

Strategies for a Successful Career Shift

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Webinar Objectives

- Share a step-by-step process to make better career change decisions
- Generous list of resources/links to help you chart your course
- Tips for managing age bias



Poll: What Employers Fear of Hiring 40+ Which are true?

1. Won't stay if you take lower \$ or role
2. Cannot work with younger boss
3. Health issues – absenteeism, costs, morale
4. Longer ramp up
5. Technology luddite

Stereotypes of being 40+

Appearance

“Over-qualified”

Health

Out of work too long

Skills

Commitment

Emotions

Change Averse

Technology

“Kids” vs “Parents”



Techniques to address biases

First, you cannot ...

1. Compel employers to communicate
2. Challenge their authority
3. Challenge legitimate job requirements

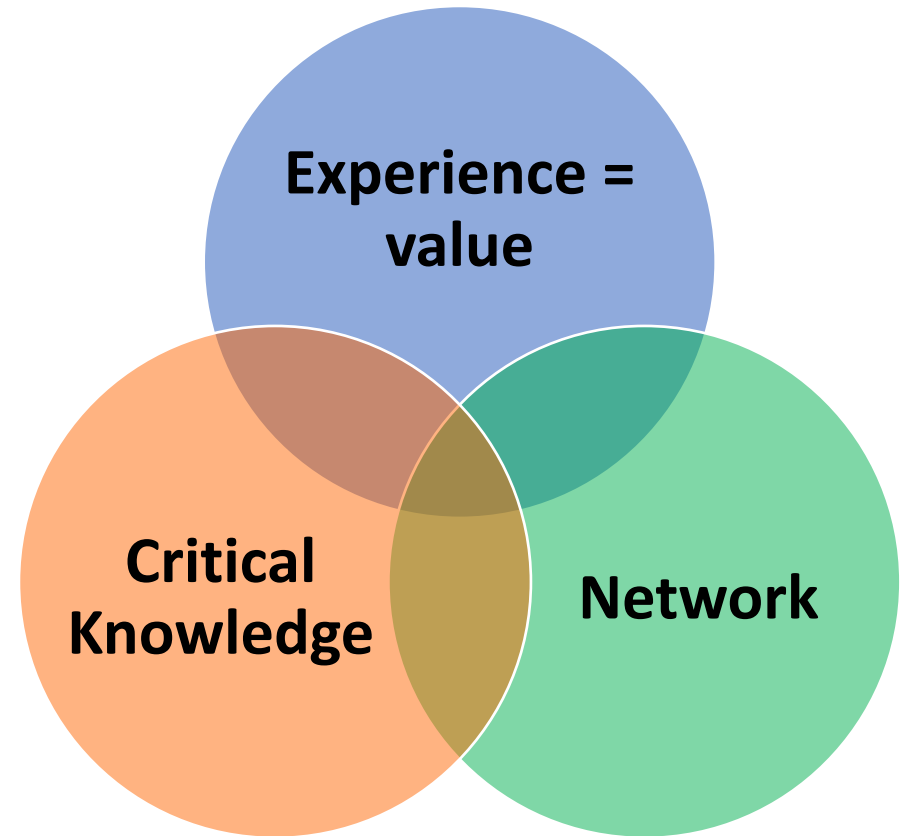
http://www.aarp.org/work/employee-rights/info-05-2008/what_you_can_do_about_age_bias.2.html



Benefits of being 40+

- The long view – bigger picture – “why”
- Workplace savvy
- Communication skills
- Able to deal with “crisis”
- Efficiencies
- Detail, focus, attentive
- Dependable / punctual
- Honesty

