



# Navigating a Career Pivot

Yesame Kinfe  
Career Counselor  
ykinfe1@usfca.edu

# Agenda

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Identifying Your  
Pivot

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Q + A

# Guess Their Major



**Oliver Archer** · 3rd  
Fashion & Portrait Photographer | NYC

Biology



**Nikolas Eristavi** · 2nd  
Marketing and Communications at Facebook

History



**Lian Liu** (She/Her) · 2nd  
Software Engineer at DocuSign

Business  
Administration

01

# Identifying Your Pivot

Where are you going?

# Identifying Your Pivot

## If you know where you're going:

- Focus on WHY you are making this change.
- Gain a clear understanding of all the reasons why this pivot is better than where you are now.
  - Why do you want this?
  - What positive changes will this create in your life?
  - What are the pros and cons?

## If you don't know where you're going yet:

- You are on a journey of exploration
- Here are some questions to reflect on as you start exploring...



**What problems do you want to solve?**

**Who do you want to help?**

**What do you want to improve?**



**What are you good at?**

**What is a trait or skill  
people compliment you  
on?**

**What type of lifestyle  
do you envision after  
graduating?**

# Other Questions to Think About

When you daydream about your ideal environment and ideal tasks at a job...

- Do you talk to lots of people? Or are you mainly working alone?
- Are you in an office sitting at a computer?
- Are you out and about, travelling for work?
- Are you presenting often? Are you constantly giving advice? Are you building something?
- Does money trump all? Or is it more important to you to find a job you enjoy and take a paycut?
- Which activities make you feel happy or energized?
- When do you feel most comfortable and at ease?
- What types of (internal or external) challenges are you willing to tackle?
- What does success mean to you, and why?
  
- TIP: Take the Focus Assessment
- Use the “What Can I Do With This Major?” career exploration tool



02

# Researching Your Path(s)

Now you know what you want. How are you going to get there?

# Use O\*NET (<https://www.onetonline.org/>)

- Explore different careers by industry
- Take an assessment: O\*NET Interest Profiler - <https://www.mynextmove.org/explore/ip>
- Learn about what skills are needed and tasks are assigned for different jobs
- Figure out which local institutions provide education, if needed
- Determine which careers are growing rapidly
- Find out what other careers are similar to ones you're interested in

Tip: Keep track of your research in a notebook, spreadsheet, or document

# Have Conversations

Talk to people who are currently doing what you want to do.

- Family & Friends
- Professors & Staff @ USF
- LinkedIn (Alumni Search Tool & People Search Tool)
- NetworkUSF
- Events & Workshops



03

# Making Moves

Now you know how to  
get there. How can you  
make it happen?



**Create Your New  
“Personal Brand”**

**Personal Brand** can be defined as “what you’re known for and how people experience you.”

Delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities.”



# Telling Your Story

Your career pivot needs to make sense to employers; you need to connect the dots between your experiences and your next move

## *HOW?*

- Reflect on how your interests, experiences and/or education can be advantageous for this new role
- Examine job postings for your target career and identify a common theme of the skills they are looking for; determine how to best communicate how you have done something similar
- Then craft your “Elevator Pitch”



# Career Changer:

## Elle Woods - Legally Blonde



- She identified her pivot (Fashion Major → Law School) and took the extra steps needed to be able to apply to law school
- She understood what transferable skills she had e.g. Leading her sorority → being a leader in law school/as a lawyer
- She constructed her story in a way that connected the dots of her past and her future so that others would take a chance on her (spoiler: she gets accepted into law school)



# Elevator Pitch:

An elevator pitch is a quick synopsis of your background and experience. It's all about you: who you are, what you do, and what you want to do.

## 1. Introduce yourself

- Start by stating who you are, what you do, and something that interests you.



*I am a 4th-year chemistry major currently working as a research assistant for one of my professors where I work in a lab. I am also a part-time tutor at a local high school. My current interests are writing and editing, and I am very interested in becoming an editor for fiction novels in the future.*

# Elevator Pitch

## 2. Introduce your previous experience.

- Introduce some of your previous experience even if it's not relevant to what you do now—or want to do.



*Ever since I was young, I've read as many books as I could in my free time. I even used to write reviews for those books in a personal blog, just for fun. However, when I entered college, I thought I'd become a scientist so I majored in Chemistry and worked in a lab.*

*During my sophomore year, I was hired to be a writing tutor for high school students. I get to help them throughout their entire writing process — from brainstorming topics, formatting their writing assignments, and then assisting them in editing their essays.*

# Elevator Pitch

## 3. Connect the dots.

- Connect your favorite parts of what you do now to what you want to do in the future.



*My part time job as a tutor at the high school reignited my passion for reading and writing, and introduced me to my love for editing. I love that I was able to assist the students in every step of the writing process so that they could produce something that they were proud of and that was successful.*

SOURCE

# Elevator Pitch

## 4. Introduce your career change.

- Bring it all together and introduce the career change you're seeking. Make it very clear about what you want to do next.



