

MASTERGUIDE **CAREER CHANGE**

*COMPLETE
GUIDE TO
NAVIGATE
YOUR CAREER
CHANGE*



 **LENORE
COACHING**

PURPOSE DRIVEN LIVING

*CHANGING CAREERS
FROM HIGHER ED & K-12*

WHAT'S IN IT FOR YOU?

We've seen time after time how frustrating it is for our colleagues in Higher Ed & K-12 to find new careers. We want our tribe to be equipped to explore new opportunities and implement the right strategy to produce results in the job search process. No more staying stagnant. This guide will help you level up your career!



CHANGING CAREERS
FROM HIGHER ED & K-12

WE ARE GONNA KEEP IT 100%

**NOTHING HAPPENS
OVERNIGHT**

EXPLORING
CAREERS,
GAINING CLARITY,
& SEARCHING FOR
THE RIGHT
OPPORTUNITY
TAKES TIME





TRUST THE PROCESS

Joel Embiid
NBA AllStar

This season might not feel like it, but you're the MVP of your career! Joel Embiid coined the phrase "Trust the Process" in a season when he was borderline labeled "bust." His adversity was injury and expectations. Whatever your adversity might be, just know there is a process that you can follow to achieve your goals.

 **LENORE
COACHING**

PURPOSE DRIVEN LIVING

HOW TO USE THIS GUIDE

SELF REFLECTION

This guide will introduce concepts, strategies, frameworks and a variety of tools that you can use to reflect on your goals. Changing careers isn't an overnight process primarily because it takes time to understand your needs. Use this guide to help you self-reflect on the things you need in your career.

TAKE ACTION

You can't just sit back and expect for things to unfold without taking action. In order to get one step closer to making the transition from your current career you will have to execute. No matter how small the step might be, just take it.

YOU'VE GOT THIS!

THE SQUAD

**QUINTREL
LENORE**



Quintrel is an Expatriate of Higher Education certified as a Human Resource and DEI professional. Master of Art graduate in Executive Leadership. 2 x Career Changer.

**LORAYAH
LENORE**



Lorayah is an Expatriate of Higher Education with a background in Academic Advising, Career Advising, Residential Life, and Diversity Programming. 3 X Career Changer.

Let's get a baseline understanding of your career needs.

Take some time to provide a response to the questions below

Why did you choose your current career?

What energizes you about the work you do? Why?

What aspects of your job would you prefer to live without? Why?

When you look at the workforce, what are some careers that interest you? Why?

How do you want your overall life to look like? In other words, how do you want your day job to fit into your life?

What have you been recognized or rewarded for? What do people say that you're good at?

What do you think your purpose or calling is? How does your career relate or fit into that?

Overall, what help do you think you need as you navigate changing careers?



THE SECRET SAUCE TO THIS PROCESS IS..... SELF-REFLECTION

Our hope is that the previous page offers you a chance to do some soul searching. What are some things that you noticed as you answered certain questions? As we dive into some theory and frameworks continue to think about how these tools can provide clarity on your career needs.

When you think about changing careers it is important to have a process for navigating your decisions in a strategic effort. Everyone has their own timeline for advancing to the next stage so use the framework below in a way that makes the best sense for you.

4 Stages of Career Decision Making



4 Stages of Career Decision Making



Self-Reflection

This part of the process is marked with assessing one's values, interests, skills, personality, strengths and so much more. Reflect on what is important to you. What are your needs? What are your goals? Are there some things that have been pulling on your heart? Talk to people you trust such as a friend, family member, colleague, counselor or coach. Take an assessment. Free write.



Information Gathering

After you do some self-reflection it is now time to see what is out there. Take a look at the workforce through online resources or in-person informational interviews to get meaningful feedback about the organizations, industries, and job types that fit your career needs. You might want to know about salary, common skills, geographical data, trends, company culture and so much more.



