

Career Transition – I Know What I Want, How Do I Get There?

Individuals considering a career transition, typically fall into one of two groups:

- I **don't know** what career I want to transition into and don't know what my next steps are.
- I **do know** what career I want to transition to and don't know what my steps are.

This guide is for the latter group, the individuals who have identified the career path they want to pursue, but don't know what their next steps are. If you are in the first group, refer to our companion guide titled "Career Transition – Uncertain on My next Career Move" There are many factors and action items that you will add to your transition action plan. Let's walk through three of the main areas you need to consider for making your transition.

Requirements/Skills/Competencies

Successfully moving to a new career first requires addressing the minimum qualifications and the tactical skills expected in the new position/career path. You will need to demonstrate to recruiters, individuals in your network and hiring managers that you have the training or experience that gives you those skills and abilities.

- List out the requirements, skills, competencies, and experience that are required for this new career path/position.
- Which ones do you meet? What is the evidence to demonstrate you meet that skill, requirement or competency? How have you been successful?
- Where are the gaps?
- How will you address those gaps? What are your options to close the gap (education, certifications, projects, etc.)? What gaps aren't you able to address? How will you discuss those missing pieces when talking with or interviewing for this new position?

Branding

Your transition needs to include the way you represent and position yourself online via social media or LinkedIn, in person when networking and interviewing, and on paper through resumes, cover letters, positioning statements and other documents. Individuals need to easily recognize that you are interested and possess the qualifications for the career you want.

- Review your current resume, cover letter template, LinkedIn Profile, social media accounts, additional branding documents. What is your brand? What messages do people walk away with? How well are you branded for this new career path? What changes need to be made to brand you effectively?
- How will you communicate your value, your match, your experience in networking and interviewing situations? How will you address any gaps, skills, experience?
- What are the questions and/or concerns you *hope* someone doesn't ask you about this transition?



Research/Connections

Once you understand the career you want and you are prepared to demonstrate your fit to others, it is time to make the connections that give you more information about this new career and can put you in front of the right decision makers.

- Who in your network works in this career path or knows someone in this career path?
- Who can you schedule informational interviews with to learn more about this career path?
- Who can provide you with information on how individuals successfully transition into this career path and what competencies, characteristics make the best candidates for job openings?

Addressing these three areas will set you up for success in your transition. Career transitions are often hard work. There are many steps that need to be completed, worked through, addressed, and then reassessed. Taking it one step at a time will help you stay focused, feel less overwhelmed and make progress on your goals.

