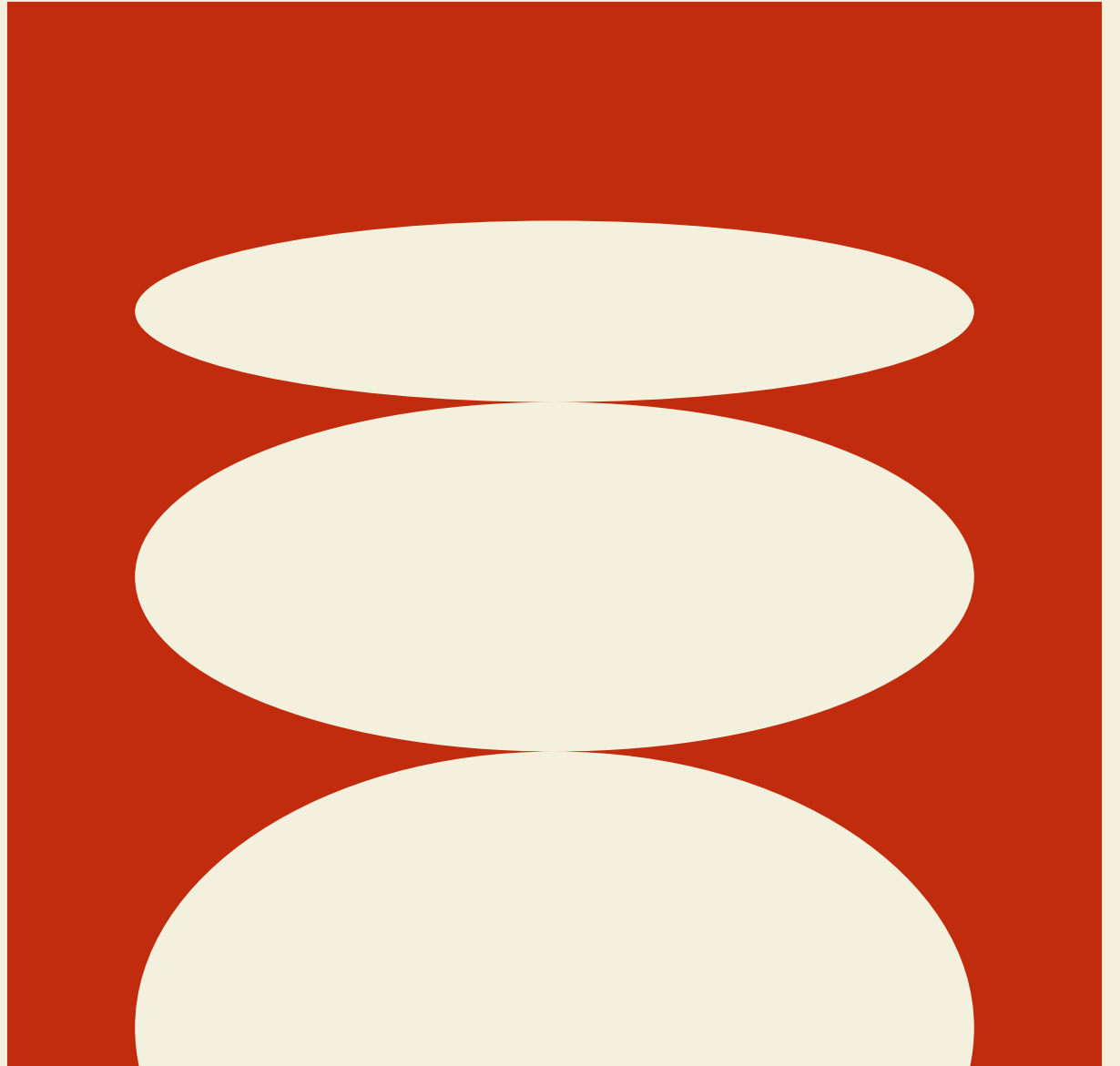
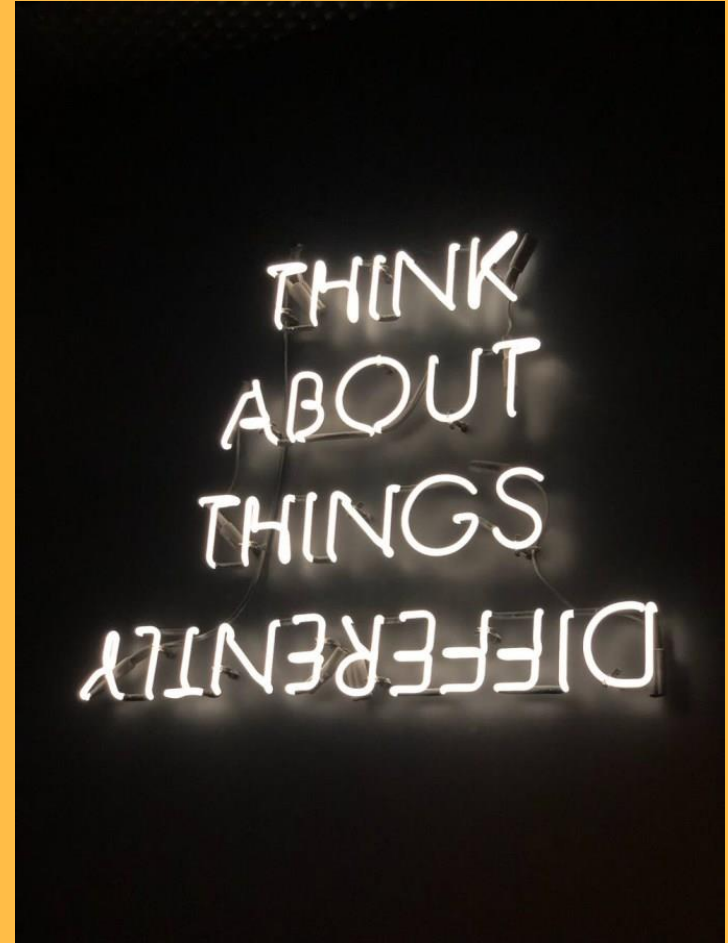


