



EPISODE 18: Career Changes

9.1.20

Thank you to our panelists!

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How to know if you're ready for a career change?

- Look closely at your own personal situation and be honest about whether you have the personal resources and fortitude to succeed on your own.
- Consider starting your business off hours until it's ready for a full time commitment.
- Find your passion and understand the skills or knowledge base you need to make that into a career.

Can you conquer your fear?

- Know your risk tolerance and act accordingly.
- Open communication with a partner/spouse is essential to ensure you have their full support and buy-in.
- Talk to others in your field, find mentors to support and guide you.
- Make sure you're actually OPEN to taking advice - it may not be what you *want* to hear but what you *need to hear*.
- Recognize your blind spots so you can address them openly and find partners/resources to fill those gaps.
- Know yourself and TRUST your gut.

How can you prepare for a career change?

- Think about what you want your day to look like and how you love spending your time.
- Consider how your skill set can translate into a different career/industry. Think about what you want to do everyday.
- There's never the "wrong" stage of life to make a career change. Do your research first and make sure you're targeting a company with a culture that will embrace who you are, at whatever stage of life you're in. Websites like Glassdoor.com, the company's website and employees on LinkedIn are good indicators of the type of colleagues you'd be working alongside.
- Research the culture of the industry or company you'd like to break into.
- Build your network - **80% of jobs are found through networking not general applications.**
- Get to know a recruiter so **they can get to know you!** This way you'll be on their mind as opportunities arise that could be a good fit for you.
 - Find the top recruiter in your town in your target industry - ask around.
- Make sure people know that you're looking for a new job - they can't help you if they don't know you're looking!
- Keep in touch with people consistently - even just once a year, quarterly ideally - so you're in touch and not just calling them when you need them. Share an article that makes you think of them, be an active listener when you chat, reach out just to touch base and say hello.
- Make sure your **social media** accounts present your best self - companies *will* look you up online and use that to evaluate your fit for their culture. **70% HR personnel review social media accounts of potential hires.** That includes LinkedIn, Instagram, Facebook and Twitter.
- Question for a potential employer:
 - What has your company done during COVID to keep the team together?
 - How do you define success?
 - Speak to someone outside of the organization - a customer, client or other partner - for their honest assessment of the company, its values, leadership and culture (remember that a recruiter or hiring manager's job is to sell YOU on the company)

Overcoming Imposter Syndrome

- Follow your gut and have faith in yourself - that includes having faith in your team as they may give you feedback and guidance.
- Gaining the trust and respect of a new team when you do make a career change can be a challenge, as well. Be open to their concerns or skepticism - you'll need to earn their trust.