*Because of this tutoring experience and my lifelong love for novels, I am fully invested in beginning my career in book editing after graduation. It was through this experience that I learned I could find a career connected to my personal interests and skills. I am very excited to start my search for an entry-level editorial assistant position.*

# What's Your Story?

*Make a copy/download and craft your pitch*



# Networking

# Networking

*...aka forming relationships*

**GOAL:** To establish a relationship & eventually have someone in your corner for career opportunities / advancement / mentorship / advice.

Tips:

- Have a genuine conversation. Be excited to meet someone new and learn about their career path
- Clearly state who you are, what you've been doing, and what your goals are (*TIP: goals can change, just convey confidence*)
- Ask who they'd recommend you connect and talk with next



# LinkedIn Alumni Search Tool

On LinkedIn, search "University of San Francisco" (and your undergrad institution) to find thousands of alumni by...

- what they do
- where they live
- where they work
- their major/degree
- & more...

...in order to find who is doing exactly what you want to do. Then reach out to them!

***Tip: People want to help students!***

The screenshot shows the LinkedIn profile page for the University of San Francisco, with the 'Alumni' tab selected. A red arrow points to the 'More' button in the navigation bar. Below the navigation bar, the search results are displayed, showing a search bar and filters for start and end years. The results are presented in two columns: 'Where they live' and 'Where they work', each with a bar chart showing the distribution of alumni across different categories.

**University of San Francisco**  
As San Francisco's first university, USF embodies the energy, optimism, and opportunity of the city that surrounds it.  
San Francisco, CA · 87,292+ alumni · 107,834 followers

My & 30 other connections work here **employees**

[Visit website](#) [More](#)

Home About Posts Jobs **Alumni** Events Videos

**87,292 alumni**

Search alumni by title, keyword or company Start year 1900 End year 2021

< Previous Next >

Where they live	+ Add	Where they work	+ Add
78,132   United States		1,726   University of San Francisco	
42,864   San Francisco Bay Area		970   Kaiser Permanente	
4,615   Greater Los Angeles Area		333   University of California, San Francis...	
3,115   Sacramento, California Area		294   UCSF Medical Center	

Show more



# What to say?

## TIPS

- Add a brief note to the connection request →
- Then, send a follow up message after they've accepted:
  - Mention any commonalities (USF; same undergrad; frat/sorority, student club; major; mutual connection, etc)
  - Compliment them about something they've achieved
  - Call to Action:
    - Why you want to connect
    - How you want to connect (phone, email, in person)
    - When and for how long you would like to meet
- Examples of questions to ask during 1:1 conversation ([Link](#))

Hi [Person's Name],

My name is \_\_\_\_ and I'm a student at USF graduating in 202X. I am very interested by the work you've done as a(n) \_\_\_\_ at \_\_\_\_\_. I'd love to learn more about your role and what your path was like after USF. Would you be willing to connect?

Thanks for your time!

Best,

Your Name

*Add this note to your connection request ^^^^*

**MORE: [Career Guide](#)**



# Resumes

# Tailoring Your Resume

- Examine the job description and highlight major key terms & skills they're emphasizing
- Identify similar/transferrable experiences already on your resume and from your past
- Write new bullet points about transferrable experiences based on what you see on the job description
- Use the language and phrasing from the job description on your resume, if applicable



# Transferable Skills

Any skills you possess that are useful to employers across various jobs and industries.

## Barista → Office Job

Good customer service ->

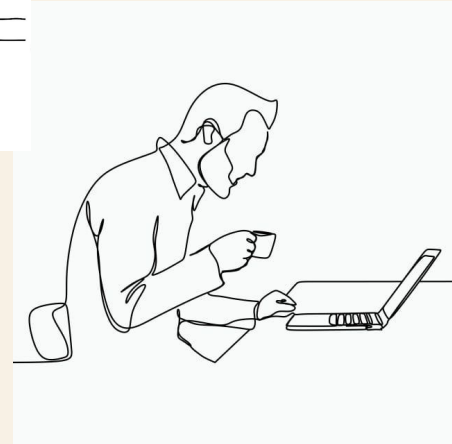
**Maintaining positive client relationships**

Making drink & food orders ->

**Providing consistent results**

Inventory, cleaning, & working the register ->

**Efficient multi-tasking & organization skills**



# Other Resume Tips for Pivoters

- **Summary/Objective**
  - *Carefully summarize key skills you bring to the specific role you are applying to and briefly explain that you are making a career transition*
- **Relevant Courses**
  - *Highlight relevant courses you've taken where you've learned important skills and/or concepts needed for the job you're applying to.*
- **Notable Projects**
  - *Highlight personal and/or academic projects that utilized the skills relevant to the job.*
- **Certifications**
  - *Have a section (separate from Education) dedicated to any new certifications you've received*
- **Skills**
  - *Showcase your hard skills and demonstrate your soft skills*
- **Relevant Experience**
  - *Use a "Relevant Experience" section to focus on only the jobs/internships where you can highlight where you gained the more relevant and transferable experiences*