# Pivot with Purpose: Positioning Yourself for Success



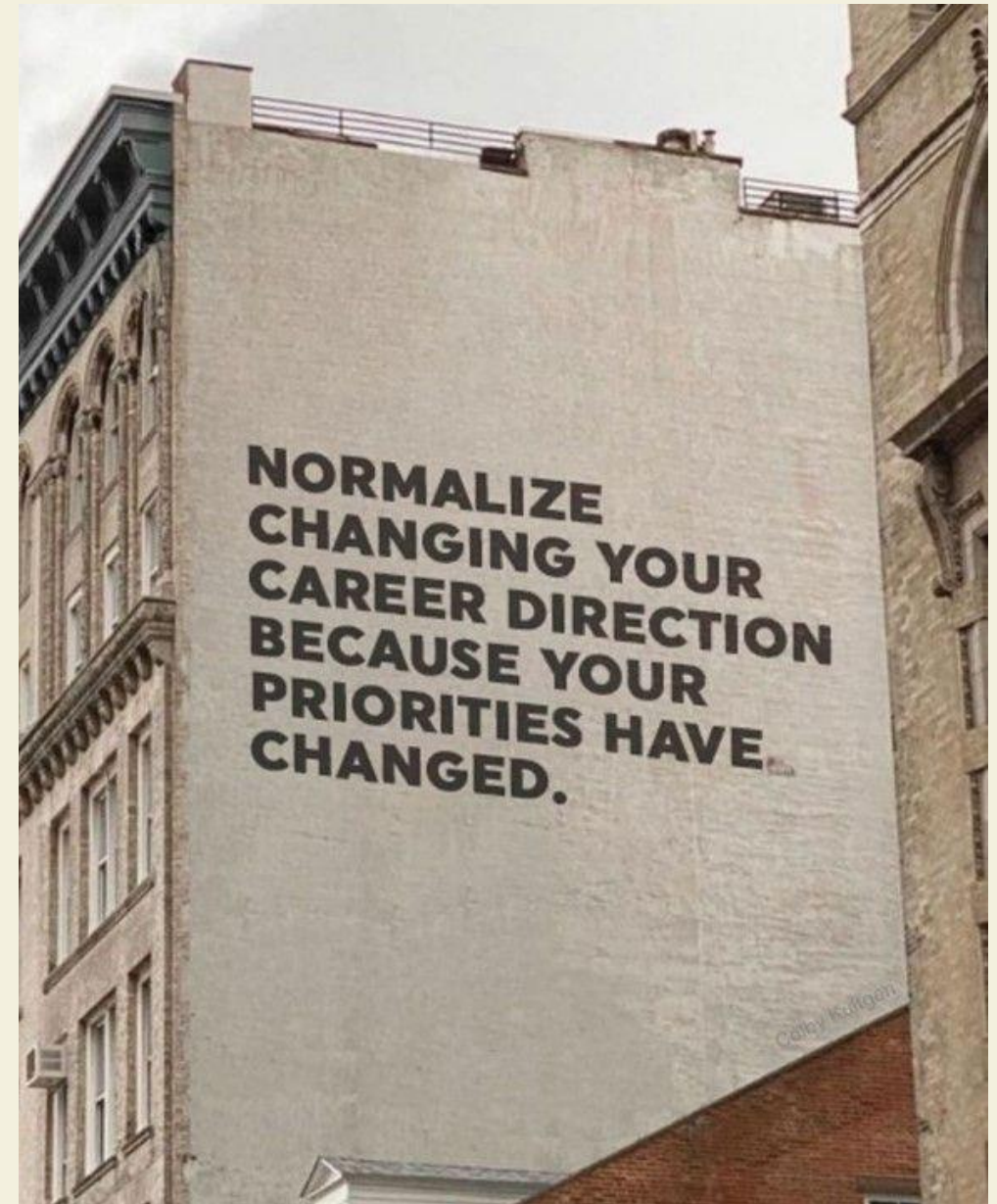
# Discussion

- Mindset Reset
- Skills Translation
- Career Direction Map
- Career Pivot Statement
- Action Steps



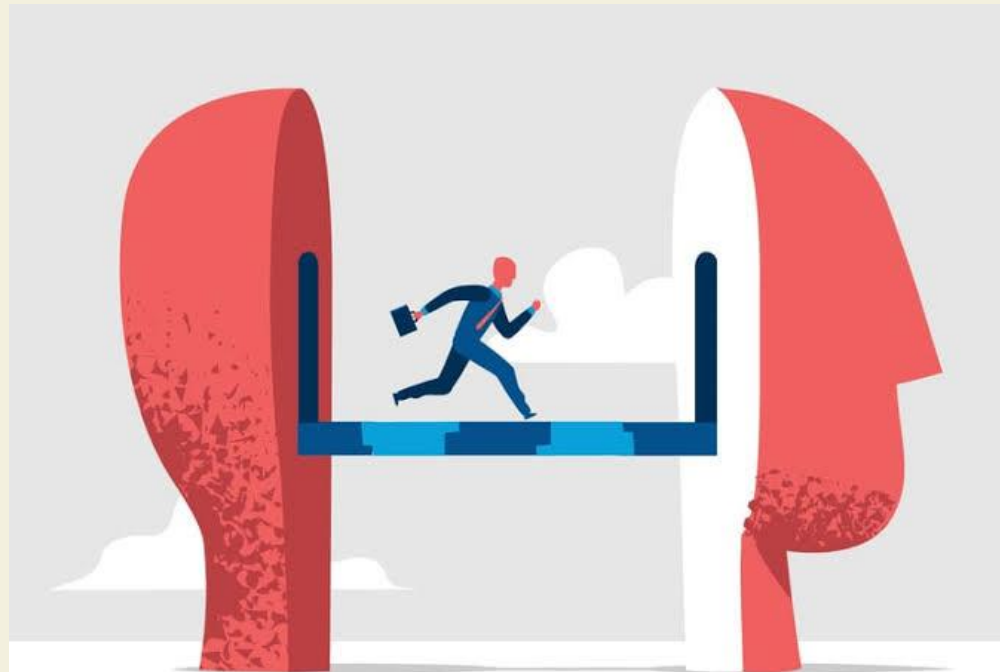
**Mind Reset**

**Let's normalize  
career change**



# Reframe the Narrative

- What is driving your desire to change careers?
- What's your biggest fear about changing careers?
- What parts of your current identity still serve you?
- What has shifted? (Values, Environment, Priorities)
- Who have you been in your career so far?
- Who are you becoming?
- What needs to evolve?
- What evidence supports the fear?



# Let's Breakdown the %'s

|                                 |           |
|---------------------------------|-----------|
| Relevant Skills & Competence    | 30 to 40% |
| Communication & Clarity         | 15 to 20% |
| Attitude & Work Ethic           | 15 to 20% |
| Cultural fit   Team fit         | 10 to 15% |
| Experience & Track Record       | 10 to 15% |
| Adaptability & Learning Ability | 5 to 10%  |
| Professionalism & Performance   | 5 to 10%  |

Data gathered from NACE, LinkedIn, Employer Surveys

## Repackaging Your Advanced Skills

## Thoughts

You are not starting over  
You are repackaging advanced skills  
Employers hire for skills and clarity, not titles

# Skill Translation

The process of taking what you do in your current role and reframing it in language that applies across careers and industries.