Gaining & Maximizing Work Experience

In order to level up your career you now need to take practical steps. You don't necessarily need to go back to school and get another degree to advance your career. There are so many ways that you can up-skill, get exposure or learn something new. You should do an in-depth gap analysis to know how qualified and marketable you are for your desired career. After you do a gap analysis begin to take steps towards leveling up your career.



Career Advancement & Reframing

Advancement looks different for all of us. For some, it might be coming into a role with more money and responsibility. For others, it might be a role that focuses on skills that are more congruent with your interests. Regardless of what this new opportunity looks like, it is important to be mindful of how this change affirms your values. You've done it. You've leveled up. Enjoy this chapter of life and continue to grow!

Common Challenges for Career Changers



I don't enjoy the work culture, relationships, salary, flexibility, opportunity for growth about my job



I don't feel confidence in my ability to do anything new in my career



My resume is outdated and I don't know how to market myself



It has been a long time since I've looked for a job and I don't know where to start



I feel like there are so many different types of jobs that I think I can do or want to do but I'm not 100% sure what I want



All of my work experience has been in a certain industry and I don't know how to market myself for something else



ON A SCALE FROM 1 - 10, RANK HOW RELEVANT THESE STATEMENTS ARE TO YOU

1 = NOT RELEVANT
10 = MOST RELEVANT

- I need help developing confidence in knowing the value I bring to a company
- I need help clarifying my career goals
- I need help exploring career opportunities
- I need help setting the necessary goals to change careers
- I need help developing & leveraging my personal brand for the job search
- I need help developing & executing a job search strategy
- I need help with accountability execute a job search

Confidence & Clarity

Values, Interests, Skills Inventory

We use inventory tools to help professionals understanding their career needs and to help gather the internal data necessary to self-reflect. To the right there are 3 inventories that you can take. Give yourself 15 - 30 minutes to complete each one.

Key Questions To Ask Yourself

What am I good at?
What have I been recognized for?
What energizes me?
What impact do I want to make?
Who do I want to serve?
What do I want my environment to look like?

WORK VALUES INVENTORY



WORK INTERESTS INVENTORY



WORK SKILLS INVENTORY



Confidence & Clarity

Now that you have taken the inventories, what are your thoughts?

Are there any careers that populated that peak your interest?

Are there any skills that you especially want to utilize in this next chapter?

Do you think you need to do more research on careers?

In what way will your work values impact your career decision making?

Are there any skills that you think you need to learn more about or develop?



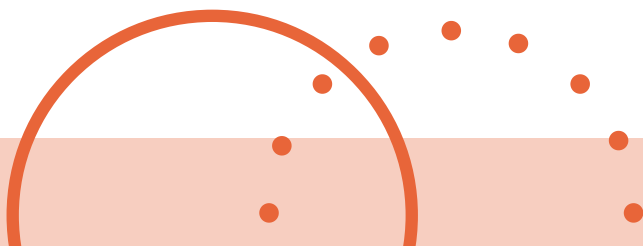
**I DON'T WANT YOU TO
WAKE UP AT SIXTY-FIVE
AND REALIZE, 'I SPENT
FORTY OF MY BEST YEARS
DOING SOMETHING THAT
JUST FUNDED MY LIFE**

**JON ACUFF
AUTHOR**

EXPLORE & RESEARCH

There are SOOOO many tools out there which can be helpful and overwhelming at the same time. Focus on clarifying one goal at a time. For example, you might focus on comparing salary from one career to another, then you might want to move on to researching necessary qualifications in careers. Don't try to answer all of your career questions at the same time.

