



*Get The Job You Want Faster*

## **Career Shift Strategies**

Here are some strategies that can help you make a job role or industry shift.

### **Researching Jobs**

- Explore jobs of interest using LinkedIn, Indeed.com, Craig's list, Metro Magazine
- Review job descriptions to identify job requirements you meet and do not meet
- Do a Google search on the challenges and keys to success in this job role
- Do a Google search on the challenges in this industry
- Do a Google search on the goals and challenges of targeted companies
- Do information interviews with people in the job you want who can give career shift advice

### **Identifying Your Bonus Skills**

- Identify skills you have that would be important in this role including people, cross-functional, management, partner/vendor and customer skills
- Based on your research about the industry, competitors and the company, identify skills and experience you have that would be important in this new role that are not in the job description

### **Overcoming Skills & Experience Gaps**

- Watch video courses (e.g., Lynda.com) to develop needed knowledge or skills
- Take short courses on skills you need to develop needed knowledge or skills
- Get involved in small projects at work and your personal life that would give you experience
- Go to meetings where people in your targeted job role or industry are presenting
- Secure a mentor that is willing to spend time with you to accelerate learning
- Attend conferences and visit the exhibit booths to learn and make connections
- Offer to take needed training before starting the job (perhaps at no charge to company)

### **Making Direct Contact**

- Use LinkedIn searches to find recruiters and managers in companies you are interested in
- Create and send your compelling cover letter to them via a LinkedIn message and/or email
- Send a "Why hire me" letter to department manager via Federal Express signature required

### **Getting Interviews**

- Ask people that respect you to introduce and advocate you to hiring managers, recruiters
- Search the job boards of companies where you worked before for openings
- Contact people at companies you worked for to learn of openings that may be coming up

### **Doing Interviewing**

- Explain how you have made job role shifts before and how was successful
- State how make successful shifts

### **Negotiating Compensation**

- Offer to take a lower salary until you have the needed experience
- Ask for a salary review in six months
- Ask for a sign on bonus to offset lower salary
- Ask for better RSU's then you get in your current job