Instead of focusing on titles or specialized tasks, identify the underlying skills and describe them in a way that resonates with broader audiences and employers.

This helps you clearly communicate your value beyond your current field.



# Skills Translation Worksheet

## Identify Your Core Experiences

List two to three major experiences:

| Graduate Work                     | Industry Work                                         |
|-----------------------------------|-------------------------------------------------------|
| Research project                  | Major project or initiative you led or contributed to |
| Teaching   TA Experience          | Cross-functional work                                 |
| Internship   Small-based projects | Leadership or management experience                   |

## Academic Task – Transferable Skills – Workplace Language

Translate tasks into skills:

| Academic Task                                                             | Transferable Skills                               |
|---------------------------------------------------------------------------|---------------------------------------------------|
| Dissertation                                                              | Project management, critical thinking, analysis   |
| Teaching                                                                  | Communication, facilitation, public speaking      |
| Research                                                                  | Problem-solving, data analysis, detailed-oriented |
| Projects                                                                  | Stakeholder engagement, planning, teamwork        |
| Committees                                                                | Collaboration, relationship building              |
| Leadership Experiences (TA, Supervision, Lab Lead, Student Organizations) | Leadership, mentoring, decision-making            |

Translate skills into workplace language:

| Transferable Skills                                       | Workplace Language                                                        |
|-----------------------------------------------------------|---------------------------------------------------------------------------|
| Project management, critical thinking, analysis           | Managed a multi-year research project from concept to completion          |
| Communication, facilitation, public speaking              | Facilitated learning and engagement for diverse audiences                 |
| Problem-solving, data interpretation, attention to detail | Gathered, analyzed, and interpreted quantitative and qualitative data     |
| Stakeholder engagement, planning, teamwork                | Worked cross functionally to achieve shared project objectives            |
| Collaboration, relationship building                      | Collaborated with multiple stakeholders to improve processes and outcomes |
| Leadership, mentoring, decision-making                    | Lea teams and coordinated initiatives to achieve organizational goals     |

## Your Turn

Choose three experiences from your academic, volunteer, professional, or community background.

| My Experience | Transferable Skills |
|---------------|---------------------|
|               |                     |
|               |                     |
|               |                     |



| Transferable Skills | Workplace Language |
|---------------------|--------------------|
|                     |                    |
|                     |                    |
|                     |                    |

## Reflection Questions

What did you do, not just what was your title?

