ResumeLezlie.com

Taking Charge of Your Career Change

Facilitated by:
Jobscan

for the 2021 **No Fear Job Search Webinar Series** topic:
Job Searching During Career Change

Career Change Courage

YOU'RE UNIQUELY VALUABLE

Your unique blend of experience makes you truly one-of-a-kind and allows you to offer fresh perspectives; leverage that for all it's worth.

YOU'RE IN GOOD COMPANY

In a recent survey of professionals across various industries who had undergone a career change, **88% said they were 'happier since making the change.'**

YOU'RE IN CONTROL

You get to create the version of yourself you show to new potential employers; they'll only ever know what you tell them.

What We'll Cover**

Intro

Section 1: **Controlling Your Career Narrative**

Section 2: **Transforming Your Unique Value**

Section 3: **Leveraging Your Networking Strategy**

**U.S.-based advice, strategies, and examples.

Moving Quickly!

Grab something to take notes -
you won't want to miss this.

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Free Downloads & Additional Resources
- Full Course Slide Deck
- Top 50 Transferrable Skills
- Job Search eBook
- Career Change Action Plan
- Career Change Accelerator Kit

Differences of Job Searching in a Career Change

YOUR STORY IS MORE IMPORTANT

- You have to connect the dots for your audience

SOFT SKILLS ARE MORE IMPORTANT

- Soft skills make up the majority of tranferrable skills

STRATEGY IS MORE IMPORTANT

- Protect yourself by planning ahead & anticipating roadblocks

Section 1:
Controlling Your
Career Narrative

3 Basic Concepts

Your Research

Your Mindset

Your Story

Your Research

Understand the needs of your target audience

Do this FIRST.

Before you can make any progress in finding a job in a new career, you have to know what you're targeting.

What you're researching:
- Industry
- Company
- Job type

Industry Research

Additional Industry Research

PROFESSION- & INDUSTRY-SPECIFIC PUBLICATIONS & BLOGS

- This will help you get a better understanding of the ins-and-outs of an industry - the big and the small, the long-term and the short-term

SOCIAL MEDIA PAGES & GROUPS

- Following the social pages of associations will show you more of the same info you'll get from reading their publications
- Social groups will help you interact with actual people in those industries

Company Research

Rankings → Check 'Best Places to Work' lists from reputable sources like Forbes, LinkedIn, Indeed, etc.

Company Websites & Social → These will tell you how the company wants to be perceived and the type of people they want to hire.

News & Public Info → Learn what you can about the company's business operations, leadership, customers, competitors, and any recent changes that may indicate issues.

Job Type Research

http://online.onetcenter.org/

www.acinet.org

Job Type Research

Senior Product UI/UX Designer

Jobscan
Oakland, CA
Full-time

Job details

Job Type

Full-time

Full Job Description

At Jobscan, we're passionate about empowering job seekers to land more interviews with AI technology. Founded in 2013, our unique solutions provides access to 1+ million job seekers to help them stand out in competitive job markets in 100+ countries. Jobscan's platform benefits all its stakeholders, including job seekers, employers, universities, and communities. We're a fast-growing remote startup. We are completely customer-funded, profitable, and growing exponentially!

If you are looking for a unique remote-work opportunity to create the elegant and informative experience that millions of job seekers use to improve their resumes and find great jobs, then we want to talk with you!

The Role
The Senior Product UI/UX Designer will be responsible for the design and implementation of all visual product experiences a Jobscan user interacts with, including the Jobscan web applications and marketing websites. You will work closely with product management and engineering to implement pixel perfect designs optimized to improve usability, usefulness, and visual design. The successful candidate will demonstrate a clear passion for delivering adaptive and creative solutions to UI/UX design problems. This is a remote job that reports to Senior Product Management.

