

CAREER TRANSITION: FROM PRECARIOUS OR UNFULFILLING EMPLOYMENT TO PERSONAL OPPORTUNITY

ZIFHR

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Learning Objectives

2



From this session you will:

- Better understand the career transition process
- Identify key questions that will help you begin your Career Pivot or Career Change
- Be introduced to tools and resources for undertaking a Career Pivot or Career Change

To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly.

Henri Bergson

The river I step in is not the river I stand in.

Heraclitus

Questions for consideration

4

- What's prompting my need/desire for change?
- Who am I?
- What do I want to explore?
- How can I best explore it?
- How should I represent myself during this process?
- How do I focus my goal and attain
- How do I stay engaged?



What's prompting the change?

5



□ New graduate



□ Precarious employment

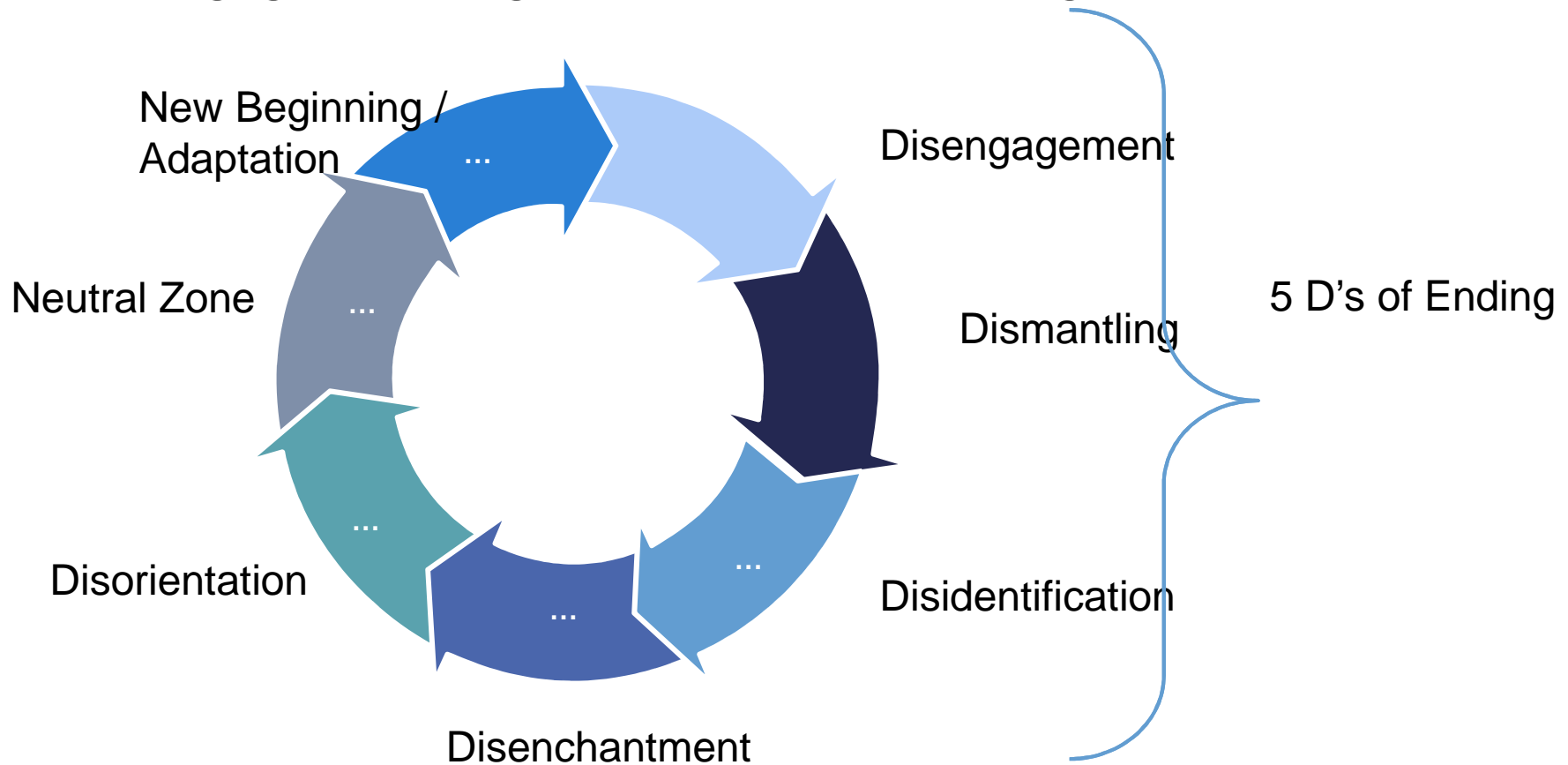
□ Life transition



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Change process

Letting go, being confused, coming out the other side



Who Am I?

7

- SKILLS
 - full bio, portfolio, CV
- INTERESTS
 - Assessments, Interest Inventories
 - www.careercruising.com
 - Career/Employment Counselor
- VALUES
 - Lists, Value Deck Sorting
 - <http://www.lifevaluesinventory.org>

Who Am I?

8

- Skills
- Interests
- Values



Who Am I?

9

- The thing you are most proud of?
- Greatest achievement in your career?
- What did you like to do as a kid?
- What would you be if you knew you couldn't fail?
- If money were no object how would you live your life differently?

What Do I Want To Do?

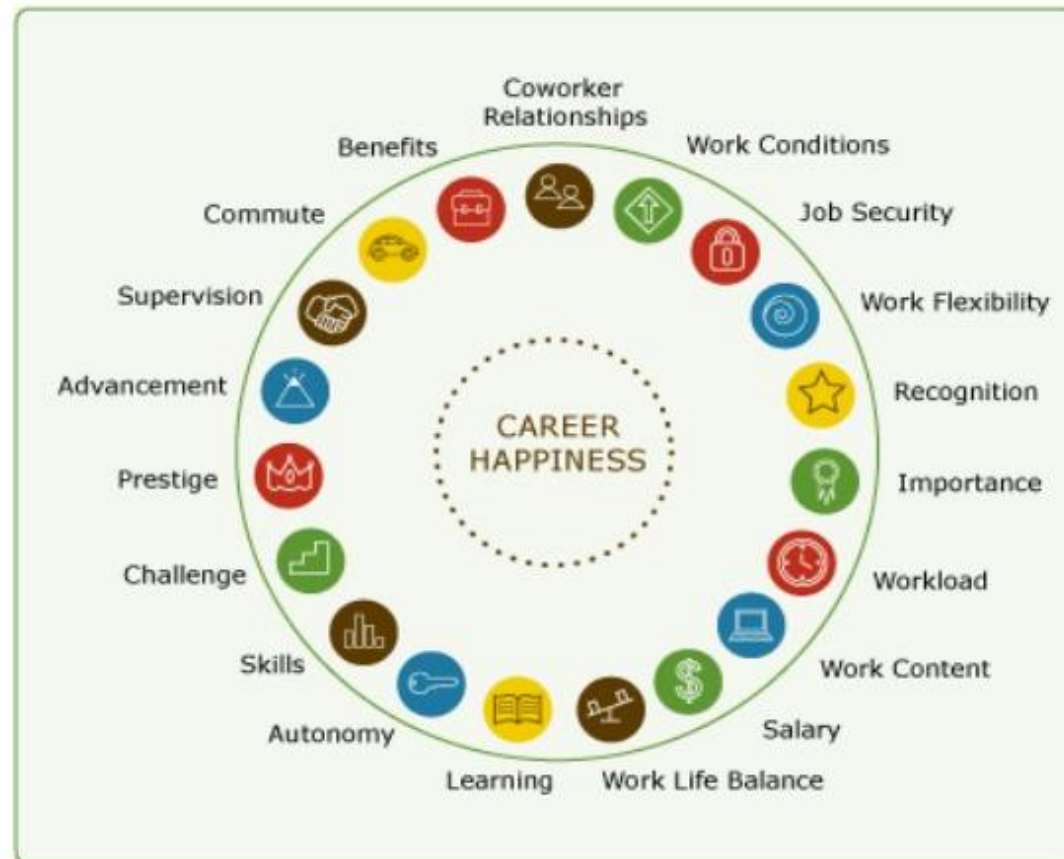
10

Factors that
are
important to
you right
now....



