



## **Career Transitions: How to Change Lanes**

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## Career-Change Questions to Ask Yourself

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Before you make a career change, you need to decide if you really need one. You may just dislike your current position or the organization you work for. Finding a new job is no easy task, but it is easier than changing your entire career. Think about what you want to do and make a list of why you want the career change and what you are looking for in your next role.

1. What is it about my current profession that I don't like?
2. Does this new profession have what my current one doesn't?
3. Do I have the skills, interest, talents, and passion needed for the new profession?
4. Is the pay good enough?
5. How do I see myself in the next 10-20 years after this career change?
6. Will I need more education/ qualifications?
7. What obstacles will I have to face while making this transition?
8. What do I hope to gain from this career?

# Resume and Cover Letter

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Crafting a resume that showcases your qualifications and markets you as a top candidate for employers is essential in landing a job interview. It is key that you tailor your resume to the intended audience.

The cover letter is your chance to show enthusiasm and provides additional examples of your experience and individual accomplishments. Tell the audience how you are an ideal match for the job. Expand on relevant education, skills, and experience to offer additional details not found on your resume.

## REMEMBER:

- Check for the **REQUIREMENTS**
- Read for the **SKILLS** and **QUALIFICATIONS**
- Echo the **CHARACTERISTICS** and **DESCRIPTION** words
- **EDIT** your content to align with the employer and the position
- Tell your focused story as it relates to this job/opportunity and how you uniquely fit

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## NOTES:

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# Networking

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Find and cultivate your network of professional contacts who can help you with next steps. Talk to people in the profession to get a vivid and realistic picture of what the work is like, what career paths are available, and what skills make candidates most attractive and successful in the role. Putting yourself in networking situations will give you the opportunity to speak to people in the industry about trends, companies hiring, and current openings.

## **Expand Your Professional Network**

Social media and online networking can be highly effective for diversifying and evolving one's network.

- LinkedIn
- ePortfolio
- Various professional web sites and professional associations
- UCF Alumni Engagement - [UCF Knights Network](#)

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## **NOTES:**

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# Brand Yourself

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Your personal brand refers to how you promote yourself. It is the expertise, experience, and personality that you want everyone else to see about you.

A branding statement is an ad-like statement that tells hiring managers immediately what you bring to the table. Look at others in the field and think about what knowledge, skills, or abilities you possess that differentiates you from them.

For Example: **PROJECT MANAGER**

*Delivering excellence in operations management, design implementation, and strategic, collaborative problem-solving to the industrial construction industry.*

## Define Your Brand

- Identity** - I am a \_\_\_\_\_
- Image** - How you 'represent'; our appearance or look
- Character** - Do we walk the talk; what we want/do
- Culture** - Brand value; org fit/alignment
- Personality** - How we live our brand
- Essence** - Brand "soul" – the core characteristic which defines you
- Mission statement** – What is important to you and why?

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## NOTES:

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# Resources

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## UCF Alumni Professional Engagement

Whether you're a new graduate about to be launched into the workforce or an experienced professional looking for a career transition, we're here to help. [Visit our website](#) for more information.

### Services include:

- Career Assessment and Transition
- Resume and Cover Letter Critiques
- Job Search Strategies and Networking
- Interview Practice

## UCF Knights Network

We are proud to introduce [UCF Knights Network](#) -- our very own alumni professional networking platform! The power of the platform is amplified to promote and showcase virtual networking, informal mentoring, UCF alumni businesses and career and professional opportunities. [Join](#) UCF Knights Network now!

### Helpful Websites:

[10 Career-Change Questions to Ask Yourself Before Jumping Ship](#)

[The Ultimate Guide to an Informational Interview](#)

[15 Common Mistakes Job Seekers Make – and How to Fix Them](#)