What You'll Be Doing:

- Gather and evaluate user experience design requirements in collaboration with product managers and engineers
- Develop and conceptualize a comprehensive design strategy for the Jobscan brand
- Design mockups and prototypes to clearly illustrate how sites look and function
- Build frontend using HTML/CSS to bring your detailed designs to life in collaboration with frontend engineers
- Illustrate design ideas using wireframes, storyboards, sitemaps, prototypes, etc.
- Design UI elements and tools like menus, tabs, and widgets
- Create original graphic designs (e.g. images, sketches and tables)
- Test UI elements such as CTAs, page layouts, page designs, page flows, and target links for landing pages
- Prepare and present designs to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)

What You'll Need

- Portfolio of design projects for both web and mobile platforms
- 5+ years work experience as a UI/UX designer for a consumer web product/service
- Highly proficient with collaborative design software, preferably Figma
- Proficient building frontend views in HTML/CSS and CSS preprocessors
- Ability to build and adhere to a Design System and Style Guide
- Familiar with web analytics tools, preferably Google Analytics
- Excellent written and verbal communication skills
- Ability to work independently in a multifaceted fast paced environment, with minimal supervision

What'd be Cool to Have

- Bachelor's degree from an accredited university
- Experience with Storybook
- Understanding of SaaS startup metrics
- Tech startup experience

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Your Mindset

Focus more on your strengths than your weaknesses

You are your own worst enemy

Changing careers has a special way of making us doubt our experience, skills, and value.

While it's certainly important to acknowledge your weaknesses, it's even more important to emphasize your strengths.

Identify Transferable Skills

SOFT SKILLS
- o Most commonly transferable
- o Attributes / Character traits
- o Interpersonal skills

HARD SKILLS
- o Less commonly transferable
- o Teachable / measurable
- o Typing, bookkeeping, or language skills

THINK OUTSIDE THE BOX
- o Deeply understand audience
- o Compare job descriptions
- o Get creative

Top Transferrable Skills

ResumeLezlie.com/Jobscan
Categorized and explained to help make it easier for you to identify them in your own work history and communicate them effectively in your resume and during interviews.

Proactively Address Issues

EXPERIENCE & SKILLS GAPS

- When / where have you done similar things?

KNOWLEDGE & EDUCATION GAPS

- What trainings, volunteering, or simlar work have you done?

OVERCOME OBJECTIONS

- Have explanations ready and know how to answer the tough questions BEFORE they're asked.

Example:

A recent client of mine had an interview during which he was asked about a technical skill he knew he didn't have.

Even though he didn't have that specific skill, he still had strengths and transferable skills to fall back on:

- Track record of learning new technical skills quickly
- Proven history of performing the same functions of *that* technical program with a *similar* program

Your Story

Connect the dots of your story
the way you want them told

They'll only ever know what you tell them

Explain how your unique qualifications solve their unique problems / qualifications.

Emphasize the most important stuff, and de-emphasize the rest.

Have examples or proof points for each 'dot' in your story.

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PROFESSIONAL PROFILE

Pursuing: Sales, Sales Management, & Business Development

Performance-driven professional with 20+ years' unique career experience including solid tactical leadership across business, sales, marketing, and training and development activities. Proven history of strong talent acquisition, relationship building, and identifying new talent through coaching and developing others. Commitment to achieving organizational goals and maximizing profits through motivation and creating an atmosphere of exceptional employee morale. Persuasive communicator with a direct, open style.

**Opportunity Identification | Sales Strategies | Marketing Communications | Revenue Generation
Customer Relationship Management | Territory Development | Brand Building | Strategic Planning
Cross-Functional Leadership | People Management | Team Building | Training & Development
Client Relations | Complex Negotiations | Communication**

CAREER OVERVIEW

As a Talent Scout for Professional Baseball, has been consistently recognized as a leader in high-value, high-ROI opportunity identification, evaluation, and development. Leaves a legacy of increasing revenue by maximizing opportunities and training and developing high-performance talent.

PROFESSIONAL EXPERIENCE

NAME NAME

City, State 12345

Phone: 123.456.7890   Email: name@email.com   LinkedIn: linkedin.com/in/namename

Pursuing:

Project Management | Corporate Training | Instructional Design

Versatile and performance-driven professional with 14+ years' experience and unique credentials which combine solid tactical leadership with a strong background in training and development, performance improvement, and people and project management. Engaging facilitator and persuasive communicator adept at expounding complex principles and concepts in an easily understandable way. Track record of developing high-achieving programs and implementing strategic plans to accomplish organizational objectives.