What Do I Want To Do?

11



How do I want to explore it?

12

Seeking insights & getting the word out

- Personal & professional networks
- Information interviews
- Referrals
- Research & reading
- Brainstorm for other ideas...

Important to “paint a picture” of yourself & what you are seeking



The Tools

13

All your tools
**WORK
TOGETHER**

Have the
**SAME
MESSAGE.**

Aimed to
support your
JOB GOAL.

- Hard Copy / Written
- Online
- In Person
- Programs

The Tools – Hard Copy/Written

14



- Can I glance at your Resumé and understand immediately what it's about and what you are looking for?

The Tools – Hard Copy/Written

15

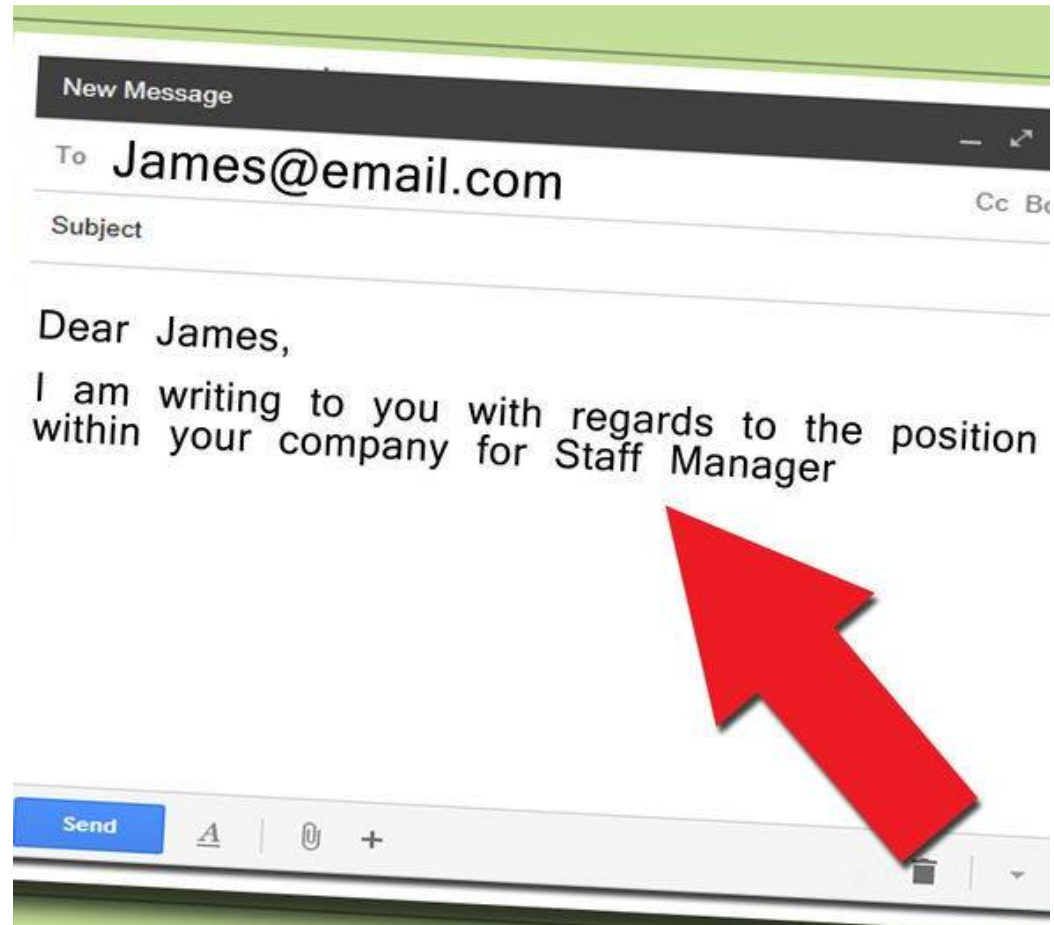


"I don't understand. Didn't you get the résumé I texted?"

