



LA TROBE
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The Switch – Changing sectors

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12th September, 2017

Changing Sectors

Ask yourself do you want the change? What is your motivation?

From this



To this



Preparation Perseverance Persistence Persuasion

P r e p a r a t i o n

- Research the sector/industry. What are the trends, the threats the future predictions in the sector? Use Industry Reports for an overview of the current state of play, technologies used, business models.
- Study their (potential employer's) web site for the vision, their current projects, their future outlook. Note the language used by the institution, speak their language.
- Have there been recent restructures, any obvious changes to the organisation structure?
- Is there anything about the employer that resonates with you, a personal interest or connection with their work? Make specific reference to this and use it during interview.
- Show your face in sessions, seminars, meetings in the sector...Just like this one. Your future may be sitting next to you!

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P e r s e v e r a n c e

- Start applying for any jobs in the sector, even if they are not the job you hope for! Consult your fellow humans! Ask a colleague or mentor already in the sector for help preparing the job application.
- CAREFULLY address the *Selection Criteria* with absolute conviction. Your foot in the door relies on nailing the Selection Criteria. The key to the door is your interview performance!
- Use your VOICE. Back in day people used the phone and not the email, human contact is superior in this situation.
- If there is a contact number...use it and ask some pertinent questions to get your name on the board.
- Do a table of your current skills and required skills, then match them. We all have fantastic TRANSFERABLE SKILLS which will translate across sectors. Be positive and confident in identifying them.
- Use examples of how you have used the skills in your current job. Examples are the holy grail!
- Treat the job application process as a learning exercise, do not get too emotionally attached to a potential job. There will always be another one and each attempt you improve your chances.

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P e r s i s t e n c e

- Apply! Apply! Apply! and APPLY! Are you fussy about the job level or do you want your foot in the door?
- If you do not get an interview, use your VOICE and make a phone call asking for feedback. How can I improve my chances? Absorb the feedback and then use it to apply for the next one.
- If you get an interview...Celebrate and then go back to preparation mode and start drilling your interview technique. After the interview send a follow up email.
- They will ask you questions directly related to the Selection Criteria. Have a repository of examples ready to go. Examples are the Holy Grail!
- Ask a trusted human to role play an interview with you. Play both sides. Go to bed the night before visualising your success..
- If you don't get the job, make a call and ask why? *Do you have suggestions as to how I can improve? I really want to work at your institution...*
- If you are offered casual work ACCEPT! ACCEPT! ACCEPT! and ACCEPT! Even if it is not the role you want.

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P e r s u a s i o n

- During the interview be confident about your **TRANSFERABLE SKILLS**, together with some humility about working in a new sector. Believing that you CAN do the job, will permeate.
- Use your persuasive skills to show that you have the beneficial **TRANSFERABLE SKILLS**, use examples of skills that you have used in the past and how they could apply.
- Give examples of where you have proven yourself in other roles. Actual examples of performance are GOLD, worth more than any other persuasive language.
- If you are offered a project or casual/temporary role, take it and showcase your strengths.
- If you have scored some casual work do not rest, continue to apply for permanent work. It's a number game!
- If you get casual work, be a 'YES' human, take all opportunities that come your way to learn more about the institution, CPD's, meetings etc.
- Volunteer for projects, use your initiative in a measured manner. No bulls in china shops at this point!
- Continue to network, go to professional association meetings and show your face around town, use your **VOICE** and be patient and be seen.

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Flick the switch here.....

- Research the industry and employer. **Prepare**
- Apply for all jobs in the sector. Learn from the process. Use your voice, make a phone call. **Persevere.**
- Mine your human resources. **Prepare**
- List of **TRANSFERABLE SKILLS**. **Prepare**
- Get some advice on job application and interview skills. **Prepare**
- The Selection Criteria are the keys to the door of your future job. Spend time on them, use direct examples. **Prepare**
- Practice the interview with a trusted advisor. Visualise the interview and your success. **Prepare**
- Follow up interview with an email, immediately after the interview. **Persist**
- If you don't get a job after an interview. Use your voice, make a phone call. **Persuade**
- Do not take rejection personally. It is not. Keep applying, it's a numbers game. **Persist**
- Accept any other role that may be offered to get your foot in the door. **Persuade**

THANK YOU FOR LISTENING!
GOOD LUCK