and online profiles to showcase the skills sought after by different industries.
• Highlight those skills you have that are especially attractive to hiring managers.
• Show your work – support transferrable skills with examples of accomplishments.
Connecting the Dots – “Show” vs. “Tell”

On your resume:

• **Tell** – I possess teamwork skills

• **Show** – Provided initial and ongoing training to more than 100 new staff by involving them in important company projects, creating a better sense of teamwork throughout my unit.

In an interview:

• **Tell** – I am very good with computers

• **Show** – I created a database for management to track inventory costs. The system was easy and efficient, resulting in a 65% reduction in administrative costs.
Matching Your Skills – Draw the Conclusions for Them

Former sales professional looking to pivot to a non-profit development officer:

“My skills include the ability to generate and follow up on leads, multi-task, and to give thoughtful, persuasive marketing presentations.

Additionally, I am a natural communicator and am able to quickly build a strong, effective rapport with others.”

Former banking professional making a pivot to hospitality management:

“My work in my former position provided experience in bookkeeping and accounting, sales and marketing, and customer service.

I am most proud of my ability to resolve conflicts and communicate effectively to solve problems, ensuring customer satisfaction with minimal loss to the company.”
Step Five: Network, Network, Network!

Transitioning to a new industry always requires letting others know – use all of the tools at your disposal to get yourself out there.

- Get comfortable using online/virtual resources to connect with others

- Identify influential people in your circle – who would be willing to network on your behalf?

- Remember that you are getting to know others and getting yourself out there – not asking for a job right away.
Virtual Networking Best Practices:

- Spend 15-20 minutes per day seeking out and interacting with connections via email or social media.
- Be consistent in making yourself stand out by interacting on posts from those in your network, sharing original content, and commenting on information specific to your industry.
- Invite contacts to coffee chats or lunch when possible to make a personal connection and conduct informational interviews.
- Avoid asking for a job outright when meeting someone face to face – instead, ask for advice or introductions to decision makers in their networks.
Remember, when it comes to networking...

- Networking is all about relationship building — focus on connecting authentically with those in your network.

- Networking is something that takes time — remember, the quality of the connection trumps quantity.

- While networking is good for your career or business, it should not just be looked at as a “business activity”.
Questions?

To access our online resources, visit: u.osu.edu/alumnicareermanagement (Coach’s Corner blog & podcast) go.osu.edu/alumnicareermanagement (office website)