

WÖKEN®



**THE 7 STEPS
YOU SHOULD
TAKE TO MAKE
A SUCCESSFUL
CAREER PIVOT**

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Hi!

Hi, I'm Rachel Serwetz, CEO and Founder of WOKEN. Thanks for downloading this guide! We are excited to help you expand your career possibilities.

I'm Rachel, CEO, and Founder of WOKEN. I wrote this E-book to guide you through the **7 key steps to successfully career pivot**.

I hope you enjoy this E-book and find the motivation and confidence to explore what new career pathways would be most suitable, fitting, and exciting for you.

We are here as your career co-pilot to support you every step of the way and watch you thrive!

Rachel Serwetz
CEO and Founder of WOKEN

The logo for WOKEN, featuring the word "WOKEN" in white, uppercase letters on a teal rectangular background. The letter "O" is stylized with a circular graphic element inside it.

About Me: My early professional experience was at Goldman Sachs and at Bridgewater Associates in HR. I was trained as a coach at NYU and was certified by the International Coach Federation. I attained my Technology MBA at NYU Stern and has served as a career coach at WeWork, Flatiron School, Columbia University, and Project Activate. I was an adjunct Professor of Entrepreneurship at Binghamton University, and have been building my career coaching company, WOKEN, since late 2017.





1 Assess Your Readiness & Commit

Let's get comfortable with change and set yourself up to pursue an effective career change process.

-  People often grue for weeks, months, or years on end before admitting that they are ready for a change. Get an outside perspective from a mentor, peer, coach, therapist, or someone you trust to **assess your readiness for the next step.**
-  Take comfort in the fact that you can simply **explore what's next for you before making any official changes.**
-  Once you're ready to explore a change, decide what amount of time per day or week you can realistically devote to your career efforts.
-  Set a routine and determine some **accountability tools** or mechanisms that will help keep you on track.
-  Put in place some methods that will keep you motivated by **reminding yourself of why you're committing to this change in the first place.**
-  **Attain the right guidance and support** so you don't feel like you have to go through the process alone. **There are best practices that will make you most efficient and effective in navigating your next career steps.**



2 Clarify Your Best Fit Career Direction

Reflect, learn, and iterate until you feel confident in your best fit role, industry, and environment.

 **Learn deeply, reflect often, and iterate and pivot until you feel 100% certain** that you know the right direction for you.

 **By getting to know yourself, and simultaneously relating that back to your understanding of the roles and industries, that is how you will get to a place of confidence about your best fit career path.**

 **Get to know your affinities, tendencies,** what you're natural at, and what you most enjoy doing.

 **Prioritize the problems that you find most important, interesting,** intriguing, innovative, and impactful.

 **Reflect on what type of environment you thrive in** - both in terms of the physical setting and the intangible values of the people around you.

 **Be open-minded and give yourself the benefit of the doubt** to explore all options before you decide your path ahead.

 **Get to know what you need out of your next role** as it relates to your lifestyle, salary, and if you're open to further education.

 **Identify options for roles and industries** that relate to your original reflections about what you're great at and what you're interested in.

 **Utilize research and networking** to deeply, accurately paint a picture of what these roles and industries are really like.



3 Understand Realistic Patterns for How People Typically Break In

Networking will help you feel informed about how other people effectively make this pivot happen.

-  This is a core part of choosing your best-fit direction, by **understanding the reality of how people break in**, so that you can be informed about what the pivot will truly require, and whether it is something that excites you to pursue.
-  Use research but mostly **networking to ask professionals in these roles to understand the patterns** (as opposed to one-off stories) of how **people typically get their start in this path**.
-  Do you need to start in role A and move into role B via internal mobility or do people get hired into this role from externally?
-  What background and skills are usually looked at to get hired into this role?
-  **Understand your transferable skills** that lend themselves towards this path but also know which skills are ultimately required as proof of your fit to get hired into the role.
-  **Understand the reality and the requirements** for forging this pivot (i.e. is a portfolio required including past case examples? Is a certain degree or certification required or common? Something else?)

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"By getting to know yourself, and simultaneously relating that back to your understanding of the roles and industries, that is how you will get to a place of confidence about your best fit career path."

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4 Decide on Reputable, Worthwhile Upskilling and Learning Opportunities

With any learning experience that will take you time and money, be intentional about which opportunity is most valuable.