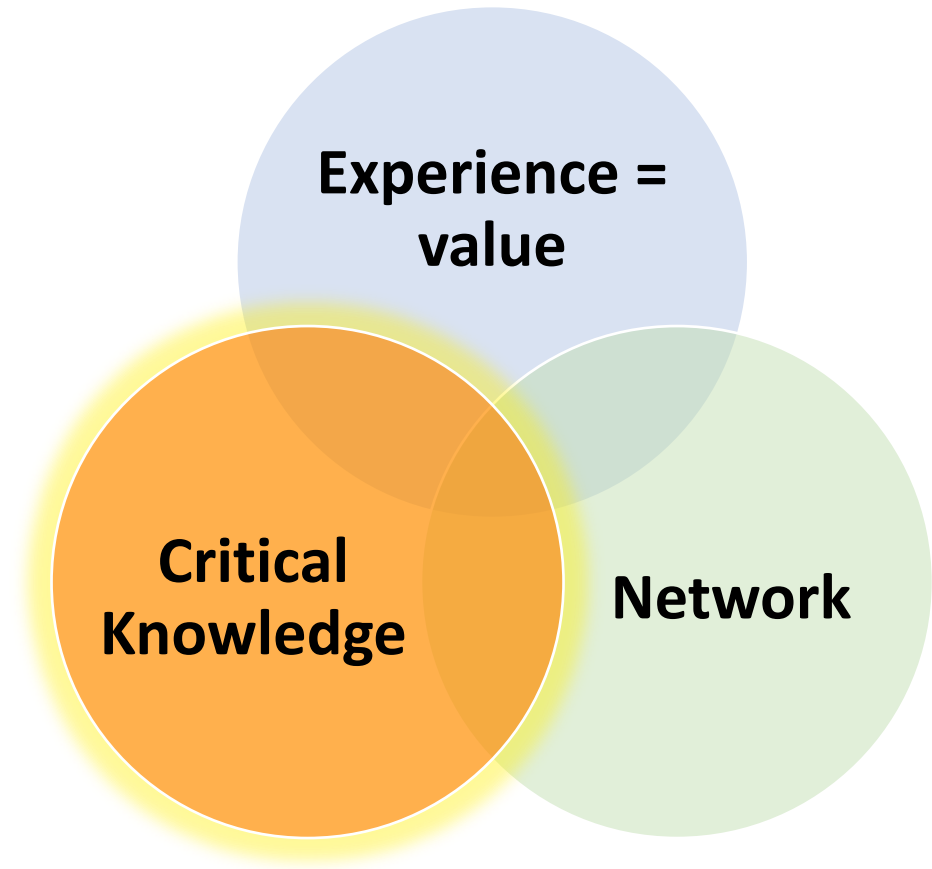
Know What Employers Need



What Employers Need

Problem Solvers

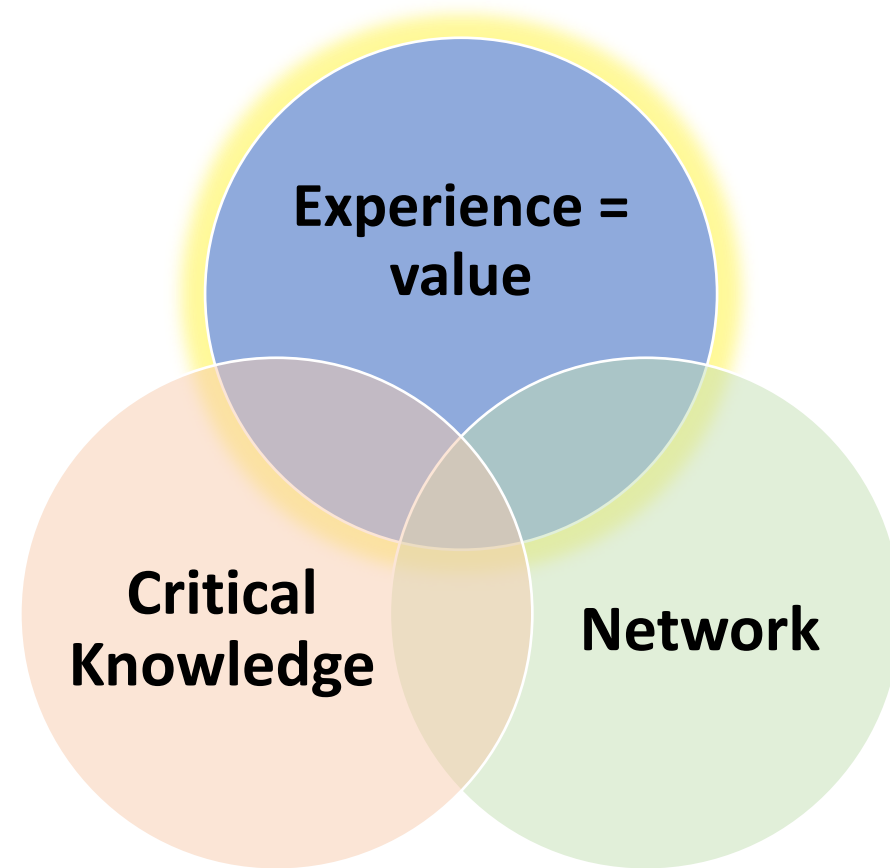
- Critical Knowledge
 - Protocol/Methodology
 - Analytical thinking
 - Customer/Client
 - Industry
 - Legal



