



UNIVERSITY  
OF LONDON  
CAREERS  
SERVICE

## Careers Stage Series

### Career Changers: How to navigate careers change successfully

Liz Wilkinson  
Senior Careers Consultant  
University of London Careers Service –  
Distance and Flexible Learners

[london.ac.uk](http://london.ac.uk)





## Why webinars?

- Complement distance learning aspect of your studies
- Provide a chance to discover fresh content with an experienced facilitator
- Allow you to share your ideas, thoughts and experiences with each other in a global classroom
- Give opportunities to engage with relevant activities and time for questions at the end
- Productive, supportive and dynamic online learning space

# Mixed cohort in this global classroom

This session is aimed at Careers Changers – but all welcome

Your qualifications will offer you a range of relevant professional skills, particular knowledge sets, enhanced competencies and attributes

This webinar will be helpful to you, whatever you are studying or wherever you maybe based – **especially if you are seeking to change career**

Please type your name, what you are studying, and where you are based today in the chatbox



# What this series of webinars will offer you

## Different Career Stages...

- **Careers Starters:**
  - › Early stage of career development
  - › Limited work experience
- **Career Developers:**
  - › Mid-stage of career development
  - › Aiming for more senior roles
- **Career Changers:**
  - › Experienced stage of career development
  - › Planning on shifting focus/direction





## Quick introductions

- Senior Careers Consultant and former Director of Careers & Employability, 32 years in HE Careers and Graduate Recruitment
- Developer on award-winning *Enhance Your Careers and Employability Skills* MOOC, 89,000 global active learners
- MA Classics, University of Oxford, PG Cert Career Guidance, PG Cert Learning and Teaching in HE
- National Award for Best Preparation for Graduate Workplace
- Experienced in careers coaching, CV/resume reviews, practice interviews, professional development and career management webinars, employability and enterprise programmes
- 4 Major career pivots/changes

## What we will explore today

- 01 How are you feeling about your career stage?
- 02 How are ready are you to pivot to the next stage of your career? What might be holding you back?
- 03 How can you network and research your way into new sectors?
- 04 How can you identify evidence to demonstrate your motivation?
- 05 How can you can effectively articulate your career change story?
- 06 Your next steps & useful resources



## Poll: How do you feel *now*?

On a scale of 1 (low) – 5 (high)...

How **confident** are you in **your understanding of how to pivot your career into a new sector?**

## Changing Careers in the 2020s

### Why People Change Careers

Changing careers is a personal decision and there are many reasons why people choose to do this. Top reasons include:

- Better Pay: 47%
- Too Stressful: 39%
- Better Work-Life Balance: 37%
- Wanted a New Challenge: 25%
- No Longer Passionate About Field: 23%

**Source:** [Joblist Midlife Career Change Survey 2020](#)

### The Benefits of a Career Change

The 2020 Joblist survey reports that most people were happier after they made the change:

- Happier: 77%
- More satisfied: 75%
- More fulfilled: 69%
- Less stressed: 65%

Plus... the people surveyed who had changed careers were making more money compared to their previous positions.

## ACTIVITY

What is the main driver behind you wanting to make a career change at this time?

**Type your thoughts into the chat box**



# Your motivations for change

Running away?



Running towards?



## Motivation: have you considered...

- Which aspects of your current job/career **do** and **don't** you like?
- Are there any **themes**? E.g. are your satisfactions/dissatisfactions related to:
  - > the nature of your work?
  - > the skills you are/aren't using?
  - > your company culture?
  - > the people with whom you work?
  - > something else?
- Would a new employer, team, boss, project be enough of a change?
- Would you like to try that level of change first?
- What will your new career offer you which your current one doesn't?

**Have you given yourself enough time to really reflect on these questions?**

# Exploring your motivation further



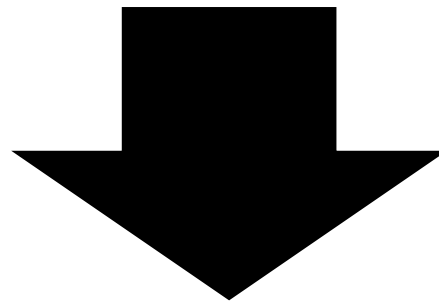
**Values**



**Interests**



**Strengths**



Plus practical factors – e.g.  
location, money

**Self-awareness, informed career decision making, and  
ability to articulate your motivation**

# ACTIVITY: What do you want out of your work life?

Do you want MORE..

