

# The Careershifters Guide

The no-nonsense, step-by-step guide  
to making a successful career change

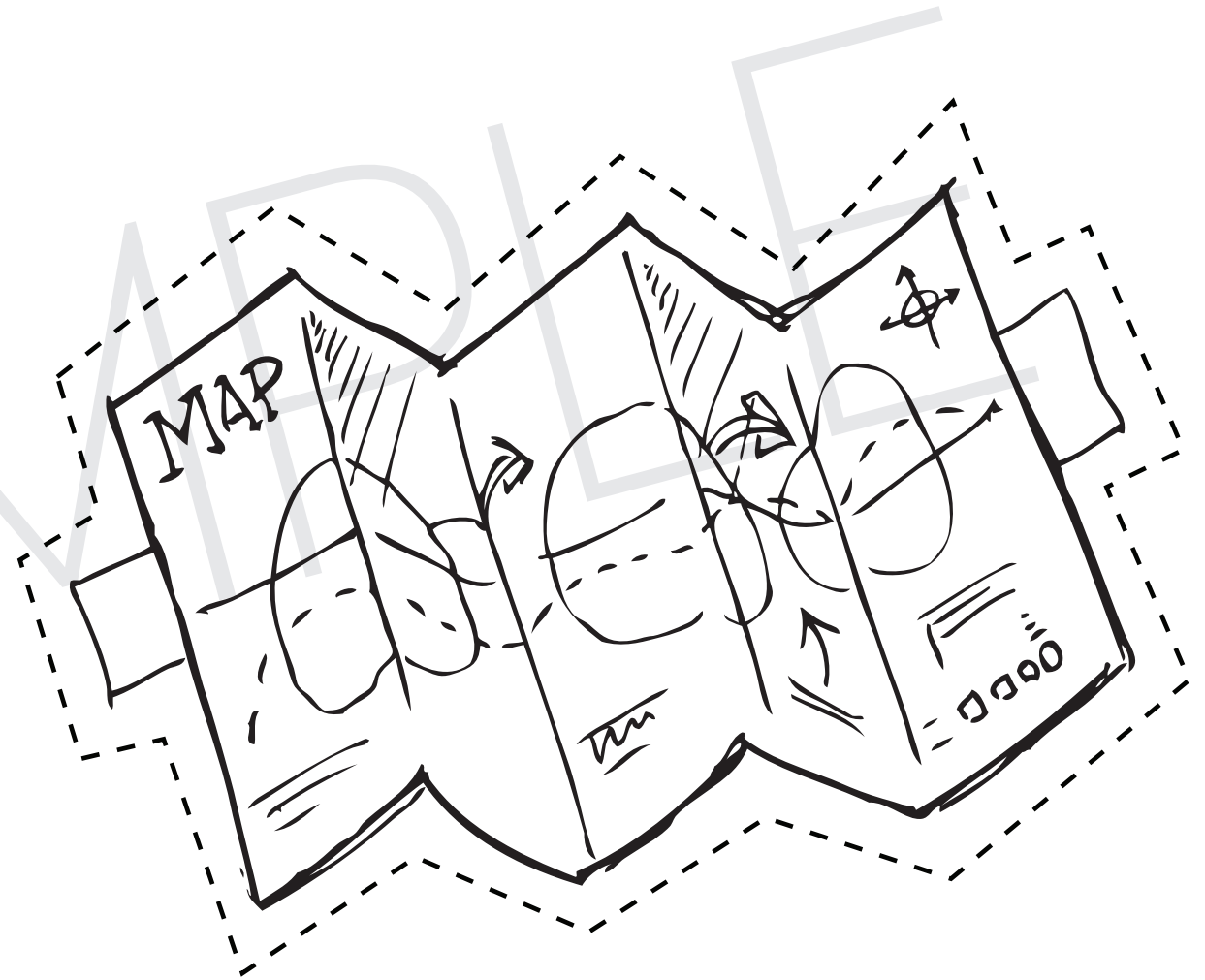


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# 0

## Get started



# Welcome to The Careershifters Guide

The no-nonsense, step-by-step guide to making a successful career change.

In 2004, a group of young professionals – among them a business consultant, a charity PR, a designer, an eco campaigner, a career coach and a polar explorer – got together in a London pub with a problem to solve: we recognised that too many people were stuck in jobs that were making them miserable. Fear, finances, lack of confidence, not knowing what their options were and not knowing who or where to turn to for guidance were all holding them back.

