



Steps For Pursuing A Career Change

You have decided you want to pursue a career change. You may be asking questions such as what do I need to do to prepare myself to make this change? Or, you may be asking, do I need to change my resume, and if so, what should it look like? This guide will provide helpful tips that will address all of those questions.

Steps To Begin The Career Change Process

- Research the industry you are making the move to** - Find 2-3 job postings similar to the opportunities you are seeking. By reviewing these, you will be able to determine what skills and training are most in demand. If a certification is needed, try to find a short-term or online training opportunity.
- Align all of your personal branding to the industry you are targeting** - Ensure your resume, LinkedIn, and portfolio content are clearly communicating the type of work you are looking for and your skills and experience as they relate to the new industry. If not, you present a conflicting story, and it may be difficult for the employer to determine what type of opportunity you are targeting.
- Network in new environments** - 37% of job seekers are finding out about jobs through a professional network and 50% are finding them through friends. With that, incorporate attending events and becoming part of professional associations within your target industry to your job search strategy. Let friends and family know what you are seeking.
- Prepare to address the change in an interview** - The employer will ask questions to determine why you are seeking a career change and why you are a good fit for the role. Be prepared to speak to why you are pursuing a career transition now along with highlighting how your skills match to this new industry and role.

Steps To Prepare Your Resume For A Career Change

You will want to use your resume to connect the dots for the employer on how your past experience and achievements have prepared you to have success in this new industry. Here are some tips for how to do that.

- Highlight your transferable skills** - A transferable skill is a skill used in one job or industry that can be applied to another job or industry. Identify these by asking yourself where has my experience aligned with the skills needed for my next opportunity. Highlight those skills in your bullet points.
 - Consider adding a Professional Summary Statement below your contact information. Within this statement, summarize your skills and experience and demonstrate why you are qualified for this new job and industry.
- Include the right keywords for your new industry** - Many companies are using Applicant Tracking Systems (ATS) that are scanning resumes for a keyword match with the language used in the job posting. Review job postings to determine what the most in demand skills are and then highlight those in a Core Competencies section at the top of your resume.
- Align your work experience to the new industry** - Put less focus on your job duties. Instead, use your bullet points to showcase skills an employer in your new industry will find appealing.
 - For example, a teacher may want to move to a Training & Development Specialist role in a larger corporation. They would revise their resume to focus more on the communication and creating engaging lesson skills than the behavior modification strategies of teaching.
- Update your Education section** - You may have acquired new technical skills or an industry-specific credential to be competitive in your new job field. Highlight your credentials after your name or create a certifications section to ensure these qualifications are not missed.