Project Management Certification (in progress)

**Leadership | Strategic Planning | Project Management | Program Coordination | Instructional Technology
Presentation & Facilitation | Training & Development | Individual & Group Instruction | Communication
Curriculum Building | Performance Improvement | Recruitment | Engagement | Retention**

PROFESSIONAL EXPERIENCE

Career Overview: Consistently recognized as a leader in training and development, performance improvement, and project management. Known as an effective organizational influencer with an innate ability to build, motivate, train and develop high-performance teams.

Name High School, City, ST   August 2008 – June 2019
BAND DIRECTOR

Questions?

So far, we've covered your **research**, your **mindset**, and
how to connect the dots in your **story** -
what can I clear up for you?

Section 2:
Transforming Your Value

Your time to shine

This is where you craft your brand, value propositions, and achievements.

While many job seekers feel awkward about being too 'braggy', this is exactly the way you showcase your value - especially in career change.

Your Brand

Having a well-developed professional brand will help you:

Focus & simplify your message

Clearly communicate your value

Overcome obstacles

How to Use Your Brand

INTERNAL
- o Create it
- o Commit to it
- o Internalize it

OTHER COLLATERAL
- o Job search letters
- o LinkedIn profile
- o Email / Social media communications

RESUME
- o Profile /skills section
- o Job descriptions
- o Cover Letter

INTERVIEWS
- o How you present yourself
- o Answers
- o Questions

Value Propositions

These help show the specific benefits and value you bring as an employee

EXAMPLES

- **I bolster business growth** through active community involvement and a natural talent for relationship building.
- **I drive top performance of both people and programs** by energizing teams and cultivating trust across a broad range of constituencies.
- **I propel 5x revenue growth** by launching innovative, market-leading new products.
- **I optimize client relationships and foster profitable business partnerships** by managing Regional, National, and International marketing operations with an innate focus on the needs of others.

Above and beyond:

Proof Project - *a presentation piece that demonstrates your solution to a real-world problem or pain point.*

Create a project for yourself that addresses a real-world (or estimated) problem the company has:

- New product launch
- Issue their competitor does better
- Unique problem you see

Translate your job descriptions

Do this across all your job search collateral and strategy:
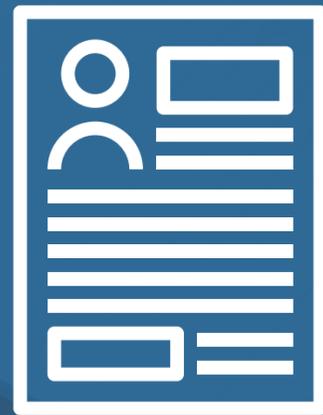
In your head   On your resume   On social media   In an interview

Focus on Results

Results **prove** your value.

Anybody can claim they have skills, but without proof it means nothing.

Don't just claim you can do something. Prove it.

Establish your value.
Elevate yourself above the competition.

Why Recruiters Look for Results

They show the impact you've had and indicate your potential to create future impact.

(and sometimes achievements / results are the only differentiator)