THE NEXT PAGE WILL PROVIDE SOME EXPLORATION & WORKFORCE TOOLS TO HELP NAVIGATE YOUR RESEARCH EFFORTS



Exploration & Research Tools



O'net Online and the Occupational Outlook Handbook are very comprehensive tools that provide in-depth descriptions of careers. You can find out salary, education, common tasks, relevant job titles, growth trends, and so much more



Many people think LinkedIn is just Facebook for professional people (which it kind of is) but trust me, it's so much more. Use LinkedIn in the exploration phase to compare career pathways of people in fields that you're interested in to get ideas, see patterns & trends, learn about organizations, job titles, industries and more



LinkedIn as used all of our data for good purposes, I promise! Use this tool to cross analysis you skills and competencies to find careers that best fit you. This tool is really helpful by providing much needed language for skills so that we can understand our gaps, explore our interests and eventually better market ourselves.



There are so many job search engines that you can use. Indeed is the most common in the market now days. Easily explore job descriptions based on job titles, geography, organizations and industries.

Setting Career Goals

LET'S DIVE IN TO SOME WAYS YOU CAN
SET YOUR CAREER CHANGE GOALS

DEFINE CAREER ADVANCEMENT

This next phase of your career can look a bunch of different ways. Don't fall into the trap of following somebody else's dream. What is your dream?



**NEW INDUSTRY OR
JOB FUNCTION**

MORE FLEXIBILITY

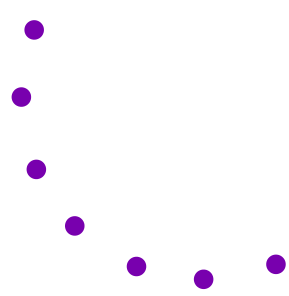
**OPPORTUNITY FOR
GROWTH**

**LEADERSHIP
POSITION**

**BETTER MARKET
VALUE**

**DIFFERENT WORK
CULTURE**

**WORK / LIFE
BALANCE**



ON A SCALE FROM 1 - 10, RANK HOW RELEVANT THESE STATEMENTS ARE TO YOU

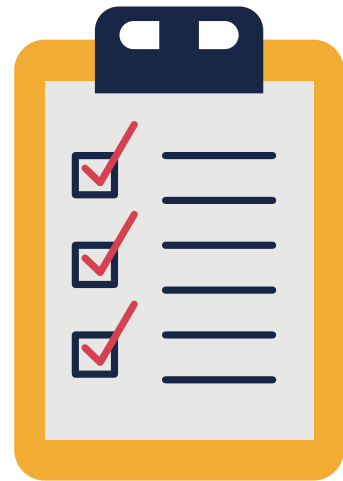
1 = NOT RELEVANT
10 = MOST RELEVANT

- My next career has to be a higher salary
- My next career should be a new industry or job function
- My next career has to have work/life balance
- My next career will require me to gain additional education, certifications, training or skills
- My next career has to be a different work culture
- My next career has to allow for professional growth or advancement
- My next career has to be in a leadership capacity.

Attacking Your Gaps

➤ Gap Analysis

Use job descriptions to assess your readiness for a particular career. When you look at the requirements and job specifications determine how many of those skills you already have and determine how your experience translates.



➤ Attacking Your Gaps

Once you assess how well your skills and experience translate into the career, make a determination for how you will attack your gaps. Are you finding that jobs have requirements for certain education, certification or credentials? Are there certain technical skills or competencies that the organization is looking for? Whatever the case, begin to create a roadmap for how you can begin to address the gaps from your resume and that profession.



YOUR ROADMAP



RETURN ON INVESTMENT

Consider the ROI for changing into this career including cost, time, ability and more. Is it worth it?



MARKET VALUE

By changing careers, will you be compensated for your skills, experience and education?



TIME

Nothing happens overnight. As you map out your plan to change careers be realistic about how long it will take.

YOU'VE GOT THIS!

Your Personal Brand Plays a Critical Role in Changing Careers

The impression you make and the reputation that you build are the tangible aspects of your personal brand. For example, when you're in an interview the employer is reading how you communicate just as much as they are trying to understand what you're communicating.