The Tools – Hard Copy/Written

16

- State purpose
- Fill in gaps
- Proper grammar
- Less is more
- Own voice



The Tools - Online

17

A portrait photo that doesn't cut someone else out will look more professional

The screenshot shows a LinkedIn profile for Susan Ritmer, a User Experience Designer at Novella & Co. The profile includes a portrait photo, a search bar, navigation tabs (Home, Profile, Network, Career, Interests), and a dropdown menu with options like 'Endorse', 'Send InMail', 'Suggest an update', 'Recommend', 'Endorse skills & expertise', 'Search for references', 'Share profile', 'Export to PDF', 'Flag as inappropriate', 'Remove connection', and 'Block or report'. The 'Block or report' option is highlighted. The profile also shows activity, background, and network information.

The Tools - Online

18

What looks
“tousled” in a more
conservative
industry can be “hip”
and attractive to a
more creative one

The screenshot shows a LinkedIn profile for Garrett Ive. The header includes the LinkedIn logo, account type (Pro), and the user's name (Nevaeh Sheppard). The profile is for Garrett Ive, Account Director at Airfoil Public Relations, located in the San Francisco Bay Area. He has 370 connections. The profile includes a summary, experience, and network information.

Garrett Ive 2nd
Account Director at Airfoil Public Relations
San Francisco Bay Area | Public Relations and Communications

Previous: John Bailey & Associates Public Relations
Education: Aquinas College

Connect Send InMail

370 connections

www.linkedin.com/in/garretive Contact Info

BACKGROUND

SUMMARY

Relating to the public since shortly after birth, the past 10 years formally so. I've spent the majority of those years with Airfoil, a firm specializing in PR and marketing communications for all things tech - from stealth start-ups to enterprise.

Experience includes B2B and B2C tech in the form of product launches, company launches, reputation campaigns, crisis communications, corporate messaging, creative writing and other things too inconsequential to mention.

I love (not in this order) technology, new and old; Detroit sports; my family; working with the media; semicolons.

EXPERIENCE

Account Director
Airfoil Public Relations
February 2005 – Present (7 years 9 months) | Mountain View, CA

From Airfoil's Silicon Valley office, regularly have large amounts of fun leading strategy development and management of public relations programs for tech companies large and small. Past and present clients include LinkedIn, eBay Motors, SurveyMonkey, MobITV, Microsoft, PunchTab, TuneWiki, VisualOn and Autodesk (FIRST Robotics Competition).

Account Coordinator
John Bailey & Associates Public Relations
2003 – 2005 (2 years)

Sent my first fax, made copies and cleaned the supply cabinet. Also learned about "media relations" working on projects for Special Olympics of Michigan and the North American International Auto Show.

MORE SEARCH RESULTS

Julie Barker 3rd
Director of User Experience
Connect

Ads by LinkedIn Members

Attn: Graphic Designers
Learn Animation, Design & IADT Online. Get Started Now

Learn user experience
3 full-day workshops in Toronto
Krug, Lou Rosenfeld, Anders

Which Subject Lines Fail
We analyzed millions of emails
the highest and lowest open