What it says about you
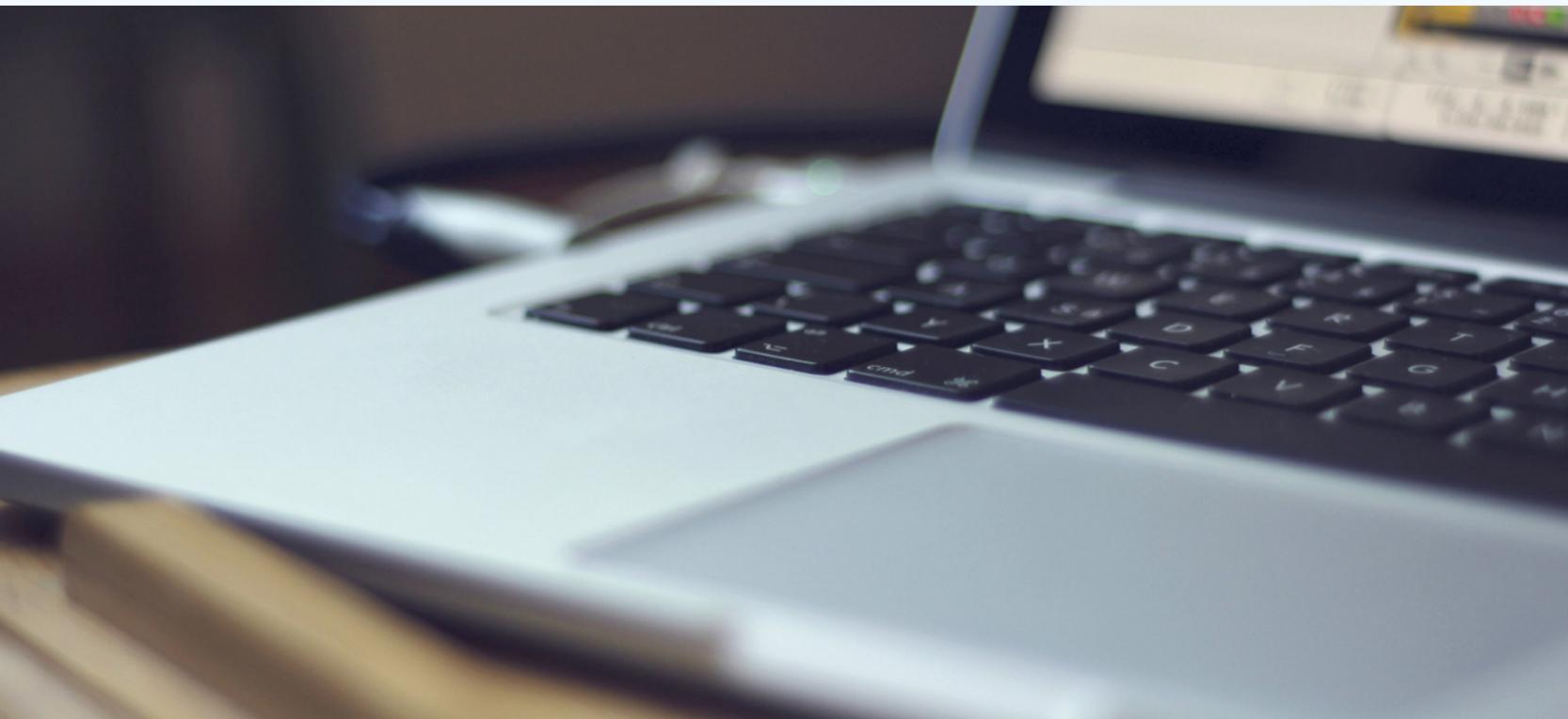
Demonstrates your mindset, ability, and potential in a more tactile way.

Example 1: Baseball Scout to Corporate

Chicago Cubs Baseball Club, Dallas, TX   2011 – Present

SCOUTING SUPERVISOR

Free Agent scouting coverage of North Texas and Oklahoma Regions, plus extended seasonal coverage for all teams in Arizona. Identify habits of top performers to develop an understanding of each key component and its future implications to the organization.

- Cultivate and maintain strong working relationships with prospects and other decision-making partners to create a partnership that yields success, credibility, and predictable results
- Support sales and revenue goals by developing and maintaining a network of contacts to help identify and source qualified prospects; review for ROI potential and organizational fit
- Drive improvements in the productivity and efficiency of the opportunity evaluation processes
- Prescreen all candidates and research candidate backgrounds as appropriate for the position
- Provide new-hires with support and guidance during their first few weeks in training
- Develop and maintain spreadsheets and documents to assess program, campaign, and/or performance success
- Attend recruitment events and related conferences

Spearhead the identification, recruitment, and development of numerous high-value, high-ROI candidates, which led to increased revenue and reduced costs.

Example 2: Teacher to Corporate

Name High School, City, ST   **August 2008 – June 2019**
BAND DIRECTOR

Directly managed 18 full- and part-time staff, 50 volunteers, a budget of $350,000, and a $1 Million inventory. Taught, led, and mentored 350 students across 10 classes and groups.