What Employers Need

Problem Solvers

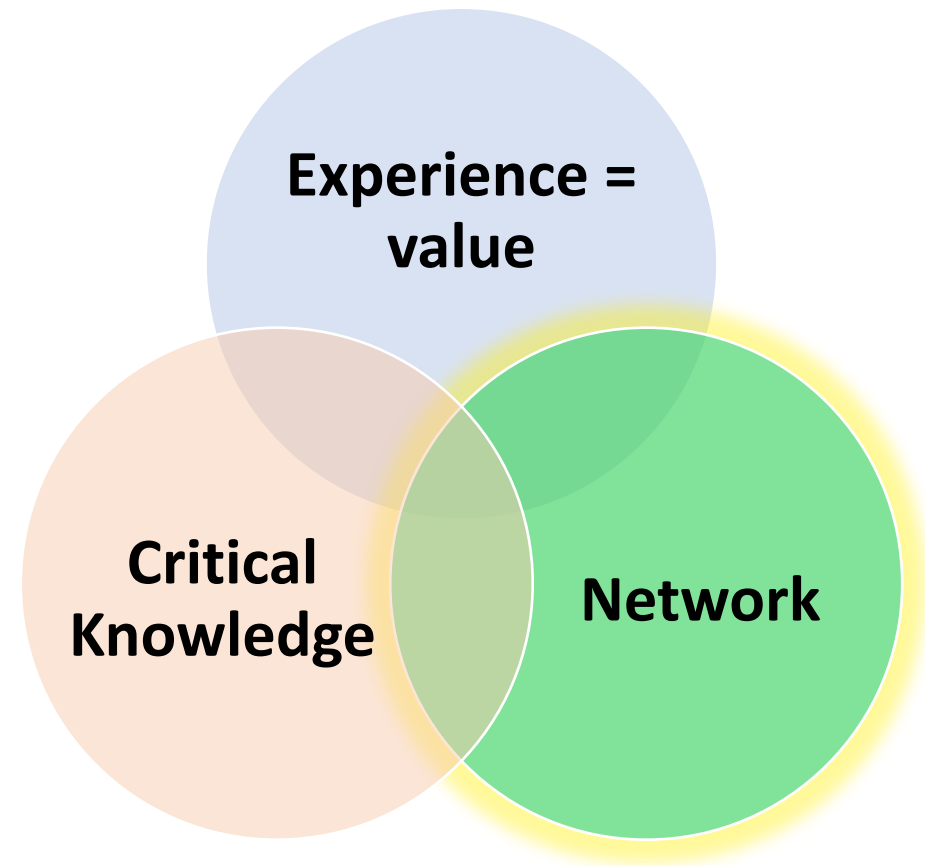
- Experience
 - Bigger picture
 - Best Practices
 - Communication
 - People Skills



