

## How do I change industries?

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If you like your job but don't like the industry you are in, there are ways to make a change. It can make an enormous difference in your life. I sold promotional products for nine years. The problem was – I don't care about imprinted hats, t-shirts or pens. I don't wear them myself. I just want a pen to write! So, the work was difficult for me. I didn't like the products, the effort people put into details I thought were unimportant, and the continual rush orders to get items to an event because of poor planning.

Once I shifted industries and became a recruiter – it made a huge difference in my life! I was really happy to close a deal where the end result was a job offer letter that someone was excited to receive.

So, there are several ways to consider how to change industries. Here are a few:

**What industries are related to the one you are in – but more attractive for some reason?** I really enjoyed being a recruiter – part of the “staffing industry”. I was helping people get jobs. But I eventually got tired of getting paid on contingency. So I decided to find another way to help people get jobs, but one where I could be paid a professional fee for my time.

I became a professional resume writer, interview coach and career coach. The industry of “career professional” or “career support services” is similar to “staffing”, but the payment for services is different. I am now self-employed rather than working as an employee for a large, public international company.

Some other examples: If you are in manufacturing, can you shift to another industry that makes something that interests you more? If you are in health care, but tired of working for an HMO, can you somehow shift to the “wellness” industry?

There needs to be some connection between your body of knowledge and skills learned in one industry – as they relate to a new industry.

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### **What do you enjoy in your life? What is important to you and your family?**

If you are an accountant, but don't like your industry, can you move to a company that provides student tutoring? What about a chain of beauty salons? Would you like to do the accounting for your church? Give yourself permission to think about industries where you would like to make a difference. How can you use your skills in such an industry?

### **Do you need additional training?**

I have revised resumes recently for several people who are getting specific training for medical billing, radiology and other positions in health care. They have decided this is an industry that will continue to grow as the Baby Boomers get older. But they know they need more training to make a career shift. They are making an investment in themselves to move to an industry they know is important.

Think about your current industry. You don't have to "be stuck" doing work for an industry you don't support, you think is downsizing, or you just don't like. What would you really like to do?

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