

7-Steps to Pivot Your Career

For Haas MBA Alumni

Step 1 – What Are You Good At?

- Take an Assessment such as [Career Leader](#) (\$20 discount for Haas alumni – log onto MBA CareerNet → CMG Resources → Assessments to see the discount code) and/or [StrengthsFinder](#)
- Complete the *Strengths Exercises #1, #2, and #3* (Google Drive)
- Schedule an appointment with a Haas CMG Career Coach (book through MBA CareerNet) 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 a Haas CMG Career Coach 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 CMG Career Coach to do the *Brainstorming Career Options Exercise* (Google Drive)
- Explore the *Industries & Functions* section on CMG Resources
- 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 (refer to CMG Resources → Networking & Informational Interviewing)
- Work with a Haas CMG Career Coach 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 Haas CMG Career Coach 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 (refer to CMG Resources → Career Tools → Marketing Plan)

Step 6 – Marketing and Selling Yourself

- Create a targeted resume (refer to CMG Resources → Career Tools → Resumes)
- 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 CMG Career Coach or a friend

Step 7 – Manage the Opportunities

- Review Salary Negotiation resources (CMG Resources → Career Tools → Salary Negotiation)

- Salary research
- 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 CMG Career Coach