1. Variety
2. Autonomy
3. Scope to help others
4. Flexibility
5. Status
6. Money
7. Scope for progression
8. Fast-paced work
9. Competitive environment
10. Responsibility

Do you want LESS/FEWER..

- A. Interruptions & diversions
- B. Structure & Rigidity
- C. Boring tasks
- D. Unpaid overtime
- E. Responsibility
- F. Competitive Environment
- G. Micro-management
- H. Stress
- I. Client contact

**Write down your top 3 values**  
**Any 'deal breakers'?**

## Motivation: skills vs strengths

- **Skills:** things we are good at
- **Strengths:** things we are good at AND feel 'energised' by
- *Consider:*
  - > Which skills have you acquired?
  - > Which do you most enjoy using (strengths)?
  - > Are there strengths you have that you don't get much opportunity to use in your current role?
  - > Can you use your strengths in your new career?



This can feed into the **how** as well as the **why**...

[www.jobmi.com](http://www.jobmi.com)

# Checking your motivation against your new career/job

## Visualise your career change success:

- What is your job title? What are you doing in your role?
- How is success measured?
- Where are you working? What sort of people are you working with?
- What is the work culture or environment like?
- How well does your new role/organisation fit with your values, interests and strengths?

How informed or confident are you about the answers these questions?

How could you find out more?

# Useful resources

The [Market Aware Professional](#) micro-module content, including:

- > Global Future Trends in the Legal, IT and Finance Sector
- > Remote working in the Legal, Finance and Management Consultancy sectors
- > Reflections from industry leaders on how work will change in the 2020s

The screenshot shows the 'Professional Impact, Profile & Success Micro-Module' dashboard. At the top, it displays the breadcrumb path: Dashboard / My courses / Careers / FPS\_Micro Module / The Market Aware Professional. Below this is a 'Completion Progress' section with a progress bar and a 'Not completed' status. The main content area is titled 'The Market Aware Professional' and includes a video introduction, a transcript, and a section on 'COMMERCIAL AWARENESS'. The transcript lists key learning objectives such as 'Demonstrate understanding of how the money works' and 'Demonstrate understanding of the broader market context'. The section concludes with 'APPLYING COMMERCIAL AWARENESS TO DIFFERENT STAGES OF YOUR CAREER DEVELOPMENT'.

**Access through the Student Portal**

# Articulating your motivation for your career change...

## Which is more effective (1 OR 2) and why?

**EXAMPLE 1:** I am moving away from a career in Law as I no longer find the work fulfilling and am looking for a new challenge. Although I like working with clients, I don't feel the work is as creative as I want and the long hours make it difficult to always achieve my best work. I am therefore seeking a career change and would be excited to work in the tech sector.

**EXAMPLE 2:** I am seeking a role in technology as I am excited by the fast pace and innovation that the sector has to offer. I am particularly interested in creating and developing new products that have a meaningful impact on user's lives, as I enjoy applying my creativity and analytical skills to solving problems and finding new solutions.

## ACTIVITY

What activities could you do to help you **evidence** your motivation for your new career?

Type your ideas into the chat box



# Evidence to support your motivation (also good ways to test assumptions, build your skills and knowledge, and grow your network!)

- Work experience and volunteering. Virtual or in-person internships
- Work shadowing (i.e. observing someone doing their job)
- Use and grow your networks (including each other!) - talk to people, arrange informational interviews
- Short online (often free) courses
- Find a mentor
- Attending (virtual?) events
- Reading, research, watching videos (e.g. TED Talks)
- Freelancing alongside your current role
- Follow and engage with companies on social media

## Building evidence into how you articulate your motivation...

I wish to build a legal career as I thrive on analysing problems and exploring the extent to which the Law can solve issues for those in need. I have put this skill into practice, **volunteering at a legal advice clinic** alongside my degree, **supporting the lawyers with research** and occasionally contributing to their **meetings with clients**. I stay up-to-date with latest developments in the legal field by **reading publications such as Lawyer2be**. I also regularly practise my communication and persuasion skills by taking part in a local debate society.

I recently undertook a **two-day insight placement**, shadowing a property law trainee at a large, commercial law firm. I used this opportunity to **speak to partners from other practice areas** to broaden my knowledge of working as a solicitor, to inform where I would like to specialise. I compared this with a **one-week internship** at a smaller firm, where I observed solicitors as they acted for local businesses wanting to expand. These experiences have **confirmed my ambition** to work in commercial law. I am particularly interested in multi-jurisdictional mergers and acquisitions and have **recently been following** the expansion of UK law firms into new territories, such as Australia and Morocco.

