

## Career Management Digest

### Re-invent Yourself

Looking at the current job market these days, it is safe to say that there is a job for everyone—you might need to be flexible, or stretch your wings and try something new, but that's what "re-inventing yourself" is all about. Recently, I had a great conversation with an employee who had experienced a career loss. The person told me, "Actually, I'm going to be o.k....I look at it as a chance to try something new." Bravo! That's what it means to re-invent yourself. Take a look at what jobs are out there. Take a look at your strengths, interests and passions. How can you bring these pieces together and find a new direction/new job or career? Dan Schawbel, a New York Times bestselling author of "Promote Yourself," states that: You may need to adapt and reinvent yourself regularly so that you remain fulfilled, happy, and relevant in your professional life. Reinvention allows you to become more valuable, while others are left with jobs that are becoming obsolete."

As we move forward to a new year, take a look at where you are at, what you are doing and where you'd like to be. Perhaps some of our information will help you get there.

#### WHAT IS DRIVING YOUR RE-INVENTION BUS?

When looking at your career past and your career future, author Peter Weddle, author of "Work Strong: Your Personal Career Fitness System" offers the following points to ponder, saying it is inevitable that in life we will experience two kinds of changes in employment. These transitions can be employer-directed or self-directed. Let's take a look at them:

##### Employer directed transitions may involve:

Embarrassment. Employer-related transitions leave us feeling duped. Whether they are called layoffs, reductions in force, downsizing or any other form of corporate speak for losing our jobs, these changes always catch us by surprise.

Anxiety. Employer-directed transitions leave us feeling uncomfortable because these changes force us out of our comfort zone. They push us away from what we are familiar with, what we have learned to count on and what we understand. The certainty we gained from what we knew in the past is replaced by the anxiety we feel about what we don't know in the future.

Resentment. Employer-directed transitions leave us feeling cheated. They seem to undercut the "dues we've paid" to get where we are (or expected to be) in our career. We put in the time and we played by the rules, but the return on investment isn't what we thought it would be.

##### Self-directed transitions must involve:

The understanding that there is a new paradigm. This new way of thinking does not

include shame and offers considerable merit in positioning ourselves to be in charge of any new transformations that allow us to manage our own career.

We have choices. Choices such as: learning new skills for our current job, acquiring additional expertise for a new or different job,

**We are masters of  
reinventing ourselves  
WHEN WE MUST....**

**We are much happier  
reinventing ourselves  
WHEN WE CHOOSE....**

And the opportunity to re-educate ourselves in preparation for a new career.

But..... There are also more choices that bridge toward hope and will overcome desperation in the world of professional career transition. Only you can decide the direction and the steps that will best serve you and your career and when you make a self-directed move.

#### Other Strategies To Explore Toward Success

If you are employed, you can decide:

- \* To seek a different position, a new role within your current employer's organization.
- \* To move on to another job with a different employer or stay where you are.

If you are in the job market and are actively searching for a position:

- \* To decide which openings to pursue.
- \* To decide which employers are likely to offer the best opportunities for you.
- \* To decide whether your prospects for employment dictate that you shift to a new career field, industry, or location.

If you choose wisely, you could give yourself authority to consider all options:

To look at going back to school to update skills, certifications, and trends, to seek out assignments in order to learn a new skill and gain perspective. Other options might be to go to work for a start-up company that offers less pay, but more interesting and challenging employment or to relocate to a new city or state in order to take a new or better job. You might consider whether or not to move toward a new industry that offers you more growth and opportunity, to embark on a new career field that offers more fulfilling and / or rewarding work with meaning and purpose. You might even consider if you should go into business on your own (perhaps by starting your own company or buying a franchise). You can also look at shifting from one segment of the economy into another for profit businesses, for example, to government or not-for-profit organizations.

Employer directed transitions are paralyzing when you lose control of your career. Self-directed transitions, in contrast, are liberating. **You** get to determine which course of action to take and when to take it.

~Ed Duda, Career Planner, Workforce Development, Inc., Olmsted County

Dan Schawbel, author of the bestseller, “Promote Yourself”, offers three easy ways to reinvent yourself at work:

**1. Choose a skill or topic to master, and let people know about it.** You can reinvent yourself by changing your focus area, investing time to master it, and then letting people know about your new skills and insights.

“You can master new skills by reading books, learning from mentors, and by taking classes,” Dan Schawbel says. Then, you let people know about these skills, not by bragging, but by actively seeking projects in the company where you can display them through your work.

**2. Learn about new career paths by researching online and asking people that you know.** Once you find one where you can leverage your skills, start positioning yourself online using LinkedIn and other networks, so that people see your interest and contact you with opportunities.

“The online world is all about the law of attraction,” he says. “How you present yourself on social networks and websites will either attract or repel opportunities.” You always want to brand yourself for the career you want, not the job you have. In order to do that, you need to use keywords on your sites that reflect the career you want to establish so that you become known as someone who is focused on that area.

**3. Start networking with people in other industries and professions so that your reinvention transition is smoother.** This way, you will know people who are in the career that you're interested in and can learn about what skills they have that you require. “For instance, you can ask someone you meet how they like their current career, how they broke into the industry, and the skills they've developed at their job. Then, you can aggressively develop those skills and leverage that contact to secure a job.”

Outside of your day job is the perfect time to acquire these skills and develop this network — and once you feel prepared, you can leverage the network to secure jobs.

“While you're trying to establish yourself in a new area, remember to keep focused on doing your current job well so that you can get a good reference from your current employer should you decide to pursue something else,” Schawbel concludes.

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## 17 Inspiring Quotes About Reinventing Yourself

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**“Every day, you reinvent yourself. You're always in motion. But you decide every day: forward or backward.” — James Altucher**

**“Just as established products and brands need updating to stay alive and vibrant, you periodically need to refresh or reinvent yourself.” —Mireille Guiliano**

**“I feel like I have a job to do, like I constantly have to reinvent myself. The more I up the ante for myself, the better it is in the long run.” —Kevin Hart**

**“We must reinvent a future free of blinders so that we can choose from real options.” —David Suzuki**

**“Life isn't about finding yourself. Life is about creating yourself.” —George Bernard Shaw**

**“I thought, I need to reinvent myself. I want every day of life to be wonderful, fascinating, interesting, creative. And what am I gonna do to make that happen?” —Karen Allen**

**“When things are bad, it's the best time to reinvent yourself.” —George Lopez**

**“It's never too late—never too late to start over, never too late to be happy.” —Jane Fonda**

**“There's nothing more addictive or incredible in life than reinventing yourself and allow yourself to be different every day.” —Thalia**

**“The reinvention of daily life means marching off the edge of our maps.” —Bob Black**

**“I am still making order out of chaos by reinvention.” —John le Carre**

**“Your power to choose your direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest of creation.” —Stephen Covey**

**“Be prepared to reinvent yourself. Be prepared to go out on a limb occasionally, and be prepared to do the things that you feel strongly about.” —Hillman Curtis**

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