Being able to articulate the value you bring is dynamic and comprehensive component of the job search. Some key things to think about when developing and leveraging your personal brand are:

- Your transferable skills
- Your competencies & soft skills
- Your attitude & disposition
- Your ability to relate with people
- Your motivation & drive

How To Leverage Your Personal Brand

In the job search process it is important to have clarity on the type of job you're targeting so that you can tell the optimal story about your background through the vehicles below.



Resume

You must target the job description by highlighting the most relevant experience, education, projects, and skills.



Cover Letter

Focus on telling 1 - 2 key stories that highlight the most relevant aspects of your background.



Interview(s)

Being able to make an impression and articulate your story are key for the interview process.



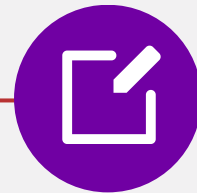
Networking

As you meet with people be sure to create value for other people while telling your story.



LinkedIn

You want to highlight your experience, education, and accomplishments in a way that attracts the organizations that fit your career goals.

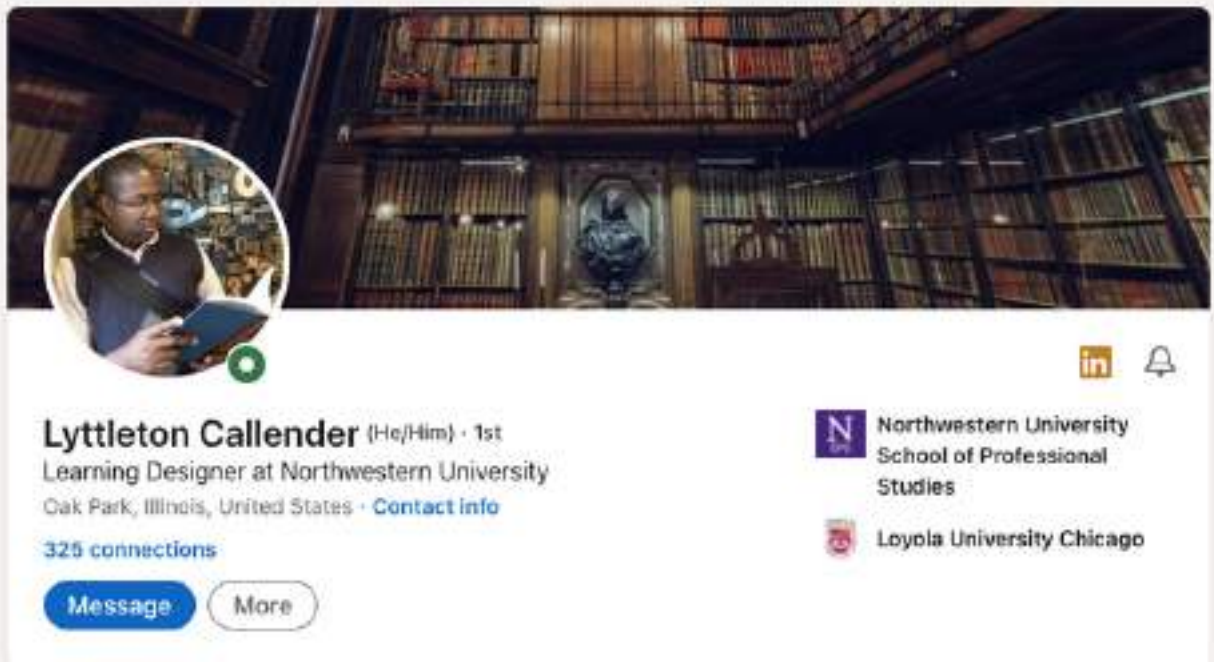


Application Materials

You can be creative with how you market your abilities. Be sure to market yourself in a way that provides value to the organization.

It's Your Story To Tell

You have tons of transferable skills from your work experience. You also have the ability to be creative with how you tell your story. Personal Branding is a tool for you to tell your story and a tool for people to understand the value you bring to the table.



