



# **Finding Your Fit in a Downturn**

My Career Transitions

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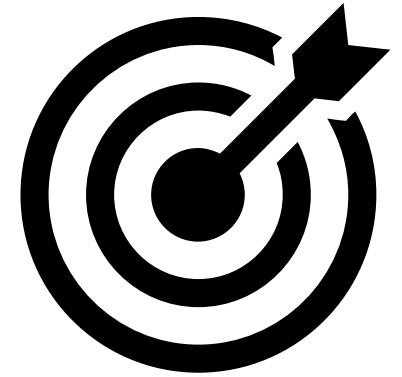




# Overview

- Know thyself
- Find companies
- Pre-screen yourself
- Network creatively
- Ask questions

# Know Thyself



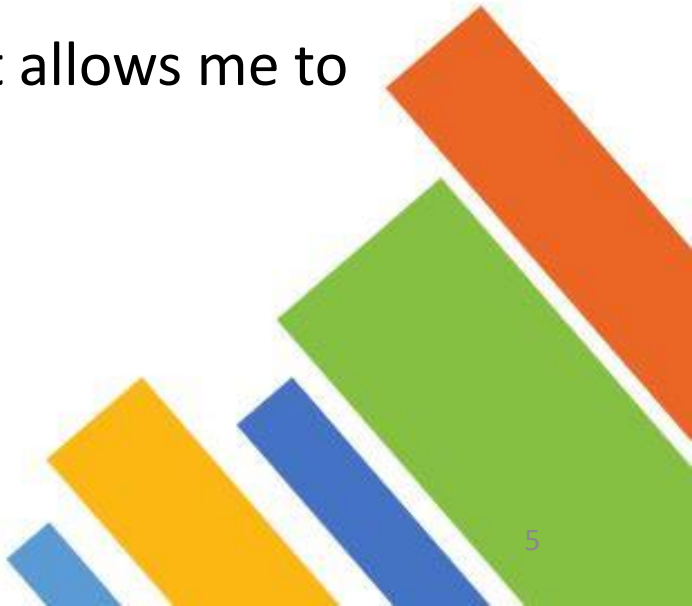
- Identify
- Prioritize
- Target

# Personal Inventory

Skills	Knowledge	Personality Traits
<p><b>WHAT CAN I DO?</b></p> <p>Something you know how to do that improves with practice. Can get rusty if not used. More general.</p> <p>Ex: Teaching, writing, programming</p> <p>Transferable to different industries.</p>	<p><b>WHAT DO I KNOW?</b></p> <p>Something you know or don't know. A body of knowledge that can be learned. More specific.</p> <p>Ex: History (subject), industry knowledge, Python</p> <p>Can get out of date or need to be refreshed.</p>	<p><b>WHO AM I?</b></p> <p>Something that is basic to who you are as a person.</p> <p>Ex: Extroverted, empathetic, detail-oriented</p> <p>Generally doesn't "go away" and seems easy to you.</p>



# Prioritize

- Skills
    - What skills do I most enjoy using?
  - Industry/Sector
    - What industries or sectors interest me most?
  - Work Environment
    - What type of environment allows me to do my best work?
- 

# What Do I Want to Do?

	Don't Want	Might Want	Do Want
SKILLS	Skills I have but don't want to use	Skills I have and wouldn't mind using	Skills I most like to use
INDUSTRY	Industries I'd like to avoid	Industries I would consider	Industries that interest me most
ENVIRONMENT	Work environment factors to avoid	Work environment factors that are acceptable	Work environment factors that are ideal

# What Do I Want to Do?

Categories	DON'T Want	MIGHT Want	DO Want
SKILLS	<ul style="list-style-type: none"> <li>Far removed from people I am helping</li> <li>On computer all day</li> <li>A lot of paperwork</li> </ul>	<ul style="list-style-type: none"> <li>Customer service</li> <li>Managing a team</li> <li>Researching options</li> </ul>	<ul style="list-style-type: none"> <li>Client services</li> <li>Advocating for clients</li> <li>Finding resources</li> <li>Problem solving</li> <li>Providing emotional support</li> </ul>
INDUSTRY	<ul style="list-style-type: none"> <li>IT/Technology</li> <li>Defense</li> <li>Brick &amp; mortar retail</li> <li>Hospitality</li> <li>Arts</li> </ul>	<ul style="list-style-type: none"> <li>Online retailer that supports my causes</li> <li>Government agency</li> <li>Companies that support outdoor pursuits</li> </ul>	<ul style="list-style-type: none"> <li>Non-profit/NGO</li> <li>Association</li> <li>Quasi-government (211)</li> <li>For-profit product/service related to my causes</li> </ul>
ENVIRONMENT	<ul style="list-style-type: none"> <li>Does not allow work from home</li> <li>Start up/company &lt; 100 employees</li> <li>Authoritarian mgt</li> <li>Products/services that I don't believe in</li> </ul>	<ul style="list-style-type: none"> <li>Allows work from home 2 days per week</li> <li>Commute 30-60 min</li> <li>Large firm – if they support employees and value customers</li> </ul>	<ul style="list-style-type: none"> <li>Allows me to work from home ~50%</li> <li>Commute &lt; 30 minutes</li> <li>Collaborative/supportive mgt</li> <li>Company values customers and provides excellent customer service</li> <li>Possibility for advancement</li> </ul>



# What if I am not sure?


Need help to complete the grid?