## Articulating your career change: your knowledge and skills

- It can be easy to get caught up on skills gaps – but **focus on what you do have** and don't underestimate your worth
- Career change is **NOT** about ignoring your previous work experience or seeing it as 'wasted time', it's about:
  - > 'Re-pivoting' the direction
  - > Emphasising relevant skills and contacts (and tailoring them to your new job/career, based on the job description)
  - > Explaining your career 'story'
  - > Recognising and innovating ideas around your 'career capital'

# ACTIVITY: Which CV techniques are most impactful?

1. **Try a skills-based CV** – make your most **relevant skill-sets your headlines**, and include a summary of your previous experience (job titles, employers and dates only) afterwards
2. **Persuade don't list** – remember your CV is a persuasive document not just a list of what you've done. Pick the most **relevant** information. Use **evidence** to support your story
3. **Focus on your covering letter** – Make the **connections** between what they need for the job and what you have to offer
4. **Use industry relevant language** – across your CV, LinkedIn and covering letter make sure you use the **correct terminology**

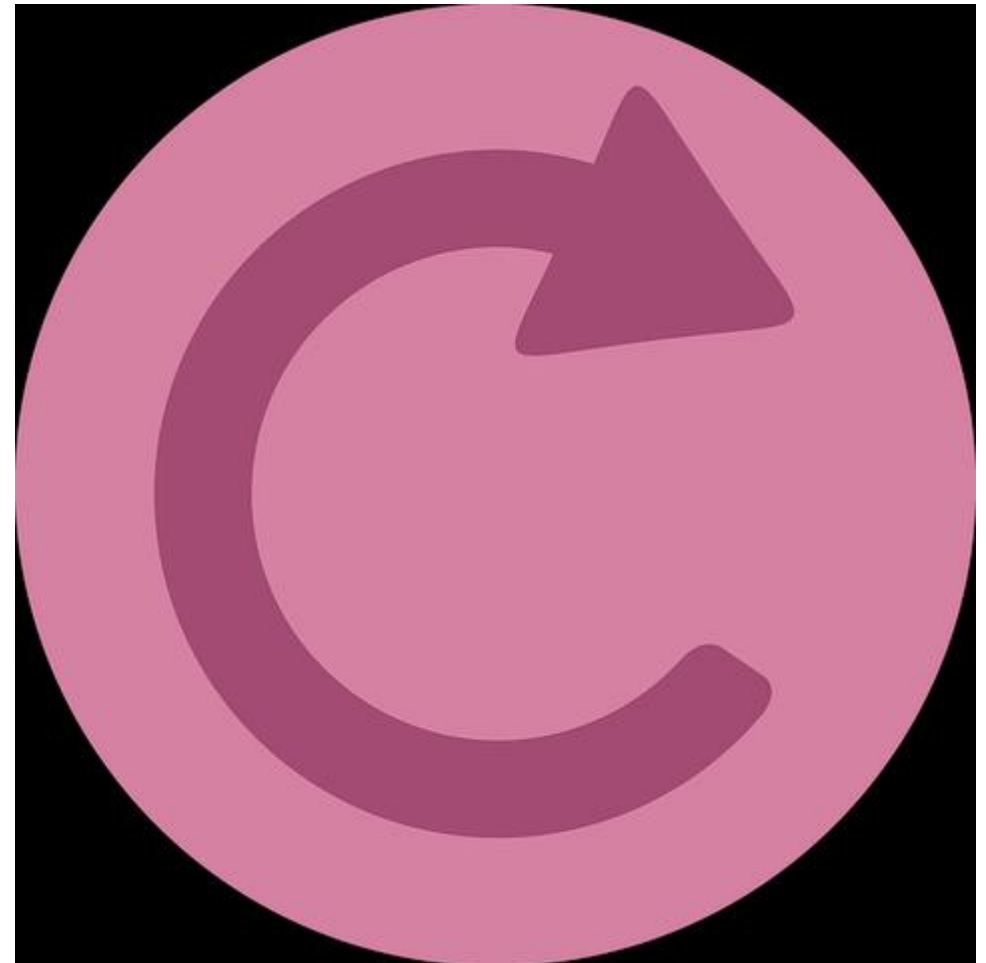
**Vote for your favourite in the chat box**

## In summary

- Clarify your motivations so you can be confident about your priorities when making a career change
- Gather a range of evidence to demonstrate your motivation for your new career field (as well as build your skills, experience and knowledge in your new chosen sector!)
- Think carefully about how you articulate your motivation, skills and experience for your career change. Use **evidence**. Put yourself in the employer's shoes – how convincing is your narrative?
- Promote a **future-facing narrative** on your CV and to your network – make it obvious where you are heading

## What next for you?

Name one **specific thing** you will do as a result of this webinar that will help you **to help you confirm and/or articulate your motivation for your career change?**





## Poll: How do you feel *now*?

On a scale of 1 (low) – 5 (high)...