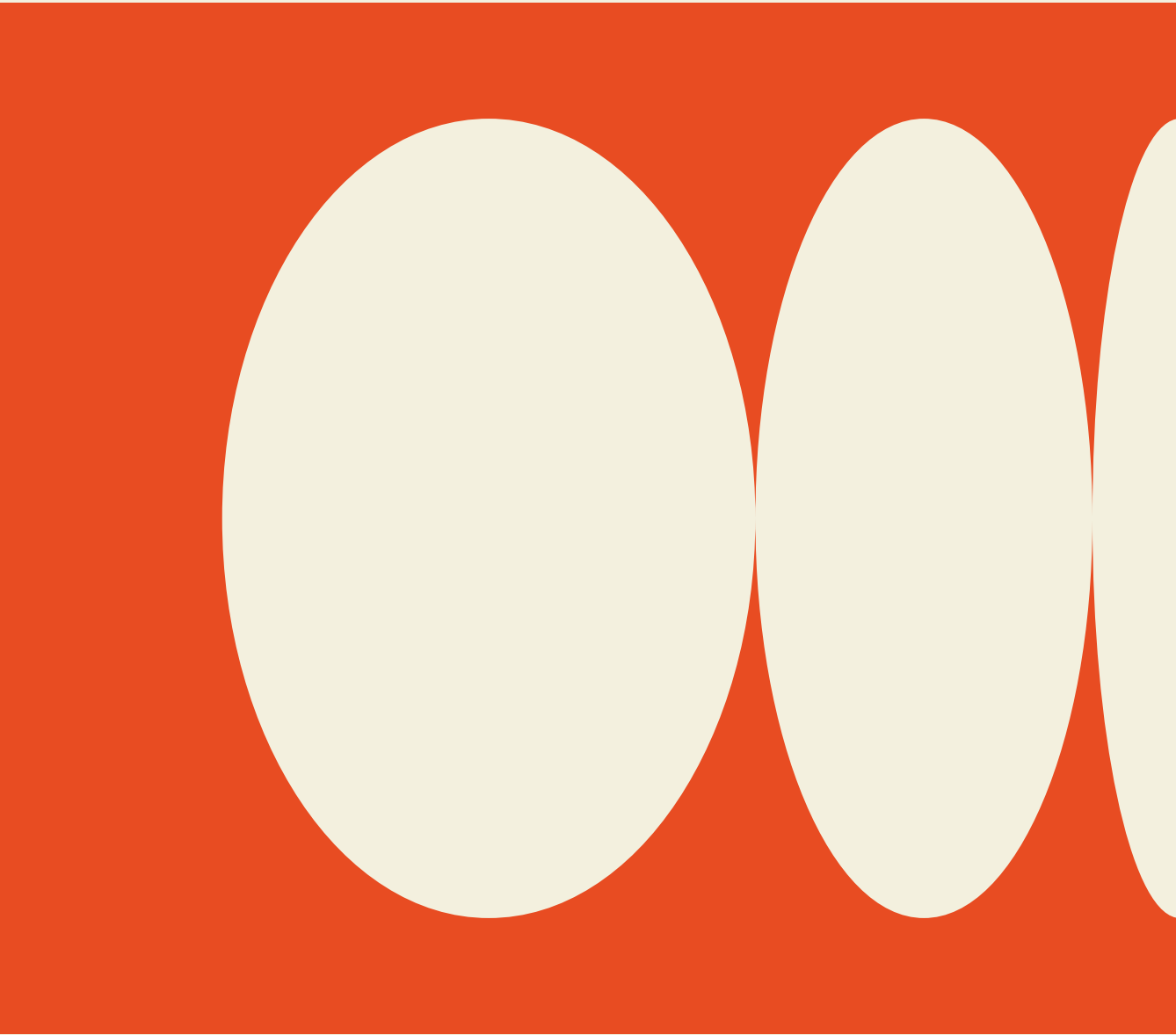
What transferable skills appear more often?

Which skills are most relevant to the industries or goals you are considering?

Which accomplishment would be strongest on a resume or LinkedIn profile.



# Career Direction Map



Career Direction Map

Choosing a career path is a personal decision. It energizes our drive, mission, purpose. Having this opportunity can feel simultaneously exhilarating and daunting. Take your time to explore, reach out to your support system, and involve others you trust in the brainstorming process. Do not let fear stifle you.

Step 1: Brainstorm Industries/Possibilities



Bureau of Labor Statistics  
Alpha



Bureau of Labor Statistics  
NAICS (North American Industry Classification System)



Occupational Outlook Handbook



O\*Net

Step 2: Choose Your Two Paths | Realistic and Stretch

**Path 1: Realistic Option** | This is a path I could realistically explore within the next year.

Choose one industry from the BLS, OOH, or O\*Net to begin with.

Role/field.

Why it feels realistic.

Skills or experiences I already have that fit.

**Path 2: Stretch Pivot Option** | This is a path that interests me, even if I’m not sure how I would get there. Something that interests you, even if it feels ambiguous or uncertain.

Choose one industry from the BLS, OOH, or O\*Net to begin with.

Role/field.

Why it excites me.

What makes it feel like a stretch.

Step 3: Reality Check

Rate from 1 to 5 (least to most)

| Question                       | Realistic Path | Stretch Path |
|--------------------------------|----------------|--------------|
| I am interested in this work.  | 1 2 3 4 5      | 1 2 3 4 5    |
| My skills could transfer here. | 1 2 3 4 5      | 1 2 3 4 5    |
| I would like to learn more.    | 1 2 3 4 5      | 1 2 3 4 5    |

Step 4: Think of this as an Experiment

My Realistic Path

What is one thing I can do in the next seven days?

- ☐ Read three job descriptions.
- ☐ Connect, talk to someone in my field.
- ☐ Update my LinkedIn headline.
- ☐ Join a professional association.
- ☐ Attend an event/webinar.



### My Stretch Path

What is one thing I can do in the next seven days?

- ☐ Research career stories.
- ☐ Conduct an information interview.
- ☐ Follow professionals in the field.
- ☐ Take a short online course.
- ☐ Read job descriptions.

### Step 5: Reflection

Which path am I most curious about right now?