We knew that people successfully changed career all the time and that changing career could be an exciting and rewarding experience but we also knew that it wasn't always that easy – it can be challenging, confusing and lonely at times. Whilst there was support and guidance out there, it could be difficult to find.

As careershifters ourselves, we also knew what it was like to be miserable at work and the difference it makes to your life when you finally have a career that you enjoy.

And so we set off on a mission to find out the secret to career change success.

We have spoken to literally hundreds of people who have made successful career changes to become everything from Antarctic expedition leaders, teachers, business owners, landscape architects, travel photographers, novelists, tree surgeons... the list goes on. We have picked their brains to find out their secrets to figuring out what they wanted to do and how they made it happen (even when many of them had a mortgage to pay and a family to feed).

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As well as that, we've spoken and worked alongside some of the UK's top career coaches and experts to find out what guidance and support people need when they are changing career.

We have discovered that the key to career change success is inspiration, step-by-step guidance and action.

Our next challenge has been to find ways to provide that support for people in a way that is accessible and affordable.

So far we have created the Careershifters website, a selection of inspirational and practical Careershifters workshops and now we are proud to present The Careershifters Guide – the no-nonsense, step-by-step guide to changing career successfully.

Our aim is for you to end up with a career that you love, one that will quite literally have you jumping out of bed in the morning looking forward to your day ahead.

We want you to be our next success story.

Welcome on board and good luck!



# How to use The Careershifters Guide

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The Careershifters Guide has been designed to be flexible, so that you can use it how you want and when you want.

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**Y**ou can use this Guide every step of the way or just when you need an extra helping hand. It is designed so that whenever you need a bit of guidance or you're looking for your next step, you'll find the practical advice and support you need to help you move forward in your career change.

## Start at the stage that is right for you

Wherever you are in your career change, The Careershifters Guide is designed so that you can dive in at any stage or chapter. If you're lacking in confidence, then head straight for the What to do when get you stuck section. If you're just getting started then begin with Getting to know yourself.

## There are three main stages of the careershift journey:

### 1. Getting to know yourself

To know what careers will suit you best, you first have to know what you're all about: what activities bring you alive, what subjects you love, what your strengths are, what environments you thrive in, what is most important to you. And so the first stage of any career change is about getting to know yourself. We will give you a selection of practical exercises and ideas to help you explore these five key areas. It's a time

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to get back in touch with what you love in life. It's a time to go and really enjoy yourself.

## 2. Exploring your options

Once you've got a pretty clear picture of what you're all about, you go out into the world to discover what careers suit you best. Not based on what you think you 'should' do, not based on other people's notions of career success, but based on what makes YOU come alive. Some of you might discover that a dream career was right under your nose all along; others might discover ideal careers that you'd never even heard of before.

## 3. Making the change

Working out what you want to do is half the battle won. The next part is to figure out how to make it happen while still managing to pay the bills. Time and money are key hurdles at this stage, simply because people don't know their options. The Careershifters Guide offers you a menu of options to choose from so that you can find a way to change career that will suit you best. We'll show you how to make a plan that works and how to stick to it.

