

HOW TO FIND THE RIGHT JOB BY REINVENTING YOURSELF

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If you are among the unemployed who are finding it difficult to uncover opportunities in your specific field or industry, it may be time to think about reinventing yourself. In fact, today's fast-moving business world will lead most of us to reinvent ourselves more than once during our careers. So far, I've done it three times, and each has been a positive experience.

My first metamorphosis occurred when I moved from being an executive secretary to a lower-level management position in the Internal Communication department of a Fortune 500 company. It was a great job for about two years. Then, the department closed as part of a corporate-wide cost-cutting plan, and my position shut down with it.

Although unexpected, this event was not entirely unwelcome. While I found internal communication interesting, I did not find it challenging. I had already decided that marketing communication was where I wanted to go. The plan for getting there would simply be accelerated. Before the department was officially closed, I had landed my first marketing communication job in a fast-growing, technology-driven division of my employer. It was where I remained for several years.

The third reinvention of me was moving from the corporate world to business ownership. This move was not the result of setting a new goal. It was reaction to job burnout. I needed a new start. Establishing *Résumé Plus* changed me from a corporate player to an entrepreneur, a role that for now provides the professional challenge and fulfillment I must have.

Recreating yourself may be driven by many things. Perhaps you want to shift to a management position, protect yourself from a declining industry, find employment after the downsizing or closing of your company, or transition from military retirement to private industry. Whatever the reason, following a few simple guidelines can make it easier to enter the next realm of your professional life.

Determine what qualifications you have that others may not. Is there something you do very well? If so, how can you market it most effectively?

If making the new career move requires additional education, get it.

Start building relationships with the right people. Maybe it's getting noticed by decision makers within your current company. Remember, no matter how well you perform, if no one is watching, it doesn't really matter.

Join professional and community groups, and network like crazy.

Stay up-to-date on technology. Even today, many people in the workforce don't know how to operate a computer, and are completely ignorant when it comes to using the Internet.

Remain open to new ideas. Don't keep yourself in a corner with negative thoughts like, "I can't because..." Break free, explore your options, and move on to the next phase of your career with excitement and anticipation.