- 🕒 Don't forget to consider **internal side projects** you can do at your current organization and/or exploring **internal mobility** to move to a team that is closer to your professional interests.

- 🕒 Once you determine the path you're confident and excited about, it's time to get **first-hand exposure** to that role and industry, and there are a variety of ways to do that.
- 🕒 You can explore **networking groups** and/or **professional associations, events, and webinars.**
- 🕒 You can explore **skill development and learning opportunities** such as a **course, certification, boot camp, diploma, or graduate school.**
- 🕒 You can explore **getting experience with real projects** through internships, pro bono/volunteer work, self-driven projects, shadowing, consulting, contracting, freelance, and more.

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The best part about the WOKEN process was the guidance/support. I didn't have to think about what was next. Now, I'm getting insight into roles I've never even thought about.

- Christina



5 Strengthen Personal Branding: Make your Story and your Fit Ultra Clear

Your branding can help you own your story and clearly prove your alignment with your intended path.

- 🕒 Create a website or portfolio if it is relevant for your intended path.
- 🕒 **Build and share your thought leadership** on whichever platforms are most active for your industry. You could write blogs, create videos, or simply participate and add to the digital "conversation" going on within your industry.

- 🕒 **Utilize a strong, concise professional summary** so that you can tie together your background, strengths, and intended direction, and own your story in a way that you want others to hear.
- 🕒 **Tailor your resume** so that you can highlight transferable keywords and results from past experiences that directly relate to your direction.
- 🕒 **Optimize your entire LinkedIn Profile.** Ensure that keywords appear that relate to your target direction, that way it will drive inbound leads for relevant open roles. Highlight as much as you can regarding any and all experiences, results/outcomes, and hyperlinks/examples/case studies/proof you have that relate to your future path.
- 🕒 While **cover letters** are debatable, I recommend getting support to create a strong template that can be tailored, as it never will hurt to add extra proof about your fit and interest in the role upon application.
- 🕒 Leverage tech to your advantage and **create a video pitch** so that people can meet you as a person, rather than solely judge and rely on a resume or any written/digital materials in your applications.



6 Pursue a Strategic, Intentional Job Search

Continue learning about your target path, reflecting on how things are going, and pivot accordingly.

- 🕒 Especially with a career pivot, **people need to meet** you to see your potential, your fit, your value, your knowledge, and your capabilities (i.e. utilize warm connections, introductions, and overall networking to break in).

- 🕒 **Set a strategy** - Determine the target role titles that are a strong fit for you given your upfront research, as well as the top 10 target companies (based on your top industry of interest). Determine what size and stage of company you thrive in.
- 🕒 Understand how to strategically and wisely **divide your time across various key job search activities**, besides just submitting online applications.
- 🕒 **Set goals** for how much you can accomplish per day or per week for each of these key activities. Volume is key, while keeping quality, focus, and intentionality in mind.
- 🕒 Remember to **pursue networking** with professionals in your target organizations even if there is no role open online, as oftentimes open roles are not posted online, and statistically networking is the top method to land a job.
- 🕒 **Measure what's going well or not as well, reflect often, and pivot or get support where necessary.** Keep learning by utilizing networking, research, and reflection. Use these learnings to inform and adjust your strategy.



7 Land, Onboard, and Grow your Career

Once you land a great role, be sure to clarify your next goal and how to continue growing to achieve greater heights.

-  Assess any offer comprehensively to ensure you'll thrive there - consider the role fit, industry fit, and environment fit.
-  Be sure to onboard yourself even if you're not provided what you need upfront, to set yourself up for success there.
-  Continuously research, network, advance your skills, and reflect, on a monthly basis to continue growing in your career.

WOKEN

WOKEN offers one-on-one career coaching sessions plus a comprehensive web-based career platform. WOKEN has guided hundreds of professionals through their novel, step-by-step processes for career exploration, upskilling decisions, personal branding, strategic job searching, and career advancement. WOKEN guides you to learn about yourself and your career options, ensuring that you are intentional and confident with every career decision.

Book a free 20-min coaching call here:

[BOOK A FREE CALL](#)

Thanks for reading!



Written by: Rachel Serwetz
CEO and Founder of WOKEN



iamwoken.com