What Employers Need

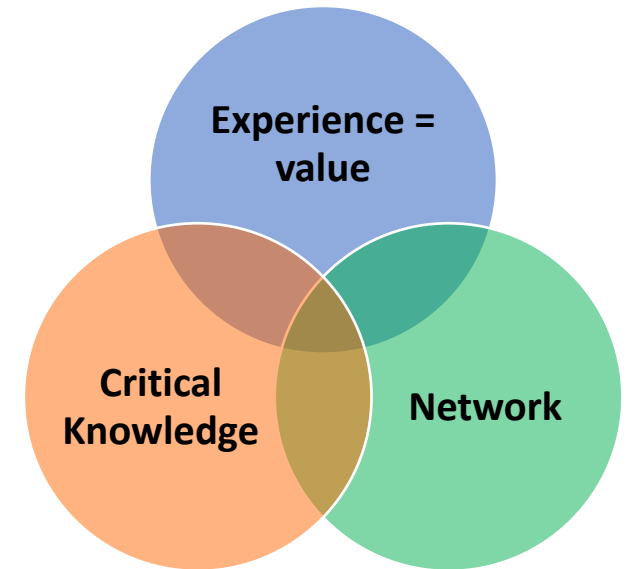
Problem Solvers

- Network
Industry
Organizations
Communities

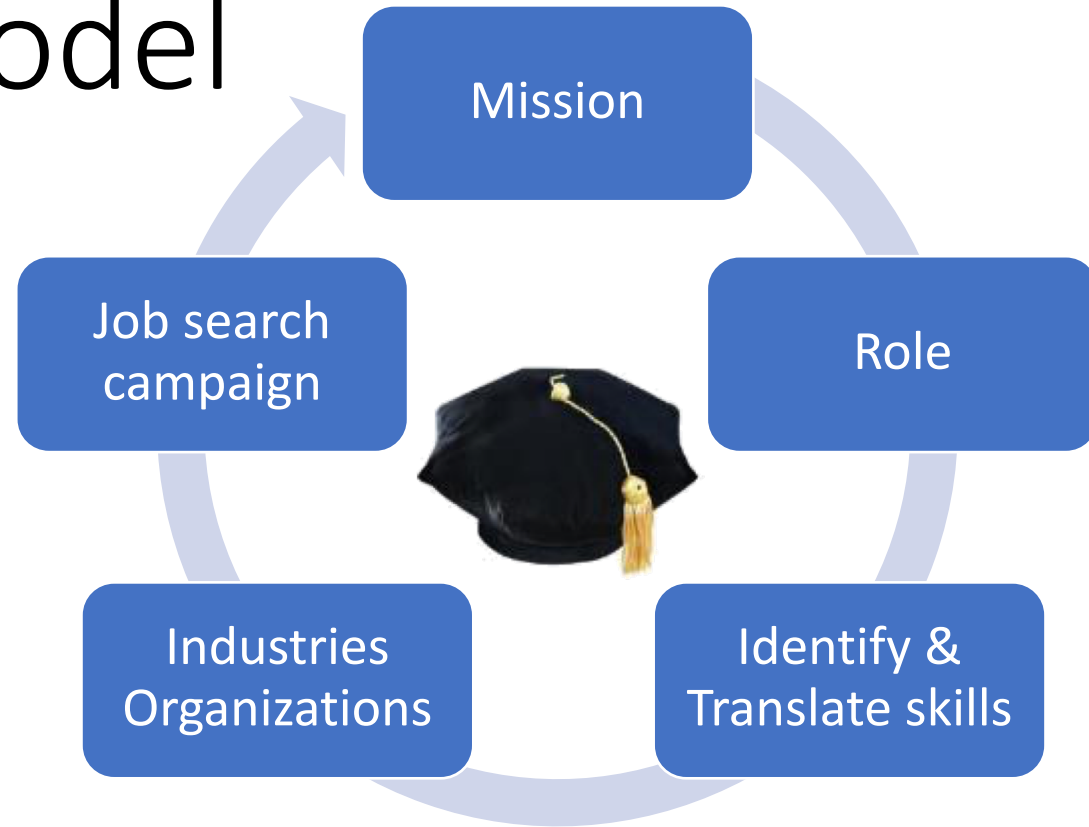


Poll: Which are true?