HOW YOU'RE CONNECTED

You
Mia Pavri
Brianna Inouye
Garrett Ive
Get introduced

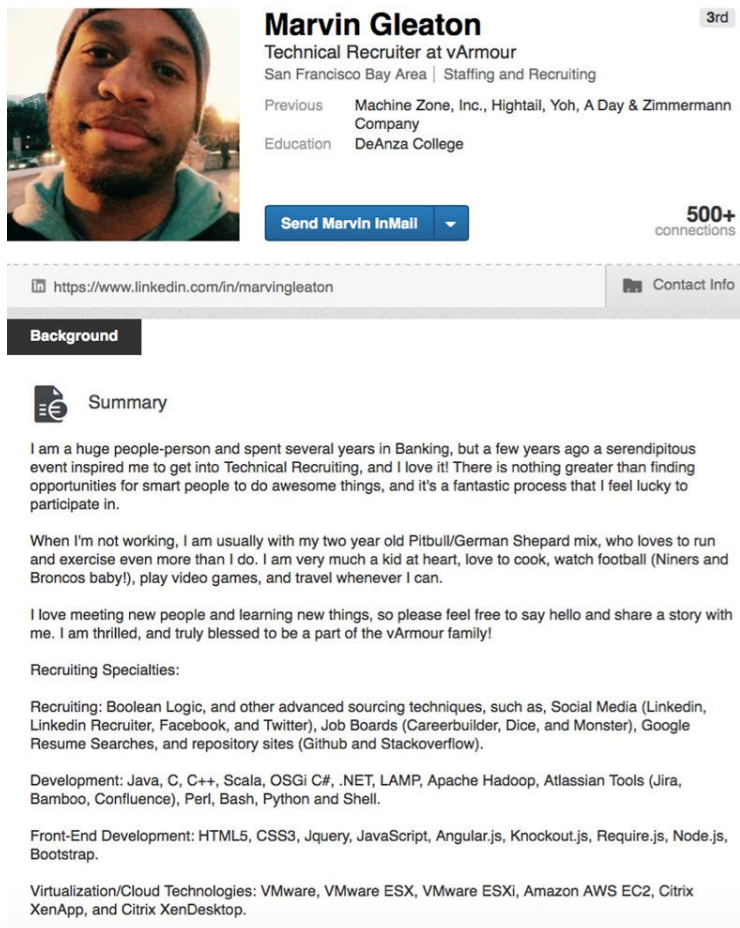
GARRETT'S NETWORK

47 Airfoil

The Tools - Online

19

Summary should be 2-3 short paragraphs – this one is a bit long.




Marvin Gleaton 3rd
Technical Recruiter at vArmour
San Francisco Bay Area | Staffing and Recruiting

Previous Machine Zone, Inc., Hightail, Yoh, A Day & Zimmermann Company
Education DeAnza College

[Send Marvin InMail](#) 500+ connections

<https://www.linkedin.com/in/marvingleaton> Contact Info

Background

 Summary

I am a huge people-person and spent several years in Banking, but a few years ago a serendipitous event inspired me to get into Technical Recruiting, and I love it! There is nothing greater than finding opportunities for smart people to do awesome things, and it's a fantastic process that I feel lucky to participate in.

When I'm not working, I am usually with my two year old Pitbull/German Shepard mix, who loves to run and exercise even more than I do. I am very much a kid at heart, love to cook, watch football (Niners and Broncos baby!), play video games, and travel whenever I can.

I love meeting new people and learning new things, so please feel free to say hello and share a story with me. I am thrilled, and truly blessed to be a part of the vArmour family!

Recruiting Specialties:

Recruiting: Boolean Logic, and other advanced sourcing techniques, such as, Social Media (LinkedIn, LinkedIn Recruiter, Facebook, and Twitter), Job Boards (Careerbuilder, Dice, and Monster), Google Resume Searches, and repository sites (Github and Stackoverflow).

Development: Java, C, C++, Scala, OSGi C#, .NET, LAMP, Apache Hadoop, Atlassian Tools (Jira, Bamboo, Confluence), Perl, Bash, Python and Shell.

Front-End Development: HTML5, CSS3, JQuery, JavaScript, Angular.js, Knockout.js, Require.js, Node.js, Bootstrap.

Virtualization/Cloud Technologies: VMware, VMware ESX, VMware ESXi, Amazon AWS EC2, Citrix XenApp, and Citrix XenDesktop.