Lyttleton is a great example of a career changer who used his Higher Ed experience in a creative way. As an academic advisor he wanted to transition into Instructional Design so he had to highlight the projects that were most relevant to his desired career.



Oakton Community College

Full-time · 10 yrs 10 mos

Instructional Designer

Feb 2019 – Oct 2021 · 2 yrs 9 mos

Des Plaines, Illinois, United States

- Redesign New Student Orientation programming including needs assessment, development, and implementation
- Collaborate with key stakeholders and SMEs to implement eLearning orientation modules by writing and storyboarding learning materials
- Consult, prioritize and lead project management amongst managers and key stakeholders from concept to implementation for web-based materials
- Outlined and storyboarded all elements of online onboarding modules for New Student Orientation
- Needs assessment of New Student Orientation by researching and conducting comparative analysis amongst other colleges and universities
- Maintained HTML/CSS knowledge by professional development, and meetings with software used in online orientation (ComEvo)
- Consulted with SMEs on computer-based instructional delivery methods and identify design requirements for eLearning modules with the Office of Advising, Transitions, and Student Success
- Communication and leadership across functional units including Admissions, Learning Center, Testing Center, Enrollment Services, Office of Advising, Transitions and Student Success to achieve a high caliber web-based training solution for student onboarding
- Serve as an SME for the select software solution helping team members enhance learning materials for the web-based orientation program

Academic Advisor

2011 – Oct 2021 · 10 yrs 10 mos

Lyttleton did a great job highlighting projects, skills and accomplishments that were most relevant to Instructional Design.

← Experience



Learning Designer

Northwestern University School of Professional Studies - Full-time

Oct 2021 – Present · 8 mos

Chicago, Illinois, United States

 helped me get this job



Learning Designer at Northwestern University

Mastech Digital · Full-time

Oct 2021 – Present · 8 mos

Chicago, Illinois, United States

 helped me get this job

As you can see above, his creativity in his branding allowed him to transition into a Learning Designer position with another institution.

Let's Check In Again



We've tackled career exploration, conducting gap analysis & personal branding.



What careers interest you at this point that you actually feel like you can do professionally?



Have you considered what a pathway or roadmap would look like if you were to pursue that career?



In what ways does your background, education, skillset and accomplishments make you a marketable candidate?



**“IF YOU ARE DETERMINED
AND WANT IT, YOU CAN
JUST GO FOR IT.”**

**MELANIE PERKINS
(CEO/FOUNDER
OF CANVA)**

THE POWER OF NETWORKING

When you have clarity on the career you want to transition into, your primary focus might be on producing results in the job search. Data tells us that more people generate interviews and land jobs by networking vs traditional job search efforts. We challenge you to utilize tools like LinkedIn to conduct outreach and to tap into your social circle to produce results in the job search.

**NETWORKING IS THE MOST
PRODUCTIVE STRATEGY THAT YOU
CAN TAKE TO PRODUCE RESULTS IN
THE JOB SEARCH....**





NETWORKING TIPS FOR SUCCESS



Do informational interviews w/people in roles you're interested in doing. Not only can you learn about the profession, but they might be able to connect you to someone with hiring authority.



NETWORKING TIPS FOR SUCCESS



Generate a dream jobs and dream organizations list. Reach out to recruiters, hiring managers, directors, executives at your dream organizations to request informational interview to sell the value you bring.



NETWORKING TIPS FOR SUCCESS



Use LinkedIn to engage w/professionals at your dream organization and to reach out directly to a point of contact. Maintain a schedule and create quantifiable goals to hold yourself accountable for outreach.

Common Careers for Higher Ed & K-12 Professionals



• Instructional Design

instructional design is the creation of instructional materials. Instructional Designers consider how stakeholder learn and determine which materials and methods will most effectively help individuals achieve strategic goals.