---

---

What is one action I will take this week?

---

---

Most career changers get stuck because they think...

---

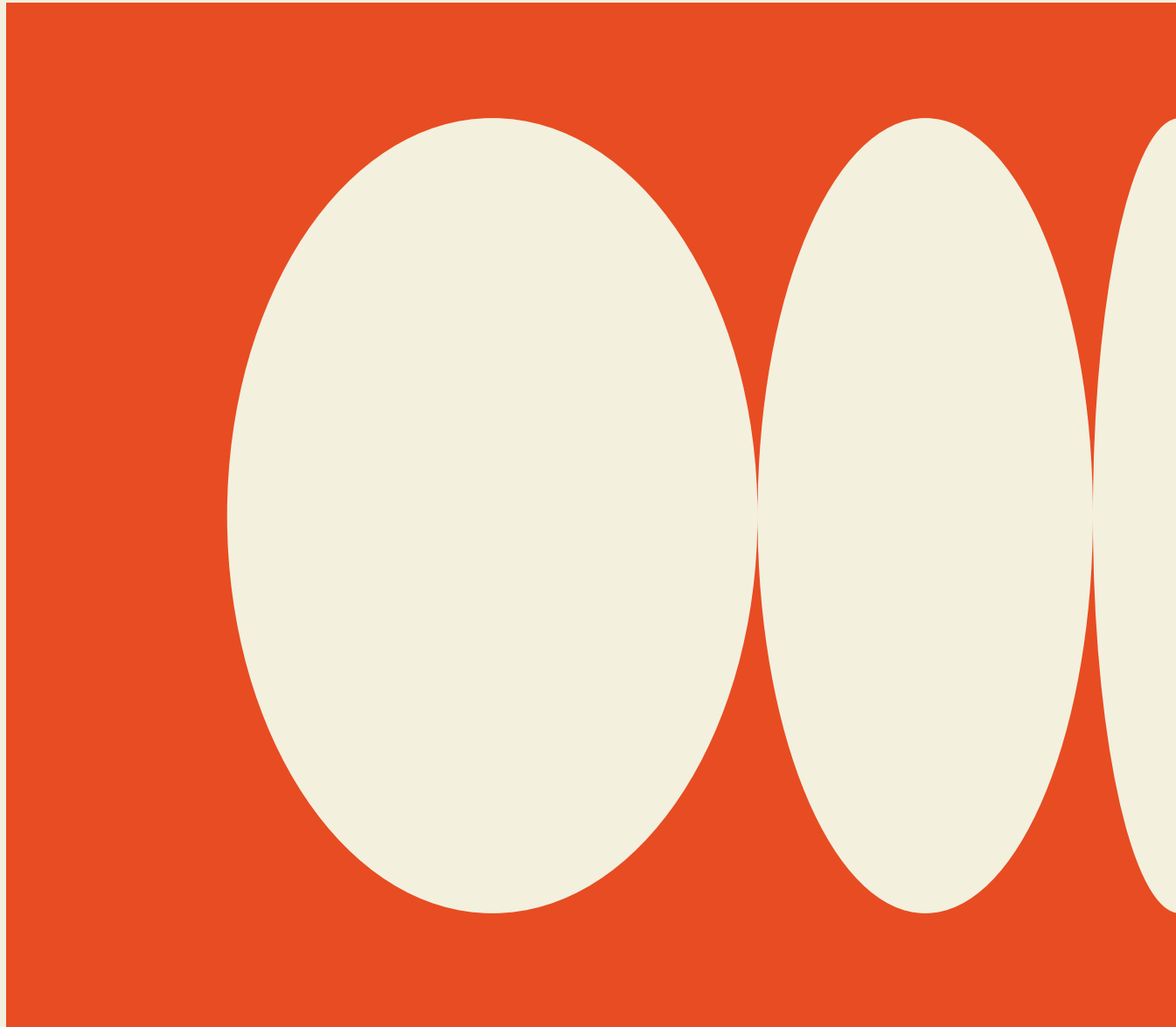
---

You do not need a perfect path – Just a direction to test

# Career Pathing



# Career Pivot Statement



Career Pivot Statement

Simple formula:

“I have experience in \_\_\_\_\_, where I develop skills in \_\_\_\_\_. I’m now interested in \_\_\_\_\_ Roles where I can apply these skills to \_\_\_\_\_.