The Tools - Online

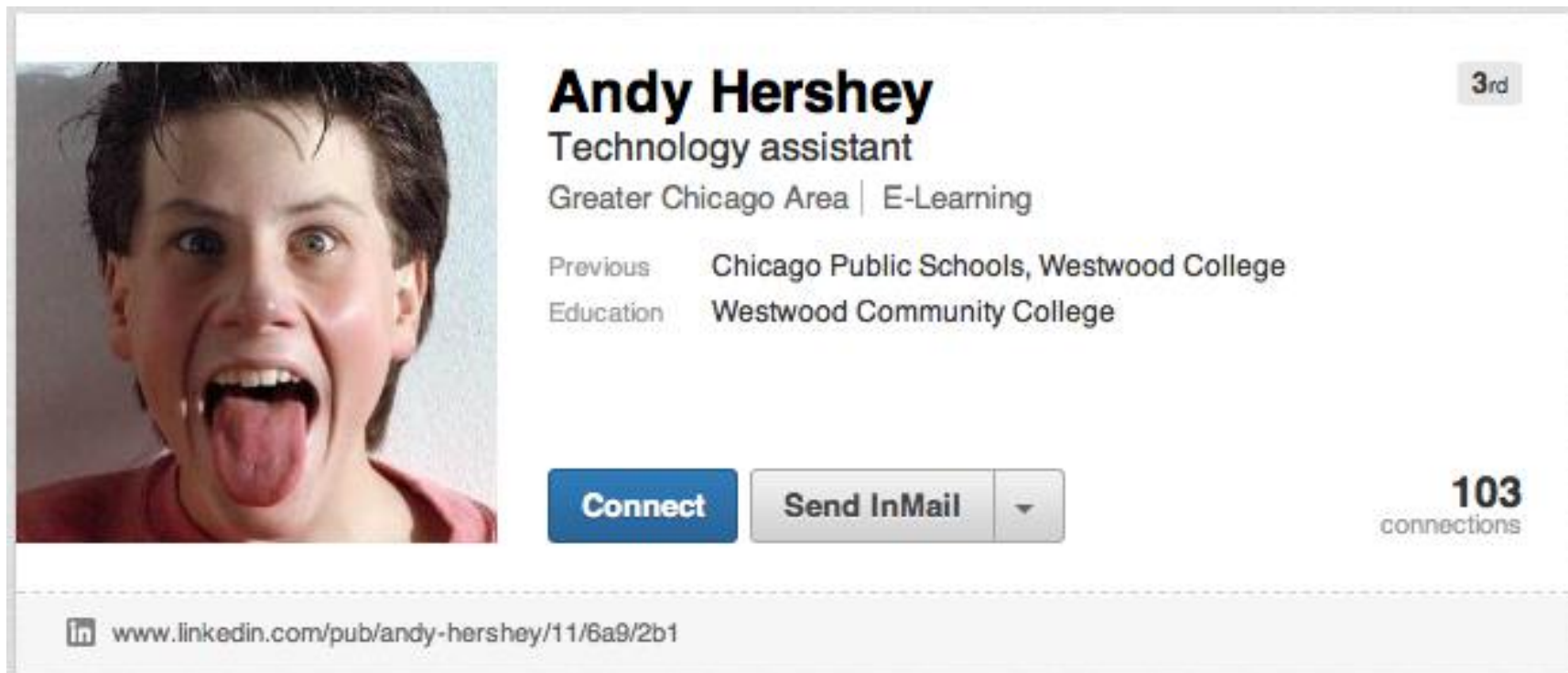
20

Looking toward the camera will help you connect better with your audience

The image shows a screenshot of a LinkedIn profile for Brianna Inouye. The profile includes a profile picture, a cover photo, and a bio. The bio states: "I've been coined a 'quiet pr storm.' I'm a crisis communications junkie at heart and I've learned that change is the constant in technology. I've been lucky to work with some of the smartest people in the Silicon Valley. I live for a great story and will travel for good food." The profile also shows a summary of her experience as a "Corporate Communications, Senior Manager" at LinkedIn. On the right side of the profile, there are sections for "PEOPLE SIMILAR TO BRIANNA" (featuring Steve Barker), "Ads by LinkedIn Members" (including "A Masters for Design Pros" and "Thinking of an MBA?"), and "BRIANNA'S NETWORK" (showing 249 LinkedIn connections, 21 connections, 94 connections, and 13 connections). At the bottom right, there is a section for "IN COMMON WITH BRIANNA" showing 2 common causes.