**LinkedIn**

# Personal Branding on LinkedIn

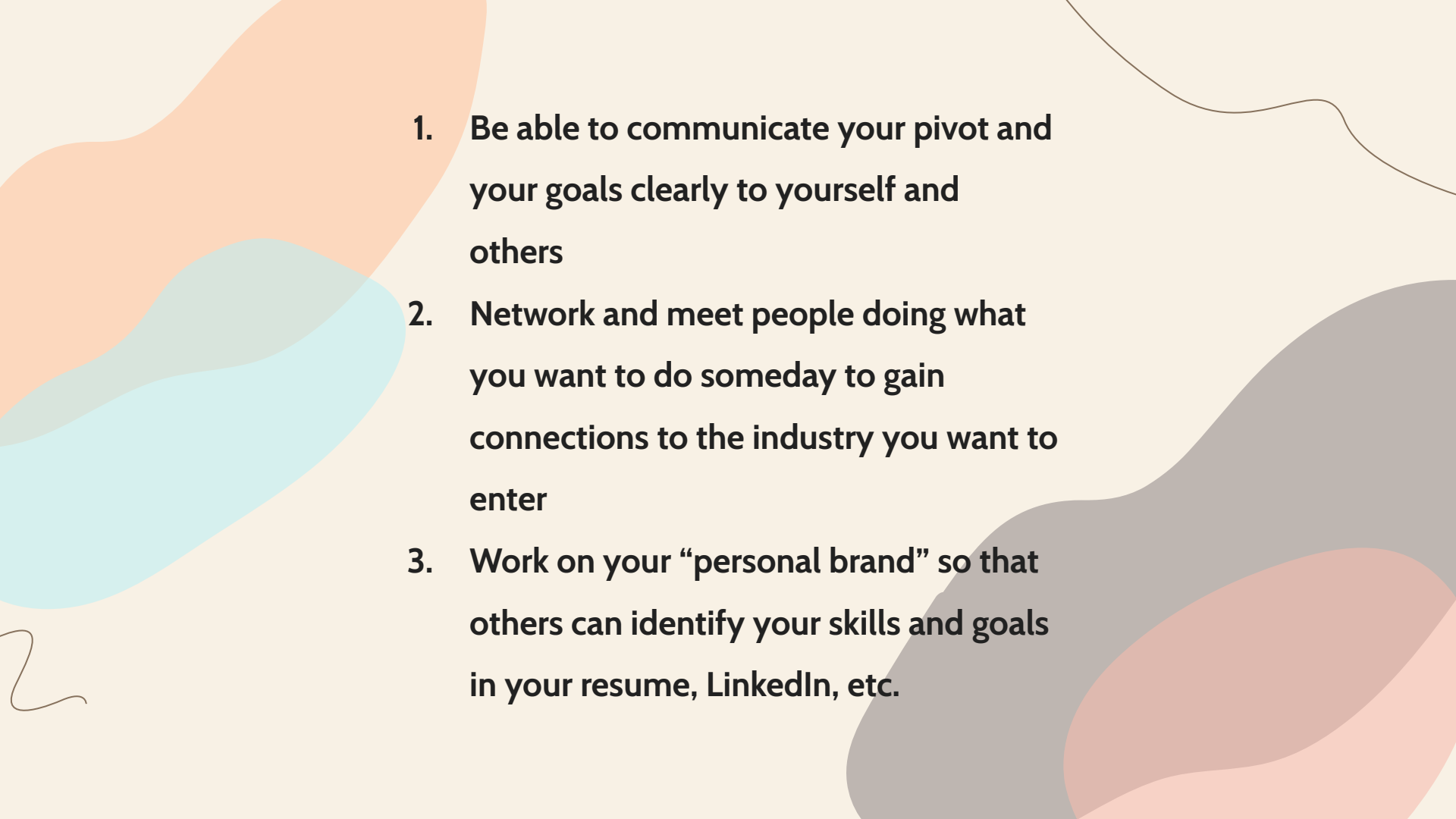
**Goal:** People recognize who you are and what your goals are by looking at your LinkedIn profile

- Tailor your banner photo to an industry specific image or create your own for free on [canva](#)
- Add your career goal to your headline, e.g. *USF Student | Writing Tutor | Aspiring Book Editor*
- Incorporate your “elevator pitch” to the About Me section - focus on your goals and connect the dots
- Earn badges via [LinkedIn Learning](#) and add skills relevant to your targeted career
- Example [profile](#)



**Recap**



- 
- 1. Be able to communicate your pivot and your goals clearly to yourself and others**
  - 2. Network and meet people doing what you want to do someday to gain connections to the industry you want to enter**
  - 3. Work on your “personal brand” so that others can identify your skills and goals in your resume, LinkedIn, etc.**

# Our 1:1 Services

- Resume & Cover Letter reviews
- LinkedIn Advice
- Focus2 Career Assessment
- Networking Strategies
- Interview Prep & Mock Interviews
- Job & Internship Search
- Salary Negotiation
- Career Exploration

[Schedule an appointment via Handshake](#)

04

# Q&A

Any questions?



# Contact Us

415-422-6216  
careerservices@usfca.edu  
<https://myusf.usfca.edu/csc>

UC 5th Floor  
Hours: M-F, 8:30am-5pm

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