Career Shifting Webinar

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AGENDA

• Overview of Process for Making Career Shift
• Importance of Doing a “Feasibility Analysis” to Determine if Goal is Realistic and Attainable
• Herminia Ibarra’s Model for Career Shifting
• Give You Practical Strategies for Formulating Your Career Shifting Ideas
Career Shifting Process - Nine Square Model

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<td>Most Participants find quickest success in this area</td>
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## Skills Inventory/Skill Sort Matrix

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<th>Skills I Enjoy Using</th>
<th>Do Well</th>
<th>Don’t Do Well</th>
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<td>MOTIVATED SKILLS</td>
<td>DEVELOPMENTAL SKILLS</td>
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<td>Skills I Don’t Enjoy Using</td>
<td>BURNOUT SKILLS</td>
<td>AVOIDANCE SKILLS</td>
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### CAREER SHIFTING SKILLS MATRIX

<table>
<thead>
<tr>
<th><strong>TRANSFERABLE SKILLS</strong></th>
<th>Very Skilled</th>
<th>Not as Skilled</th>
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<tr>
<td>Skills I Am Most Interested In Using, Developing</td>
<td><strong>MOTIVATED SKILLS</strong>&lt;br&gt;(I.D. transferable skills you already have)</td>
<td><strong>DEVELOPMENTAL SKILLS</strong>&lt;br&gt;(I.D. those needed to close experience gap for career shifting)</td>
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<td>TRANSITIONAL SKILLS</td>
<td></td>
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<tr>
<td>Skills I’d Rather Not Use But May Be of Interest to Target Employer</td>
<td><strong>BURNOUT SKILLS</strong>&lt;br&gt;(I.D. those that are needed as transitional for career shifting)</td>
<td><strong>AVOIDANCE SKILLS</strong></td>
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Setting SMART Goals

- **S** = Specific
- **M** = Measurable
- **A** = Attainable
- **R** = Realistic
- **T** = Time bound

How do you know if your goal is **REALISTIC** and **ATTAINABLE**?
FEASIBILITY ANALYSIS

- Research your desired career shift
- Talk to those doing the job
- Talk to those who made the same career shift
- Talk to many people - at least 8-10 initially
- Talk to people you don’t know—they may be more objective
- Google job descriptions, find LinkedIn Profiles
- Ask a lot of questions!
Feasibility Analysis—Questions to Ask

- “Why am I Seeking This Shift?”
- “Is This Shift Realistic/Attainable?”
- “Do I Have Support?”
GAP ANALYSIS

• What are the barriers to entry, if any, for someone with my background?

• What’s missing from my background—where are the knowledge and experience gaps?

• What do I need to do to close the gaps? Can I close the gaps??
GAP ANALYSIS (con’t)

• Are there people who can help me with the barriers & my goals? If so, who are they?

• What are the developmental/transitional activities I need to be doing?

• What is a realistic time frame for executing my shift/achieving my goal?

• Can my goal realistically be achieved in a single step or is this a two or three step/job process?
CLOSING THE GAPS - Assessing Your Current Organization

- Do people in your organization change areas, functions, roles? How do they do it?
- Does the company culture support internal shifting?
- What is the company’s capacity to enable you to achieve your career goals?
- Do people exist there who can help you with your goals?
THE JOB SEARCH PROCESS

Internal Research
Who are you, what you want, what you have to offer

External Market Research
Research, explore target companies and contacts, identify options

Close the Deal
Source job leads, interview, obtain offer(s) and negotiate

Plan and Implement
Network, contact target companies, use other job search avenues
THE CAREER SHIFTING PROCESS

Crafting Experiments -> Making Sense -> Shifting Connections

Taken from Working Identity by Herminia Ibarra
”CRAFTING EXPERIMENTS”

- Unlike plan-and-implement model for a related job search
- Requires experimentation in order to avoid "analysis paralysis"
- "Doing comes first, knowing second"
- Trial and error involved in testing out your interests
- Also need ways to close your experience gaps
“SHIFTING CONNECTIONS”

• Need to find new people to talk with who may view you more objectively than those who already know you

• Cultivate strong contacts into mentors, advisors and references

• Ideal network = “developmental relationships” – most strategic way to achieve a career shift
“MAKING SENSE” - Telling Your Story

• Your story must first make sense to YOU
• You must craft a strong “Career Transition Narrative”
• Must also be compelling, credible and persuasive to others - e.g. employers
• YOU have to “connect the dots” for the employer
• Refine your story by telling and re-telling
HOW TO FIND THE JOB

- Forget resumes
- Forget job postings
- Forget search firms
- You need to *precede* your resume
- Networking is essential, *non-negotiable*!
- Creating relationships also creates Enthusiastic *Endorsers*
CAREER SHIFTERS - Success Factors

- **Strong Self-Assessment Skills**—Know how to “know yourself”
- **Goal-Setting Skills**—Know how to set job/career shifting goals that are realistic and attainable for you
- **Decision-Making Skills**—Can make a sound decision about next step job and not over-invest expectations, not suffer from “analysis paralysis”
- **Strong Execution Skills**—Ability and willingness to do what’s needed in the career shifting process, not leave out steps
CAREER SHIFTERS - Points to Remember

- Need to test **feasibility** of your career goals to see if they are **realistic** and **attainable**

- You **HAVE** to have **experience** needed to **qualify** for the work, have to **close** the **gaps**

- You **HAVE** to tell persuasive story that **MAKES SENSE** to employers

- Important to realize that career shifts **may not** be obtainable in one job move
NEXT STEPS

• Read 2 Herminia Ibarra articles
  ✓ How to Stay Stuck in the Wrong Career
  ✓ What’s Your Story?
    http://hbr.org/2005/01/whats-your-story/ar/1

• Get answers to as many questions as you can on the Career Shifting Process handout

• Set up an advising appointment with Kathryn Ullrich to discuss your career shifting strategy