

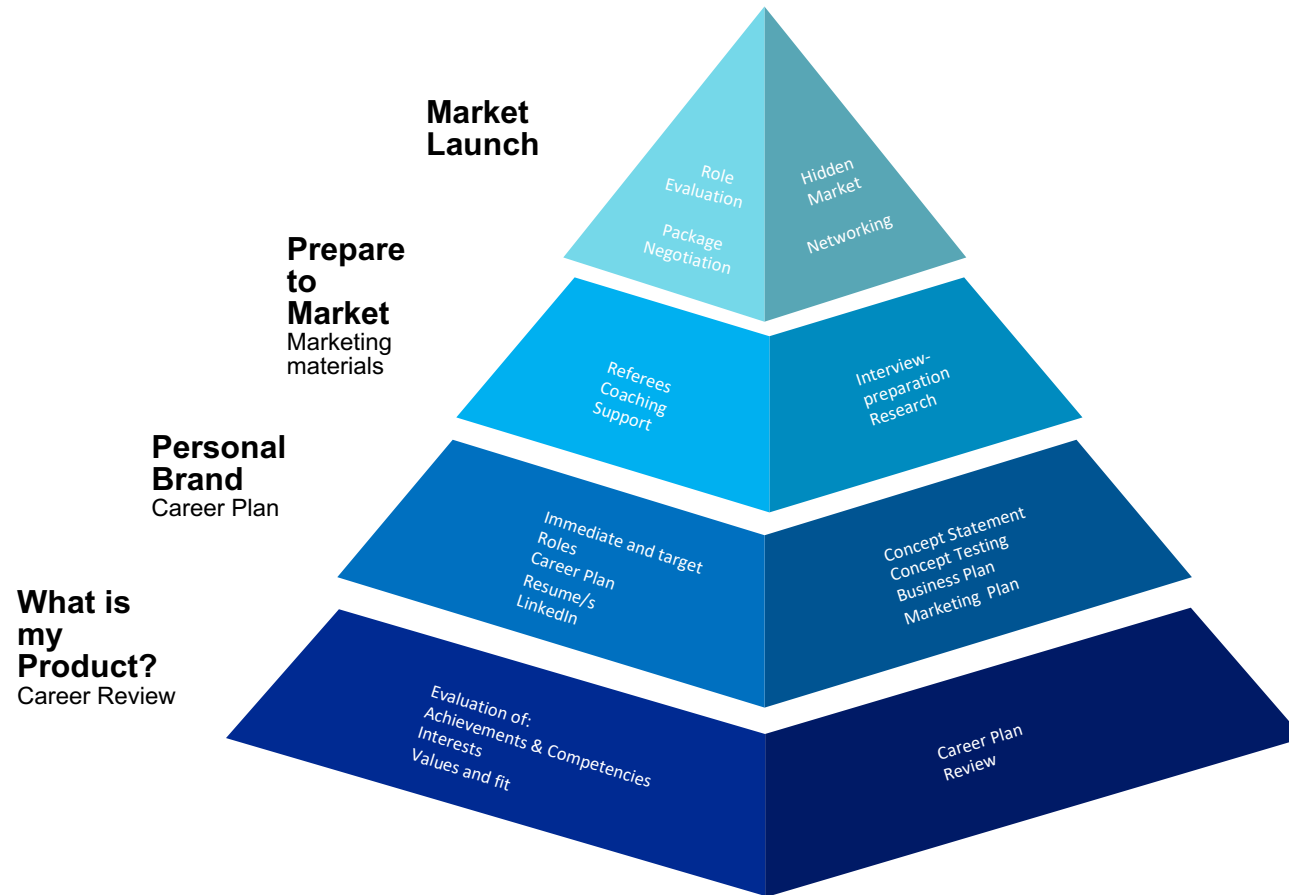
Career Transformation post Covid

The Career Transform Process...

The number one
determining factor to
Career Success :

the “Career Pivot”

Job search – what is it?



How to Pivot... what we will cover...

1. What is my Personal Brand ?
2. Redefine Career Plan based on what you bring, not where you have been.
3. Redo all marketing materials – Resume, LinkedIn – align with personal brand
4. Next Steps

1. Understanding Your Personal Brand

- How to prepare a personal brand?
- Using personal brand to redefine your career plan
- How to create great marketing materials – Resume, LinkedIn
- Achievements are key to interview success

Personal Brand Identification



So the key to a successful Career
Pivot:

*Ability to Identify (Transferable)
Key Capabilities*

a structured approach

Achievements Database™ Development

Identify Key Achievements

- Benefit to bottom line of business
- Results-focused
- Value Add
- Ideally specific and measurable

Achievement Deconstruct is critical

Challenge	
Actions	
Results	
Key Capabilities Used	

Develop a Personal Brand from Achievements Analysis

What are your transferable capabilities? –(some examples below)

Effective Leadership	An energetic and influential leader inspiring high levels of commitment to strategic outcomes across organisations through authenticity and effective communication.
Strategic Thinking	Consistently delivers creative solutions to business problems, development of robust strategic plans and delivering results.
Business Transformation	A change agent with a proven track record of identifying and delivering successful transformation programs across IT, finance and the broader business.
Stakeholder Management	Ability to be across the detail in the context of the broader strategy and gain buy-in from all stakeholders to build win-win solutions for a successful outcomes.
Business Partnership	Builds high performing finance teams as trusted business advisers supporting good business decisions, identifying business opportunities and managing performance
Mergers & Acquisitions	Significant experience in acquiring and divesting businesses from due diligence through to integration.
Corporate Governance	Strong corporate governance ethos and ability to develop and implement robust risk management frameworks and control environments

2. Career Plan: Create a job description based on transferable key capabilities – forget job titles (sometimes mind map a great starting point)

3. Evidence-Based Resume Development backed by database of “stories” for the “interview”

4. Overview of Next Steps:

1. Career Plan options?
2. Marketing Materials – Resume and LinkedIn
3. Prepare Interviews – “The Pitch”
4. Industries – what’s “hot”?
5. Companies
6. Research – become a “futurist”
7. Marketing – connect authentically