Examples:

Environmental Science ➡ Sustainability Consulting

" I've spent my PhD conducting environmental research, building strong data analysis and project management skills. I'm now interested in sustainability consulting roles where I can apply those skills to. Industry environmental challenges.”

Higher Education ➡ Learning and Development

“I've spent several years teaching and developing curriculum in higher education, building, expertise in facilitation, communication, and program design. I'm now interested in learning. And development roles where I can help organizations build employee skills and performance.”

Academic Research ➡ Data Analytics

“My background in academic research, where I have developed strong analytical, data management, and problem-solving skills. I'm now interested in data analytic roles where I can use those skills to support business decisions.”

Graduate Student ➡ Policy Analyst

“Through my graduate studies, I've conducted extensive research and policy analysis while managing complex projects. I'm now interested in policy analyst roles where I can contribute to evidence-based decision making.”

Teaching ➡ Corporate Training

“I've spent several years educating diverse groups of students, developing strong presentation, facilitation, and communication skills. I'm now interested in corporate training roles where I can help employees learn and grow.



Research ➡ Management

“My academic work involved designing studies, conducting interviews, and analyzing qualitative data. I am now interested in UX research roles where I can use those skills to better understand user needs and improve products.”

Nonprofit ➡ User Experience (UX) Research

“I've worked in nonprofit organizations managing community initiatives and stakeholder relationships. I am now interested in program management roles where I can lead. Projects create measurable impact.”



# Your Story

## Present

- Tell your career story as it is today.

## Then

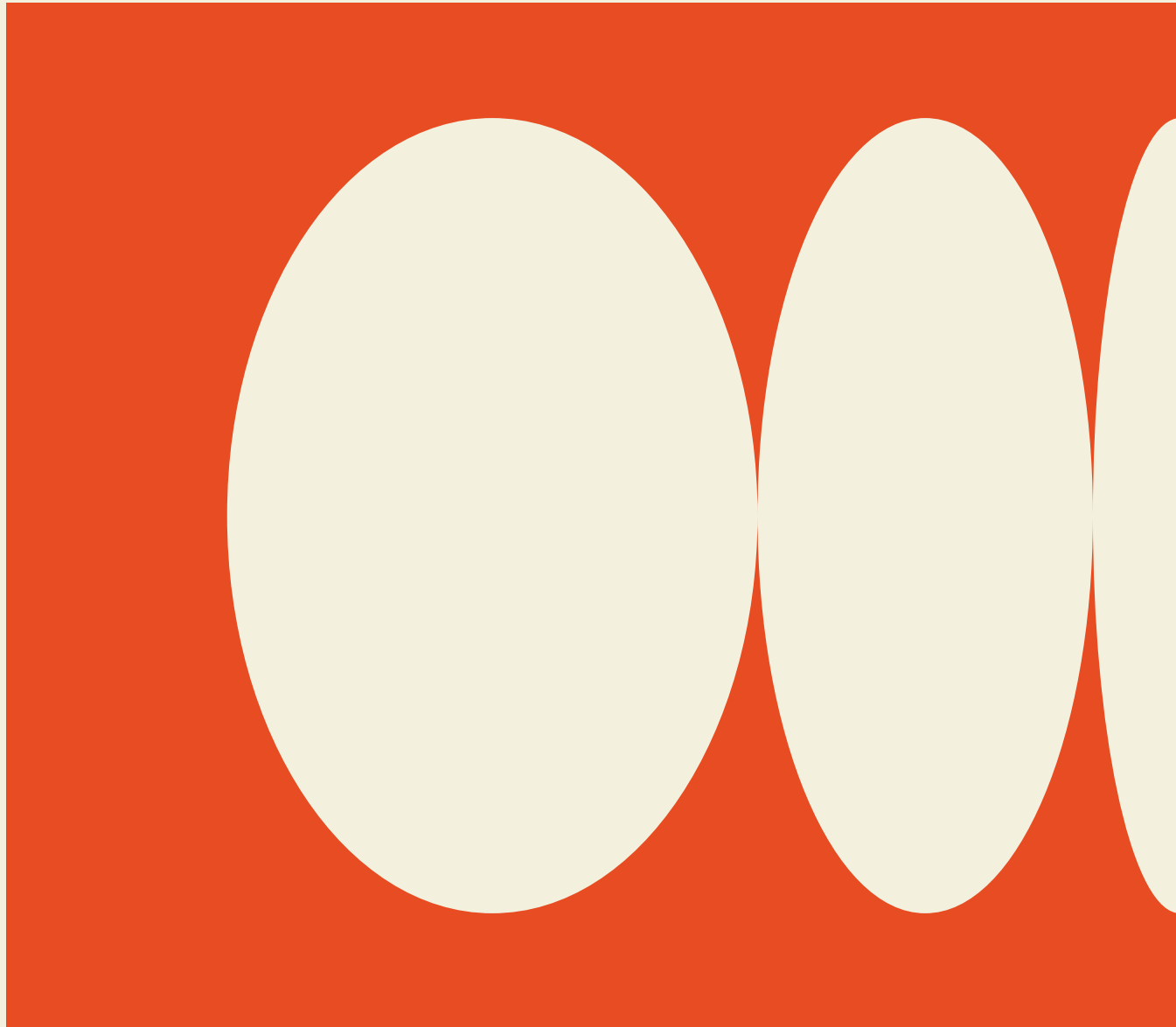
- Rewrite it as a story of growth, not confusion of starting over.
- What's the throughline that connects all your experiences?



