

10 Things You Need to Know if You Think You Are Ready for a Job or Career Change

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Introduction

A 2013 Gallup Poll revealed that 70% of the workforce describes themselves as disengaged in their work.

I heard that statistic right around the time I was in the midst of my own career transition, and I knew I didn't want to join the ranks of the 70%.

As a result, I began my own career transition, which actually became more of a transformation. I went from identifying myself as a teacher and librarian and the President of the Virginia Education Association to Life Coach, Stress Management Coach, Holistic Wellness Coach, Minister, and Career Transition and Job Search Coach. In the course of my new mission, I help people who want to reinvent or retool themselves for work that will be more satisfying.

Work should not be a chore! Since you spend most of your waking hours at work, don't you want it to be satisfying? Shouldn't it be in alignment with you strengths, skills, aptitudes and talents? Don't you want to feel like your work is making a difference in your life and in the lives of those with whom you work? Of course you do.

Unfortunately, for many people looking for new work or changing jobs feels daunting, so instead of being proactive and learning how to do it, most people **stay stuck** right where they are, hating their jobs and "wishing" things were different.

This is especially true for my teacher clients. They feel symptoms of job burnout long before they are able to recognize it for what it is. Even if they truly love their students, and most do, there are so many other aspects to the job that they don't love—and even hate. The laundry list of complaints I hear include paperwork that seems to be endless and meaningless; unfair evaluation systems; administrators who are difficult or inept; a general lack of respect for the profession, which has begun to pervade our entire society; and a lack of mobility or real advancement in pay.

Teachers are not the only ones who can suffer from job burnout, however. I also work with a lot of mid-career professionals who are bored or burnt out but they are similarly stuck or paralyzed, accounting for the 70% of Americans who are "disengaged" in their jobs.



Sometimes jobs disappear, however. Companies close down. Departments merge. People move and need to find new jobs because their spouse's job necessitated a move. Unless you have been looking for work in the last 5 years, chances are you don't have a clue as to what you need to do to even begin your job search

Here are 10 things you need to know if you think you are ready for a job change or a career transition:

- 1) You need to have a focus or a sense of clarity around what it is you really want to do before you can even start your job search. Most people don't have this when they start their work with me. They look at me blankly when I ask them what they want to do. They haven't given it much thought. If you want to make a change, it is time to think about it.
- 2) Your resume needs to be changed with every job application so that it mirrors the job description. The days of having one resume and considering it "one and done" are over.
- 3) You need a specific cover letter strategy and format. Most cover letters never get read because they are boring and simply regurgitate facts that are in the resume and on the application. Don't waste your time unless you want to get the Hiring Manager's attention with a format that will get you a closer look.
- 4) Make sure your resume and your cover letter are perfect in **every way**. Errors in formatting, spelling, punctuation and even the spacing will cause your resume to get ditched.
- 5) Know and understand the Applicant Tracking System. It can be your enemy if you don't understand its purpose in sorting applications.
- 6) Be aware of your personal and professional brand. How do you show up for networking events or interviews?
- 7) Be aware of your social/online brand. When did you last update your LinkedIn profile? Do you even HAVE a LinkedIn profile? If not, you need to change that a.s.a.p.
- 8) Clean up your other social media platforms including Facebook, Twitter, Instagram, etc. Delete anything that you wouldn't want a future employer to see.
- 9) You will need to learn to network effectively. There is an art to it and most people don't even know that.
- 10) Adopt the attitude that you will continue in your search until you are successful. Job-hunting can be a brutal proposition and few people ever really enjoy the process given that it involves lots of getting out of your comfort zone and experiencing rejection after rejection. The successful career switcher or job hunter is only successful by virtue of the fact that s/he didn't give up.

I won't kid you. Job-hunting is hard. It is not something you can do half heartedly or with a wishful approach. You have to know your own value and you have to be willing to stand up for yourself in the face of rejection.

At the end of the day, you may not be able to do this on your own. You need someone to help guide you through the maze and help you overcome the many obstacles that are intended to deter you in your efforts.

If you are ready to change your career and your life, call me and let me help you figure out what you need to do in order to position yourself for the career you really want. Don't settle for being part of the 70% of Americans who hate what they do.

Contact me at kittyboitnott@gmail.com or call me at 804-404-5475.

Don't suffer in silence one more moment. The only way you can possibly change your career and change your life is if you take action right now.

The fact is that there is no Job Fairy that is going to magically appear at your door to offer the escape you are longing for. You have to start by taking some sort of meaningful action. So email me or call me and get started.

You can change your life right now. You just need to get started.

So what are you waiting for?

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