How **confident** are you in **your understanding of how to pivot your career into a new sector?**

## What's coming up?

16/11 Employer Voice: Why, when ,how?

17/11 Laws Drop In

22/11 Transdisciplinary workshop

23/11 Networking

25/11 Careers Drop In

# Coming up next! Find our programme on the portal

16	17 Careers Drop in	18 Transdisciplinary Workshop 2	19	20 Careers Essentials: Interviews	21	22
23	24 Employer Voice Event 1 (13.00 UK)	25 Psychology Drop in	26 Power Up: PIPS Micromodule	27	28	29



Worldwide Employability - Careers Events Timetable

**November 2022** All events take place at both 1000 - 1100 & 1500 - 1600 UK Time unless otherwise stated.

SUN	MON	TUE	WED	THU	FRI	SAT
30	31 Power Up: CPMM Micromodule	Careers Drop in	2	3	4	5
6	7 Careers Essentials: LinkedIn	8 Alumni Voice: Psychology (13.00 UK)	9 EMFSS Drop in	10	11	12
13	14	15 Career Stage: Career Changers	16 Employer Voice Event 1 (13.00 UK)	17 Laws Drop in	18	19
20	21	22 Transdisciplinary Workshop 3	23 Careers Essentials: Networking	24	25 Careers Drop in	26
27	28	29 Careers Drop in	30 Alumni Voice: Entrepreneurship (13.00 UK)			