1. Employers assume you have problem-solving skills
2. As a career changer, employers don't care about your previous experience
3. Offering examples of your professional and social network can be an advantage



A Career Shift Model



Mission

1. What big problem do you want to work on?
2. What populations do you want to serve?
3. What is success to you?



Role

Entrepreneur

Partner

Franchise

Contract

Employee



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Identify & Translate Skills

Reset mindset

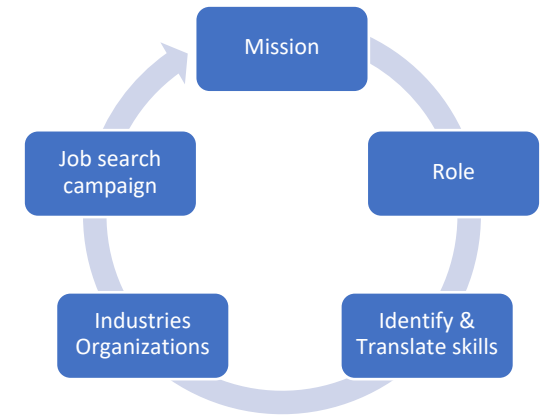
- Balance your technical and soft skills
- Know the language of business
- Connect the dots from academic or previous career requirements to current business functions



Identify & Translate Skills

Inventory Your Skills

- Academic
- Work
- Extracurricular experiences
- Community
- Family



Identify & Translate Skills

Inventory Your Skills

- Dissect your accomplishments
- Use visual imagery – Ideal Job
- Ask friends, coworkers or partners



Online tools:

[StrengthFinder](#)

[SkillScan's](#)

[Self Stir](#) includes IDP and coaching tools



Identify & Translate Skills

For Example

Skills and attributes from writing your dissertation or grants

- Organization
- Finding resources
- Designing research
- Analyzing data
- Time management
- Initiative
- Endurance, tenacity, optimism
- Flexibility and creativity
- Following protocol
- Negotiating



Identify & Translate Skills

Employers Need

- Analytical and critical thinking
- New ideas, curiosity and innovative approach
- Solve recurring or complex problems
- Project and time management
- Organization skills
- Leadership
- Mentoring

Examples



- Work independently + team
- Talk with all levels and across functions of an organization
- Meet deadlines
- Develop | Maintain professional network
- Writing
- Negotiating | Influencing
- Event & meeting management
- Public Speaking



Industries Organizations

Examples



Non-Clinical Options for Psychologists



- Workplace Interactions
- Engineering
- Forensic
- Quantitative
- Sports
- Aging
- Financial
- Research Funding
- Communication/Writing
- Policy Analyst
- Field Scientist
- Product/Service Developer
- Business Analyst
- UX
- Medical Liaison



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Industries Organizations

Business Functions that Hire PhDs

Front Facing (Direct Customer Service/Product)

Back Office (Infrastructure of business)

Core Areas (Product/Service specific)

