McCombs Career Webinar

September 30, 2010
Career Shifting

By Tim Tow, MBA ’04
Seattle Interview Coach
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.
Positioning Yourself

- Direct Experience
- Transferable Experience
- Industry Experience
- Passion
- Stories
Positioning Yourself

- **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**
Positioning Yourself

- 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
Positioning Yourself

- 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
Positioning Yourself

- Direct Experience
- Transferable Experience
- Industry Experience

**Passion**
- Show that you are excited and 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**
Positioning Yourself

- 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.
## Positioning Yourself

Use stories to support your positioning and provide the evidence.

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

Key Considerations

- Company Performance
- Culture
- Growth Opportunities
- Compensation & Benefits
Going to a new company

- **Key Considerations**
  - **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**
Going to a New Company

- **Key Considerations**
  - 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**
Going to a New Company

- **Key Considerations**
  - 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**
Going to a New Company

- **Key Considerations**
  - 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?
Going to a New Company

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?
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.
Preparing for a Career Shift

- Prepare
- Cultivate key traits
- Start early
Preparing for a Career Shift

- **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**
Preparing for a Career Shift

- **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**
Preparing for a Career Shift

- 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.
For More Information

http://www.seattleinterviewcoach.com

E-mail: tim@seattleinterviewcoach.com
Phone: 425-998-7629
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 Flame-out"
Other Sources of Information

- **Hot Jobs Career Change**
  [http://hotjobs.yahoo.com/careerchange](http://hotjobs.yahoo.com/careerchange)

- **Forbes Special Report on Career Change 2010**

- **Bureau of Labor Occupational Employment Statistics**