# Strategy

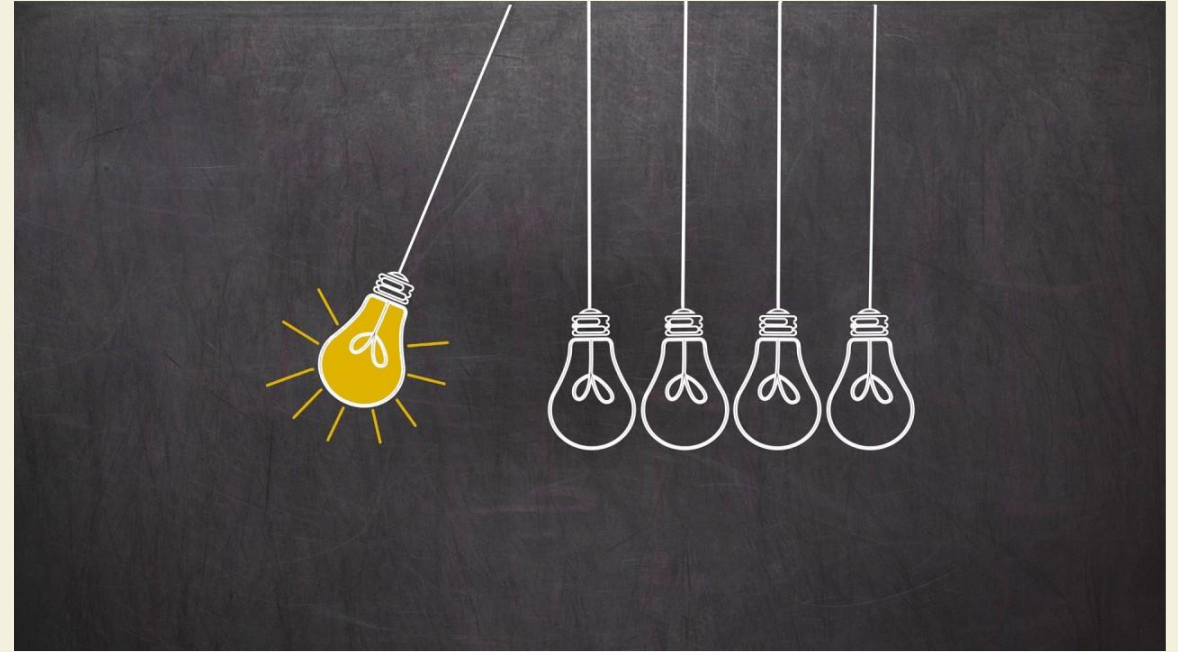
| Focus Area         | Approach                     | Goal                           |
|--------------------|------------------------------|--------------------------------|
| Self Discovery     | Reflection Exercises         | Clarify Career Goals           |
| Skill Translation  | Reframe Academic Experience  | Articulate Transferable Skills |
| Career Exploration | Panels, Research, Exposure   | Identify Career Options        |
| Personal Narrative | Storytelling, Pitch Practice | Strengthen Career Story        |
| Networking         | Outreach + Conversations     | Build Connections              |
| Action Steps       | Micro-Goals, Planning        | Move Toward Career Transition  |

# Action Plan



# Turn Insight into Momentum

- 3 People to contact
- 2 Roles or industries to research
- 1 Skill gap to begin



# Closing Reflection



What is one belief you're leaving behind today?

What is one action you will take this week?



**Q & A**