The Tools - Online

21



A screenshot of a LinkedIn profile card for Andy Hershey. The profile includes a profile picture of a man sticking his tongue out, a name 'Andy Hershey', a title 'Technology assistant', and location 'Greater Chicago Area | E-Learning'. It also lists 'Previous' work at 'Chicago Public Schools, Westwood College' and 'Education' at 'Westwood Community College'. There are buttons for 'Connect' and 'Send InMail', and a connection count of '103 connections'. The URL 'www.linkedin.com/pub/andy-hershey/11/6a9/2b1' is visible at the bottom.

Andy Hershey 3rd
Technology assistant
Greater Chicago Area | E-Learning

Previous Chicago Public Schools, Westwood College
Education Westwood Community College

[Connect](#) [Send InMail](#) ▼

103
connections

www.linkedin.com/pub/andy-hershey/11/6a9/2b1

The Tools - Online

22

- Same message, same branding
- Lock down personal social media
- Think about websites and social media that assist you in your goal

The Tools – In Person

23

- “Elevator Pitch”
- 1 line that sums up what you are seeking
- Immediately clear to recipient



The Tools

24

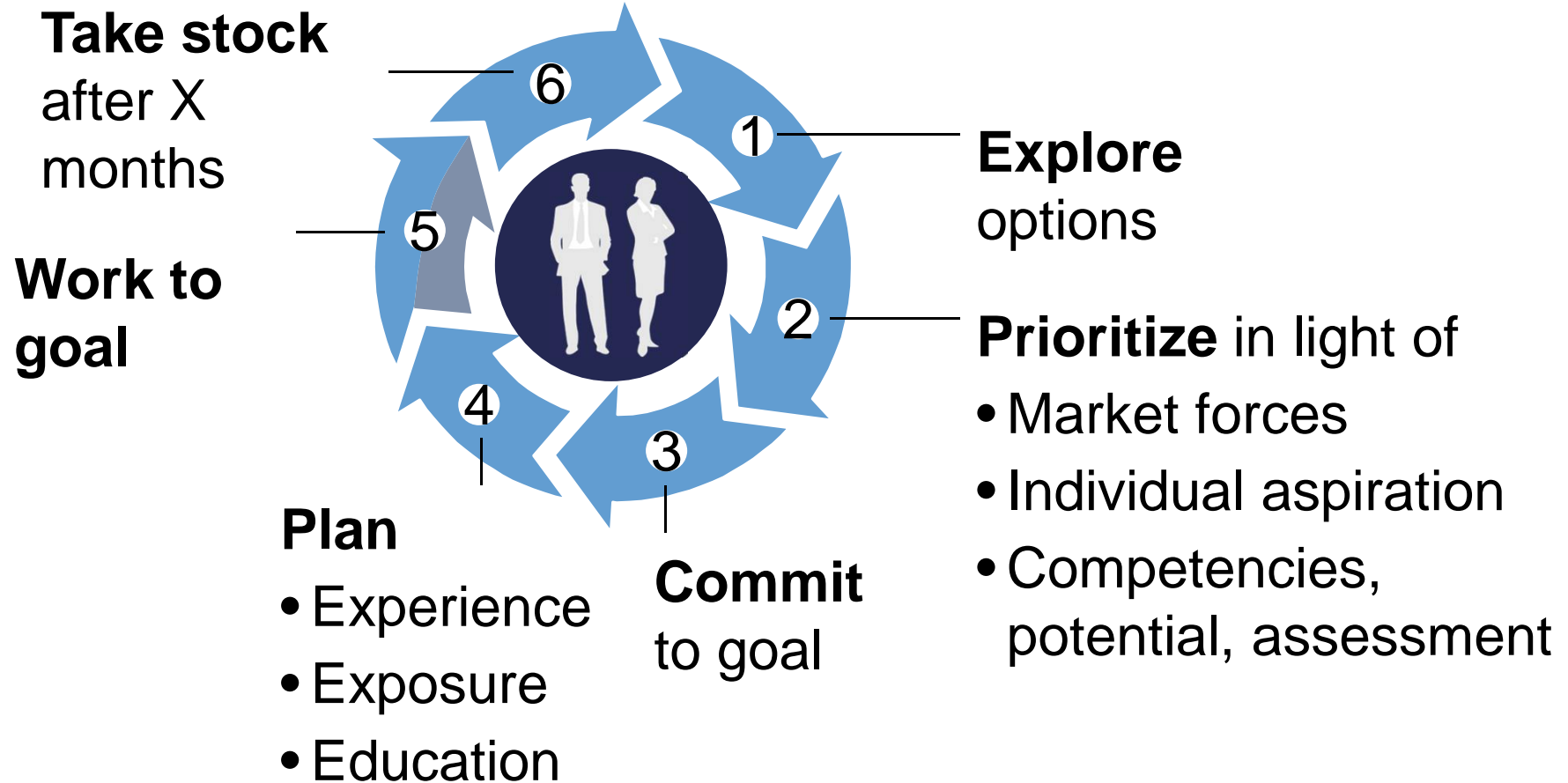


Programs

25

- Work with an Employment Services Agency
- Second Career
- Centennial College Centre of Entrepreneurship
- Continuing Education Course
- Certificate programs

Determining your goal



How do I focus my goal?

27

- Decision grid

	Choice1	Choice2	Choice3
Factor1			
Factor2			
Factor3			
Score			

- Who am I filter

Q&A & Contact Information

28



Jane Brind

jbrind@zifhr.com

Erika Steffer

erika.steffer@egonzehnder.com

29

RESOURCES

Summary of Resources to Utilize
Additional Resources

Resources

Change, Transition & Stress Management

30

Transitions

William Bridges. *Transitions: Making Sense of Life's Changes*. Cambridge, MA: Da Capo Books, 2004

Stress management

<http://wholeinsights.com/positive-negative-copers/11/positive-negative-copers/>