# Targeted careers resources for career changers on our Careers VLE

## Career Changer Resources

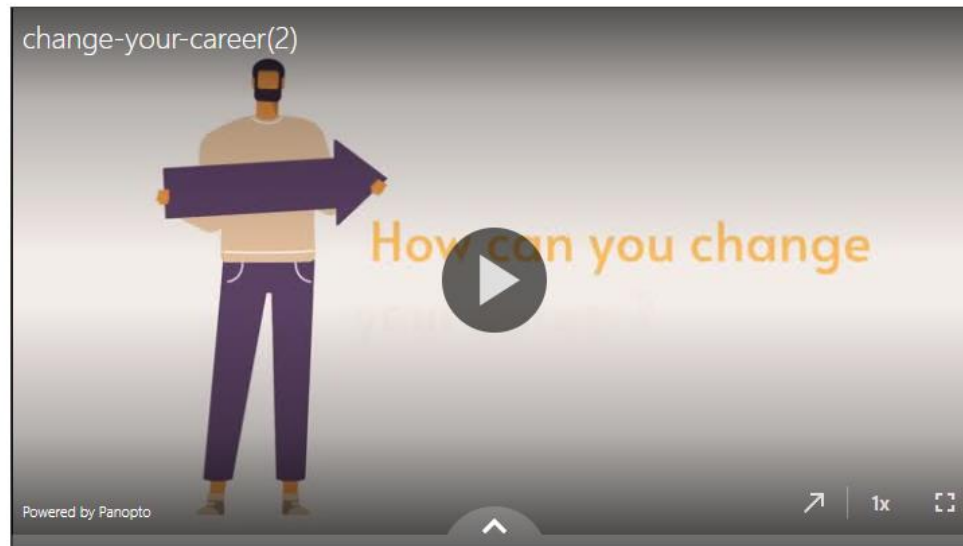


### Here you'll find a range of resources to help you

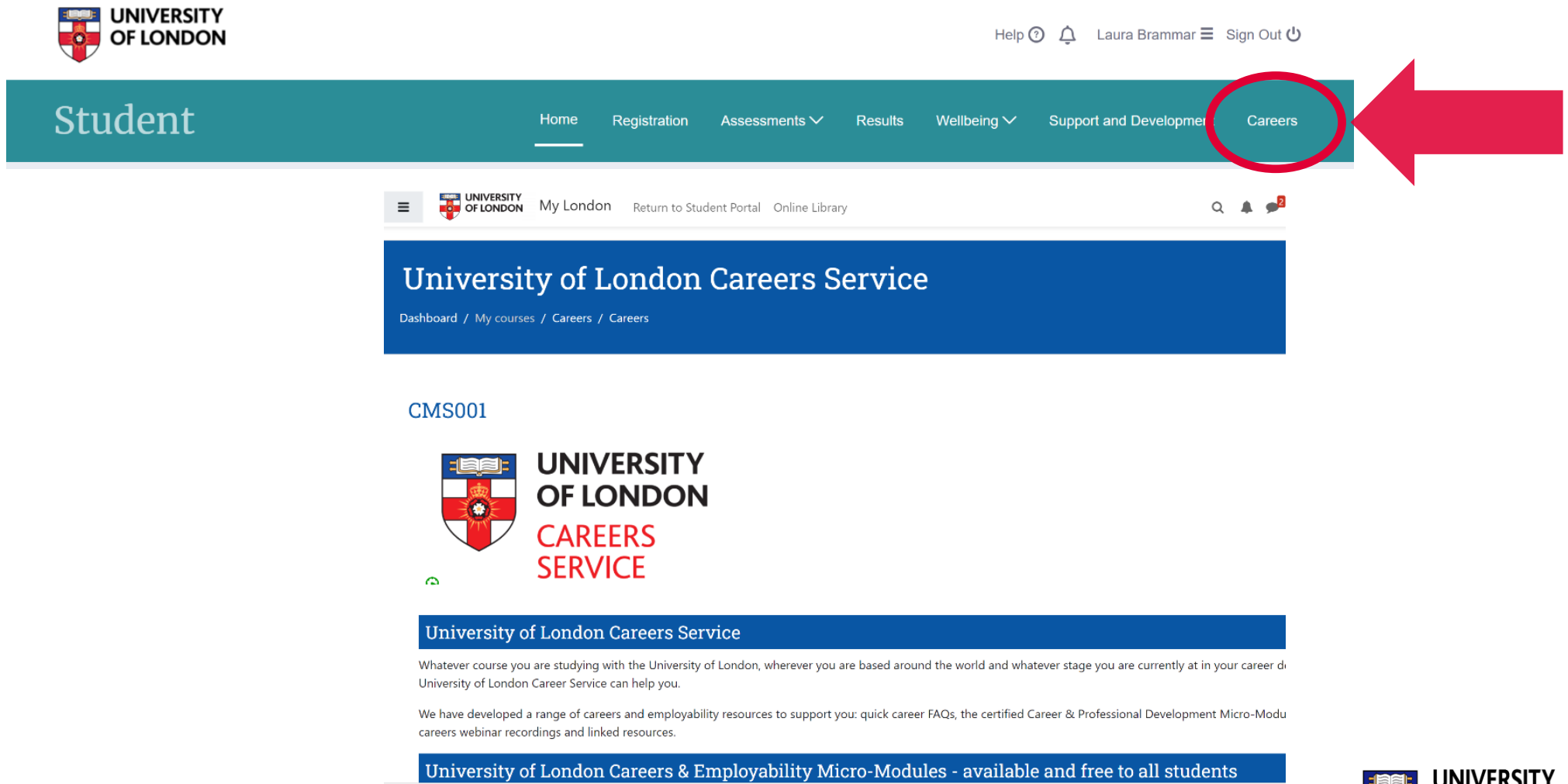
From short animations to hour-long webinar recordings, from useful summaries to interactive activities, here you'll find a range of resources and links which will support you as a Career Changer.

### Your 90 second insight video

Listen in to this quick animation on how you can navigate your shift into a new direction as a Career Changer



# Find UoL Careers Service on the Student Portal!



The screenshot shows the University of London Student Portal interface. At the top left is the University of London logo. On the right, there are links for Help, a notification bell, the user name 'Laura Brammar', and a Sign Out button. A teal navigation bar contains the word 'Student' on the left and a menu of options: Home, Registration, Assessments, Results, Wellbeing, Support and Development, and Careers. The 'Careers' link is circled in red, with a large red arrow pointing to it from the right. Below the navigation bar is a secondary header with 'My London', 'Return to Student Portal', and 'Online Library' links, along with search and notification icons. The main content area features a blue banner for 'University of London Careers Service' with a breadcrumb trail: 'Dashboard / My courses / Careers / Careers'. Below this is the course code 'CMS001' and the 'UNIVERSITY OF LONDON CAREERS SERVICE' logo. A blue bar highlights the text 'University of London Careers Service'. The main text explains that the service is available to all students and lists resources like career FAQs, micro-modules, and webinar recordings. A final blue bar states 'University of London Careers & Employability Micro-Modules - available and free to all students'.

**Thank you for attending today!**

- We look forward to working with you again in the future!

Please complete our brief feedback form to help us design our future careers and employability support

To access further career resources:

**<https://my.london.ac.uk/group/student/careers>**