• Nonprofit Leadership

There are so many leadership opportunities in the Nonprofit world that require an arsenal of skills including managing people, training and development, logistics, operations, financial management and so much more.



• Education Technology

Public and private companies are delivering innovative technology solutions that need a variety of professionals to manage its product and manage its people. This fast growing field allows for newly created positions that need the institutional acumen that Higher Ed and K-12 professionals bring.



• Community Programming

Being able to connect the organizations mission and serve the needs of the local community require socially driven professionals. Having the know-how to build relationships and provide comprehensive programming is a must have.

Attacking The Job Search

The Applicant Tracking System "ATS"

1

You've found the role you're interested in. It's time to write your tailor-made resume and cover letter that will beat the ATS. Capture the needs of the job description and your personal brand

Initial Screening

2

Recruiters will begin screening applicants with the intention of making a referral for the core interviewing processes. Consider contacting recruiters prior to applying or very early in the application process to increase likelihood of advancing.

Interviewing

3

You've made it to the interview! You have met the minimum requirements and have stood out to recruiters or hiring managers. It's time to sell your brand. Make an impression. Research the company. Prepare for questions to market your abilities.

Negotiation

4

You've got an offer! It's time to determine if this is the right role for you. Does this fit your career values and interests? How do you feel about the vision of the company and the work you'll be doing? How does this role fit into your overall life? What compensation, perks, and aspects of the role are important to have for you?

Transition

5

It's time to adjust to your new role. Take your time to start with the basics. Network and build connections within the organization to expedite the learning process. Learn to cope and gradually adjust to the norm of this role as it fits into your overall life.



WHAT DOES SUCCESS LOOK LIKE?

BREANA

Breana has spent nearly 15 years working in Higher Ed as an admissions counselor, academic advisor and an adjunct faculty member. She felt her career plateau'd and struggled with a frustrating workplace culture and expectations. Breana leveraged all of her student support experience into a role where she is supporting learners within an healthcare environment. She successfully transitioned out of Higher Ed to become the Regional Education Manager of a prominent healthcare organization.



WHAT DOES SUCCESS LOOK LIKE?

LADARIUS

LaDarius has served on campus's and universities for nearly 15 years in a variety of leadership roles within student affairs. As a leader, LaDarius eventually felt the mental, emotional and physical effects of carrying a heavy burden supporting strategic goals, managing professional staff, serving students and the lofty expectations that come with all of those areas. Though LaDarius didn't transition out of Higher Ed, he found a career that fit his superpowers and provided the holistic wellbeing that he very much needed. LaDarius is the Director at a university providing Academic Community Engagement.



WHAT DOES SUCCESS LOOK LIKE?

SHAHLA

Shahla has been a Higher Ed professional for nearly 10 years in the areas of student conduct, compliance, student engagement and housing. Shahla is a "compliance guru" who quickly accelerated her career through her work ethic but experienced significant challenges related to toxic work environments. It became overwhelmingly difficult for her to muscle through the work culture challenges and sustain her mental health. Shahla leveraged a wealth of compliance, student conduct and policy skills to transition to a Compliance Specialist role for a company outside of Higher Ed that provides cybersecurity training to organizations. Shahla has been quickly promoted because of her work ethic to an Academic Reporting Manager position within the company.



LET'S RECAP

We discussed the following

1. Clarify your career goals and needs
2. Create a process for you to make good career decisions
3. Self reflect and inventory your career attributes
4. Research the job market
5. Conduct a gap analysis to diagnose your areas of growth
6. Create a roadmap with actionable & time sensitive goals
7. Develop your personal brand for a fruitful job search
8. Execute a job search strategy that best fits you
9. Network and build relationships to produce results
10. Land your next dream job!

What's Next?

DO YOU WANT MORE SUPPORT?

LET'S HOP ON A FREE
DISCOVERY CALL TO TALK
THROUGH YOUR CAREER GOALS

Click Here To
Book A Call

