



Key Take-Aways

#1 – We judge ourselves by what we feel capable of doing. Not what we can do.

#2 – Reinvention must be strategic and must be crystal clear to you before you start.

#3 –If you don't know where you want to go, but know you need to go somewhere, take time off and clear your head.

#4 –Realize that the path to the next career stop will not be linear.

#5 – Ask questions, seek mentors, and collect information to help chart your way.

#6 – Self-doubt is common. Don't let it stop you from courageously stepping forward.

"How are you staying relevant and competitive? People have to reinvent themselves to fit into the new context of work."

~ **Steven Rice**

Reinventing You: Define Your Brand, Imagine Your Future

Dorie Clark

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Are you where you want to be professionally? Whether you want to advance faster at your company or change jobs or even careers, one thing is clear: no one wants to spend a lifetime doing a job they hate. To succeed in today's competitive job market, build a career leveraging your skills and talent, or remain relevant right where you are; it's certain that at some point you'll need to reinvent yourself professionally. Then you have to ensure that others recognize the transformation and accept it.

When To Reinvent? There's no clear-cut answer to this important questions, but in general it will come about when:

1. You're at a new phase in life and want to be known for something different.
2. You're changing careers and want to be able to explain your past in the context of your new direction.

"For some people, the entire concept of "personal branding" connotes slickness or inauthenticity, and they may think that's what I espouse. In fact, that's the polar opposite of what I'm talking about. I believe that personal branding, when done right, is about getting clear on who you are and helping the world understand what you can bring to the table and why that's valuable. It's about the power of being yourself and sharing the best of yourself with others." - Dorie Clark

Reinventing yourself must be undertaken as a strategic action based on a purpose that is crystal clear to you. If you are unable to understand why you want to reinvent yourself, then no one else will be able to understand it either.

Leverage Where You Are To Get Where You Want To Go. In some cases you may know you need to make a change, but you may not know what that change looks like. This is a good time to leverage where you are by seeking to expand the parameters of the position to areas

where you think you'd like to transition. Maybe that means taking on additional HR tasks or volunteering to provide mentoring to younger engineers. Doing this allows you to safely test the waters of the new path and find out if it's for you and warrants a deeper dive. It may also mean taking specific classes or earning a certification in a specific specialty. If it isn't right for you, the investment is much lower than had you gone "all-in".

Rebranding the Transition.

Telling the world about the new you is as equally strategic as deciding what your new path will be and why. If you have status and experience from an existing career path, that is portable and transferrable. You will use this, along with your research into the new path, to craft your messaging about who you are, why you do what you do, and what you do.

The message may be complex and if so, you may need to enlist professional support. But no matter, know that the message will evolve as time progresses and you amass experience operating as the new you.

Bottom Line: It is highly likely that you will experience a significant career shift at some point in your professional career. If so, reinventing yourself can be accomplished as a process that will allow you move forward successfully in to new waters.