

McCombs Career Webinar



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Career Shifting



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Objectives

- Learn how to best position yourself for a career shift.
- Learn how to go to a new company.
- Learn about the steps you should take to start your next career shift.



Definition

Career Shifting can be defined as:

- Going to a new role
- Changing disciplines
- Moving within the same or to a different company
- Moving faster in your overall career



Objectives

- Learn how to best position yourself for a career shift to a new role.
- Learn how to go to a new company.
- Learn about the steps you should take to start your next career shift.



- Direct Experience
- Transferable Experience
- Industry Experience
- Passion
- Stories



Direct Experience

- Is this the same role for a different company or industry?
- Show what you've done and how it matches.
- "I've got 5 years of [sales/ public accounting /consumer marketing] experience."
- Transferable Experience
- Industry Experience
- Passion
- Stories



- Direct Experience
- Transferable Experience
 - Do you have "same-as" skills that apply to this role?
 - Explain how your experience applies.
 - "I was the marketing manager for product X and can help you market product Y."
- Industry Experience
- Passion
- Stories



- Direct Experience
- Transferable Experience
- Industry Experience
 - Showcase your knowledge of where the industry is going, industry specific business processes and important issues and challenges ahead
 - "I have worked in this [oil exploration / computers / retail] for XX years."
- Passion
- Stories



- Direct Experience
- Transferable Experience
- Industry Experience

Passion

- Show that you are excited an enthusiastic about this career.
- Convey that this is something you want to do.
- "This my dream job to work in [accounting / software / consumer products]."
- Stories



- Direct Experience
- Transferable Experience
- Industry Experience
- Passion

Stories

- Use stories to highlight that you have what it takes for this new role.
- Stories are the evidence of your experience and passion.
- Stories support your positioning.



Use stories to support your positioning and provide the evidence.

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Ability / Experience	Sample Story
Problem solving	I solved the problem of adjusting our product manufacturing operations to adjust to declining volumes.
Working with others	I had to work with global marketing, sales, customer support, and development to successfully launch a new product.
Leadership	I led the project team to consolidate vendor spend across the company.
Industry Experience	I presented at the Collaborate 11 conference on healthcare industry needs.
Functional Skills	I've built Excel pivot tables and reports using SQL Server Reporting Services.
Analysis Abilities	I developed the pricing strategy for our retail offering.
Ability to Influence Others	I convinced executives to fund our project.
Passion	I first wanted to work in banking because my mother was a banker.



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- Key Considerations
 - Company Performance
 - Culture

- Growth Opportunities
- Compensation & Benefits



- Company Performance
 - How is the company doing?
 - Financial reports, analyst reports, press reports, blogs
 - How is the industry doing?
 - Industry indices, competition, SWOT analysis, Porter's 5 forces
- Culture
- Growth Opportunities
- Compensation & Benefits



- Company Performance
- Culture
 - What are the corporate values?
 - Reputation, focus, charity interests, presence.
 - What is the work environment?
 - Casual or buttoned down, technology oriented, people driven, public or private.
- Growth Opportunities
- Compensation & Benefits



- Company Performance
- Culture
- Growth Opportunities
 - What other roles are there?
 - Is the company or industry growing?
 - Are there opportunities with partners or clients?
- Compensation & Benefits



- Company Performance
- Culture
- Growth Opportunities
- Compensation & Benefits
 - What will you be paid, for what, and when?
 - What other benefits are there: Educational Reimbursement, Healthcare, Retirement, Equity?



Key Considerations

- Company Performance
- Culture
- Growth Opportunities
- Compensation & Benefits

Why are these important?

You want to know what the company does so that you can answer:

Why do you want to work for this company?



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- Prepare
- Cultivate key traits
- Start early



Prepare

- Do your research
 - Industry research (industry reports, newspapers, industry magazines)
 - Informational Interviews (UT alumni network, company alumni networks, mentors)
 - Internet (annual reports, financial releases, press releases, corporate blogs, twitter)
- Get educated (college, graduate school, vocational school, certifications, on-line classes)
- Cultivate key traits
- Start early



- Get educated
- Cultivate key traits
 - Flexibility think about doing something different
 - Curiosity think about doing things differently
 - Confidence think about what you can do and what you need
- Start early



- Get educated
- Cultivate key traits
- Start early
 - Stay informed of the current state of your industry and industry and external trends
 - Be aware of the current state of your career
 - Continually document your results and revise your stories
 - Identify what you need and start getting it.



Questions





For More Information

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Thank You!

 The recording of today's presentation, along with the PowerPoint slides, will be available on our Career Programming Web page by next week:

http://www.mccombs.utexas.edu/ alumni/careers/programming/

Save the date for our October Third Thursday Career Webinar: "Keeping Your Career Sizzling Without a Flameout"



Other Sources of Information

Hot Jobs Career Change
 http://hotjobs.yahoo.com/careerchange

Forbes Special Report on Career Change 2010
 http://www.forbes.com/2010/09/21/career-path-change-jobs-employment-leadership-careers-career-change-10-report_land.html

Bureau of Labor Occupational Employment Statistics
 http://www.bls.gov/oes/highlight_2009.htm