- Built and maintained a locally and nationally successful program; drove program success, teacher efficacy, and student performance excellence by collaborating effectively with all levels of personnel
- Led all aspects of daily operations, including program and project management, financial oversight (bids, vendors, quotes, contracts), strategic planning, retention and growth, curriculum development, performance improvement, training and development, and event scheduling and coordination
- Recruited, interviewed, hired, and mentored staff and volunteers in leadership, strategy, roadmaps, planning, team management, and conflict resolution
- Managed curriculum development and created lesson plans which were age- and skill-level appropriate, fostered student engagement, and focused on retention and engagement
- Facilitated impactful learning and orchestrated and executed long-term lessons and objectives from conception, design, implementation, and through completion in a highly competitive environment
- Developed and executed numerous sales presentations, educational seminars, and product announcements for audiences including stakeholders, managers, students, and staff
- Planned and managed all travel for 350 personnel to competitive events; led creative projects such as logos, graphics, costumes, and uniforms, from concept to completion

Drastically reduced costs by implementing a streamlined electronic inventory management system.
Individually trained and developed over 100 top-achieving students at the state and national level.
Led the program to be selected for numerous prestigious national performances.
Continuously improved performance Y-O-Y.
Increased retention by 12%.

Questions?

Now we've discussed your **brand**, your **value propositions**, and why **results** help make these things shine - any questions?

Section 3:
Leveraging Your Networking Strategy

Networking works best

Networking is the #1 way to overcome any obstacles in your job search.

And make no mistake - changing careers is an obstacle.

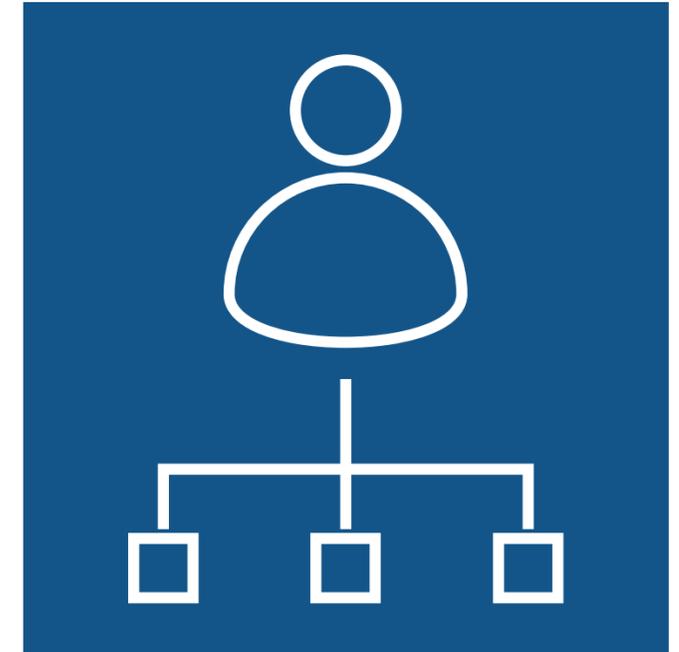Plus, referrals are the preferred way to find new hires.

3 Layers of Networking

People You Know

New People
(w/ no direct influence)

Direct Influencers

3 Layers of Networking

(Can all be done online)

LAYER 1:
PEOPLE
YOU KNOW

- o Friends, family, etc.
- o Tell them about your search
- o Be specific!
- o Ask for their help

LAYER 2:
NEW PEOPLE
(no direct influence)

- o Ongoing / long-term
- o No immediate return
- o Relationship building
- o Follow / connect /engage

LAYER 3:
DIRECT
INFLUENCERS

- o Small, targeted percent
- o Give help / compliment
- o No immediate 'ask'
- o Always show gratitude

Cultivate Your Social Media

FOLLOW / CONNECT / ENGAGE

- Actively find people to follow, and be deliberate about who you engage with and how

FEED THE ALGORITHM

- Especially in the beginning, be overly active with 'Like's and comments on pages you really want to see content from - this helps the algorithm know what to show you

Questions?

We've covered it all! Controlling your *career narrative*, transforming your *unique value*, and leveraging your *networking strategy*. Any final questions?

GET YOUR RESOURCES:

ResumeLezlie.com/jobscan

Free Downloads & Additional Resources

- Full Course Slide Deck
- Top 50 Transferrable Skills
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QUESTIONS? COMMENTS?

LET ME KNOW!

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SOCIAL

LINKEDIN
LinkedIn.com/in/resumelezlie

FACEBOOK
facebook.com/resumelezlie

TWITTER
twitter.com/resumelezlie

You Can Do This

And I'm here to help