These lists are not original to the website owner, but she presents them in a clear way.

Employability Skills 2000+

<http://www.conferenceboard.ca/topics/education/learning-tools/employability-skills.aspx>

Conference Board of Canada lists the fundamental, personal management and teamwork skills needed in the world of work today.

**“WHEN ONE DOOR CLOSES ANOTHER OPENS
BUT ALL TOO OFTEN THERE IS A LONG
HALLWAY IN BETWEEN.”**

- RICK JAROW



Resources

Career Information & Self-Knowledge

32

Employment Centres

City of Toronto provides links to a range of online employment resources.

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=9319cff9501c0410VgnVCM10000071d60f89RCRD&vgnnextchannel=e531d08099380410VgnVCM10000071d60f89RCRD>

National Occupational Classification

<http://noc.esdc.gc.ca>

Interest Inventory + Career Information

<http://www.careercruising.com/>

Online Values Inventory

<http://www.lifevaluesinventory.org>

Resources

Decision-Making

33

How We Decide (Jonah Lehrer, 2009)

Decisive: How to Make Better Choices in Life & Work (Chip Heath and Dan Heath)

Sometimes
what you're most
afraid of doing is
the very thing that
will set you free.

QUOTEDIARY.INE

Resources

Landing a Job

35

The Job Search Solution: The Ultimate System for Finding a Great Job Now! (Tony Beshara, 2012)

Job Sites / Aggregators

www.eluta.ca

www.indeed.ca

Resources

Starting a Business

36

Help with Starting Own Business

<http://www.centennialcollege.ca/programs-courses/centres-institutes/centre-of-entrepreneurship/>

Mom, Inc. (Amy Ballon and Danielle Botterell, 2011) <http://www.mominc.ca>

“How to raise your business and your family without losing your mind or your shirt”

The Big Enough Company: How Women Can Build Great Businesses and Happier Lives (Adelaide Lancaster and Amy Abrams, 2012)

Success is not final, failure is not fatal;
it is the courage to continue that
counts.

Winston Churchill