- [Find Your Fit](#)
  - [Should I Stay or Should I Go? Article with quiz](#)
  - [What Color is Your Parachute?](#)
  - [Discover Who You Are \(Kise\)](#)
  - [The Pathfinder \(Lore\)](#)
  - [StrengthsFinder 2.0](#)
- 






# Make a Target Company List

- Industrie(s)
  - Location/Remote
  - Size
  - Growth rate
  - Are they hiring now?
  - For profit/not-for-profit/gov't
  - [Article by Alison Doyle](#)
- 



# How to Find Companies

- Search engines (Google)
  - Online communities (Glassdoor)
  - Library research (Hoover's)
  - Networking (LinkedIn)
  - Job postings (LinkUp)
- 




# Researching Companies

- Company website
- Company LinkedIn, Facebook, Twitter feed
- Financial statements
- People who work there (or used to)
- Online reviews (ie: Glassdoor, Vault)
- Articles/News

[Article about researching companies](#)



# Pre-Screen Yourself

- I have a background in....
  - I am looking because...
  - I am looking for a position where I can use my skills to....
  - I'm interested in companies that...
  - Here are a few companies that have caught my eye...
- 



# Narrative Example

- Hi, I'm Emily Empath and I've just moved to the area. I have a psychology degree and 1 year of experience in the affordable housing space. I'm looking for a direct service position that helps the homeless or those in need of affordable housing.
- In my previous job, I worked in a research role and I found that I wanted to be on the front line to make more of an impact on people's lives.
- I'm seeking this type of position to gain experience and determine if I should pursue a career in social work and ultimately get my master's degree in the field.



# How to Find People

- Your personal contacts
- LinkedIn, Facebook groups
- Alumni network(s)
- Professional associations
- University programs
- Business Journal articles
- IRL\* Communities
- Online groups (NextDoor)

\* In Real Life



# Networking Effectively

- Be sensitive to their situation
  - COVID can be an ice breaker
- What's your common bond?
  - Where did you get their name?
- What is your ask?
  - Advice, Information & Referrals
- WIIFT? What can you do for them?

[How to Ask for a Networking Meeting](#)  
[Networking During Covid](#)





# Networking Questions

- Given that I'm looking for a position in the \_\_\_ field, what advice or suggestions do you have for me?
- What types of companies might be interested in my particular blend of skills?
- Any specific companies that you think I should include on my target list?
- Are there any people who come to mind who may be helpful in my search?
- What companies in the area are growing or doing interesting things that you think I should know about?
- Are there any additional professional associations or groups that you think would be useful for me to join or attend?





# Corporate Culture Questions

- Don't ask directly about corporate culture – you're bound to get a pat answer
  - What do (or did) you like most about working for the company?
  - If you could, what's one thing you would change about the company?
  - What was the last big achievement that you celebrated?
  - What does success look like for this position? How is success measured here?
  - What was the department's biggest challenge last year? What are biggest challenge going forward?
  - What type of person would you say fits in here?

# Wrap Up

- Clarify what you can do and like to do
- Identify key features of target job
- Create a profile of target company
- Target company list
- List of people/sources for names
- What's your narrative?
- Questions to ask

# Q & A

- Type your questions into the chat box
- We'll get to as many as we can

[Susan Kaiden, APTD | LinkedIn](#)

\*Sue can be reached through LinkedIn – make sure to mention My Career Transitions as your connection



# Resource List

- Handout from this presentation
- Find Your Fit
  - Chapter 3 – Identifying Your Best Work Environment
  - Chapter 7 – Networking
  - Chapter 10 - Pre-Employment Assessment (Employer Evaluation Worksheet)
  - Chapter 12 – Should I Stay or Should I Go?
- What Color is Your Parachute? (Dick Bolles)
- Cracking the Hidden Job Market (Don Asher)

## Personal Inventory

Skills	Knowledge	Personality Traits
<p data-bbox="282 248 479 274">What Can I DO?</p>	<p data-bbox="819 248 1039 274">What do I KNOW?</p>	<p data-bbox="1335 248 1611 274">Who am I as a Person?</p>

**What do I Want to DO?**

	<b>DON'T WANT</b>	<b>MIGHT WANT</b>	<b>DO WANT</b>
<b>SKILLS</b>			
<b>INDUSTRY</b>			
<b>WORK ENVIRONMENT</b>			