Research and Development

Marketing, Advertising

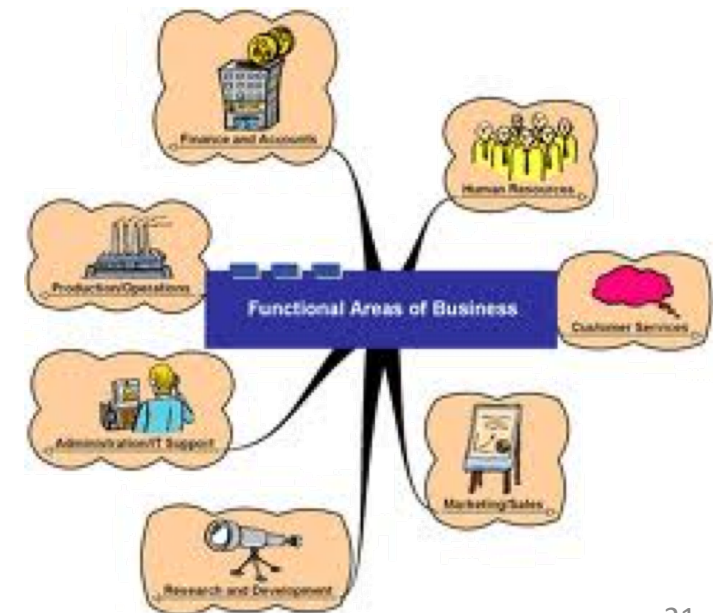
Sales (Solutions Support)

Finance

Operations | Supply chains

Information Technology

Human Resources | Talent Management



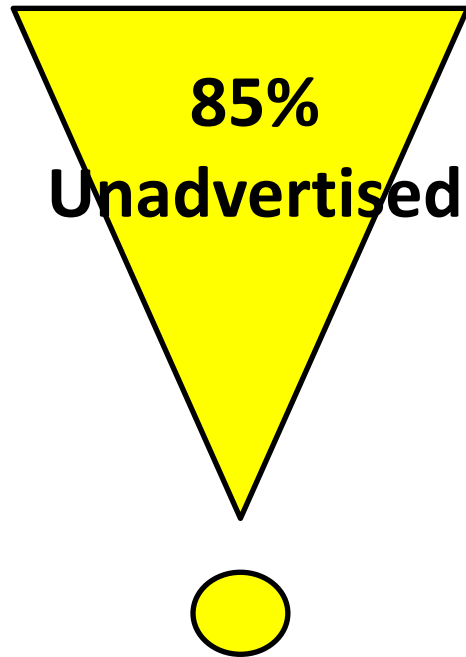
Connecting the Dots?

What questions do you have about:

1. Being clear on what you want to do
2. Knowing what type of role you want now and in the future
3. Translating your experience and skills into value for the employer
4. How 'business' works



How do I find a job?



**40% by
F:F networking**

**44% to 60% from
employee referrals**



Job Search Campaign



Explore Options

- Videos
- Opinions | Advice conversations
- Develop | Maintain Professional Network outside your usual haunts
 - ✓ Be the only psych major in the room
 - ✓ Ask for opinions/advice
 - ✓ Listen for what you can give before you ask for help
 - ✓ You are responsible for the follow-up

Job Search Campaign

Create Your Industry Resume

- Focus on last 10 years of relevant experience
- Minimize old career jargon and buzzwords
- Keep the terms which apply across industries
- Customize each resume for each role/organization



Job Search Campaign

Prepare for Interviews

- Due diligence on Organization | Industry
- Your examples of Skill/Knowledge application and results
- Responses to typical questions
- Questions you will ask potential employers
- First Impression – attire, grooming, handshake, energy



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Confirm that your skills transfer:

1. You have the skill you claim
2. You understand how the skill is useful to the new industry or role
3. You can show how you would apply that skill to the new industry or role

Job Search Campaign



Prioritize person-to-person communication

- Spend the bulk of your time on person-to-person communication: Talk with others about their jobs, making your case, sharing tangible examples and getting introduced
- Get digital – online profiles | participation
- Get noticed for the right reasons
- Meet the decision-maker before applications



Job Applications

- Success begins with a conversation
- Get them interested, then do the paperwork
- Last 10 years | relevant, results-oriented examples
- Salary – leave room to negotiate



Job Search Campaign

APA resources

Free resource aimed at helping job seekers develop a plan of action for pursuing their ideal jobs:

<https://www.apa.org/members/your-growth/career-development>

Webinars and Q/A with people with awesome jobs

<https://www.apa.org/members/your-growth/career-development/how-did-you-get-that-job/index>

