

## 7-Steps to Pivot Your Career

### *For Haas Alumni*

#### **Step 1 – What Are You Good At?**

- Take an Assessment such as [Career Leader](#) and/or [StrengthsFinder](#)
- Complete the *Strengths Exercises #1, #2, and #3* (Google Drive)
- Work with a career coach, mentor, or friend to further clarify your strengths

#### **Step 2 – What’s Important to You?**

- Complete the *Interests Exercise* (Google Drive)
- Complete the *Values Exercise* (Google Drive)
- Work with career coach or friend to review the above exercises and further clarify the things that are most important to you.

#### **Step 3 – Explore and Experiment**

- Work with a friend, mentor or career coach to do the *Brainstorming Career Options Exercise* (Google Drive)
- Research industries, companies or roles you are curious about
- Find ways to get in-person experiences with the areas you are exploring (e.g., conferences, networking events, courses, volunteer work, etc.)
- Conduct Informational Interviews with people in industries, companies, or roles you are curious about
- Work with career coach, mentor, or friend to discuss the insights you have gained and determine what you will pursue for this next step in your career

#### **Step 4 – Fill in the Gaps**

- Identify the gaps between what your targeted position requires and what you currently bring to the table (see *Gap Analysis* handout in Google Drive)
- Work with a career coach, mentor, or friend to determine how you will fill in these gaps (e.g., classes, project work, volunteer work, etc.)

#### **Step 5 – Create Your Job Search Marketing Plan**

- Create a job search marketing plan for yourself (should include target industries, target roles, target companies, what you bring to the table, outreach plan, and action steps)

#### **Step 6 – Marketing and Selling Yourself**

- Create a targeted resume (use tools like [JobScan](#) and [SEOBook](#) to make sure your resume includes the most important keywords in the job descriptions of your targeted positions)
- Update your LinkedIn profile (make it snappy!) to reflect your new brand
- Prepare and practice your pitch/story
- Implement your marketing plan to generate interviews (networking, direct outreach, etc.)
- Practice interviewing with a career coach or a friend

#### **Step 7 – Manage the Opportunities**

- Conduct salary research (Glassdoor, Payscale, talking with executive recruiters and/or industry insiders)
- As opportunities arise, filter them through the Top 5 values you identified in Step 2 to make sure they are in alignment
- Prepare for and practice salary negotiations with a career coach or friend