See what others are doing

<http://www.apa.org/careers/resources/profiles/index.aspx>

A roadmap for your career pathway and taking steps along the way

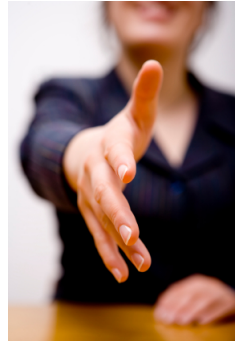
<https://www.apa.org/education/grad/individual-development-plan>



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Poll

1. I have a LinkedIn or other professional network online profile
2. I participate in a F2F business event every week
3. My resume is focused on how I can provide value to the organization
4. I reach out to my professional network with a 'gift' before asking for a referral
5. I've researched and know my salary range for positions I want



Job Search Campaign

On-line Communities of PhDs



<https://cheekyscientist.com>



<https://versatilephd.com>



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<https://beyondprof.com/>

Action Tool – Force Field Analysis

1. Clearly identify your career change goal.
2. On the left side of a T-diagram list your strengths in making this career change. Include the forces that are supporting and working for you; things you can leverage.
3. On the right side list the challenges you face.
4. Then work with your support team to remove or minimize the obstacles. Include specific, measurable, time-based actions and resources.

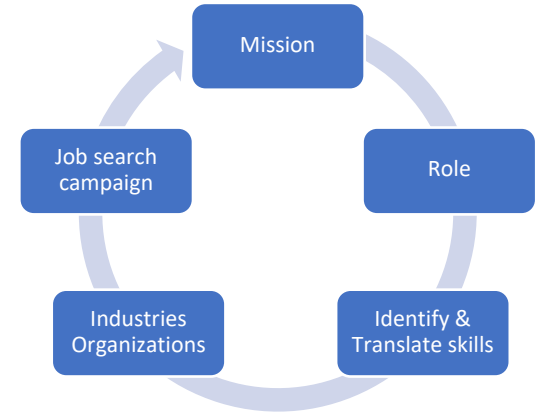


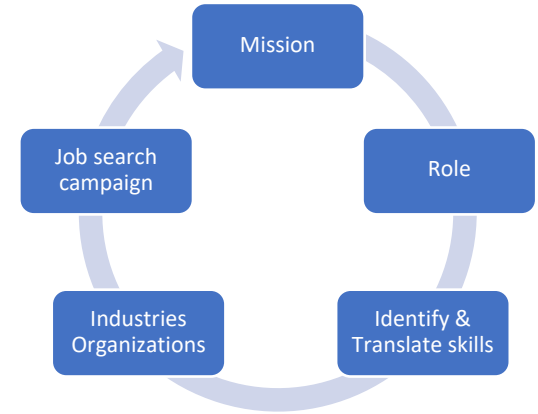
Goal _____	
Strengths/Support	Challenges



Wrapping Up

- Share a step-by-step process to make better career change decisions
- Generous list of resources/links to help you chart your course
- Tips for managing age bias





Audience Questions

Wonder?

Curious?



Reflect



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- ...is President of Hull Strategies, LLC, a consulting and training company that helps organizations develop and retain talent.
- ... established and managed a federally-funded career resource center in a top-ranked college and was affiliated with a national outplacement firm for 12 years.
- ... worked with NASA/Goddard engineers and scientists for five years and with PhDs in other fields.
- ... co-authored *CareerScope* designed for AAAS Fellows and *Winning Strategies for Mature Job Seekers* on CEUOnestop.com
- ... is an invited speaker for six years with APA PsychCareers APA International Conference. Federal, non-profit and private sector clients from many industries request her motivating speaking and workshops for staff development and for national conferences on leadership, career management and job search.
- In addition to NCDA membership, Anne served as President of American Career Professionals International and is a member of Career Directors International, Career Thought Leaders and Maryland Career Development Association.

Read my blog: www.hullstrategies.com/Unfurled

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