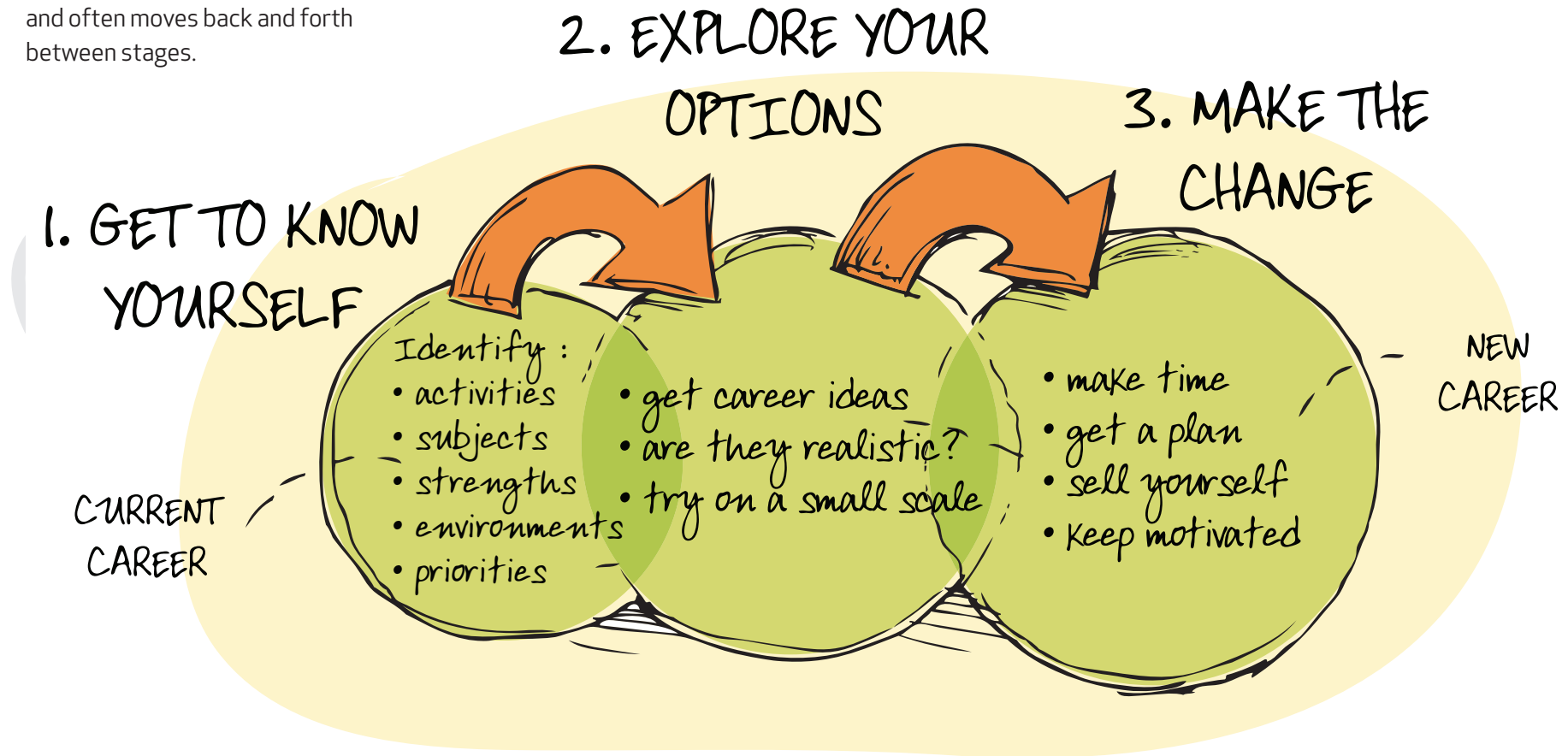
## Getting there successfully

If you read nothing else in this Guide make sure you read Keeping on

track and What to do when you get stuck. These sections reveal the secrets shared by successful careershifters and coaches on how to keep yourself motivated and moving forward throughout a career change.

### The Careershifters Process

There are, broadly speaking, three stages to the career change process. Each journey is unique and often moves back and forth between stages.



## Extra support and inspiration when you need it

### The Careershifters website: [www.careershifters.org](http://www.careershifters.org)

The Careershifters website is packed with inspiration, expert advice and resources that can help you on your career change journey: success stories of people who have changed career, blogs of people currently shifting, expert advice and practical exercises from top career coaches and a whole resources section on everything from books to psychometric tests to training colleges and CV writing.

Visit: [www.careershifters.org](http://www.careershifters.org)

### Careershifters workshops: 'Reignite your career'

We hold monthly, evening workshops in London that are designed to give you a hearty dose of inspiration and practical advice to help you take the next successful steps in your career change.

You'll leave the workshop feeling fired up with new actions to take, inspired by our speakers and more connected with people and resources that can help you on your career change.

Ideal when you need an extra, intensive dose of Careershifters.

To find out more and to sign up to the next workshop go to:

[www.careershifters.org/events](http://www.careershifters.org/events)

### Careershifters coaches

There may be certain times on the careershift journey where you feel you need that extra bit of one-to-one help. Over the past three years, we have invited who we consider to be the best career coaches in the UK to become part of the Careershifters wider team. They are all certified of the highest standard, but you'll need to find the one that is right for you.

A one-hour coaching session ranges from £70 to £200 and more.

If you find you could do with the help of some one-to-one coaching visit: [www.careershifters.org/resources/Career+Coaches](http://www.careershifters.org/resources/Career+Coaches)

### 'Take action' icons

Throughout the guide, you will find things we suggest you should do marked by two different symbols:



**1. Pen symbol:** simple actions you can do with a pen and paper and a few spare minutes



**2. Running symbol:** Actions that require more effort — you'll need to get off that chair — but the effort will be worth it!

# 1

## Get to know yourself



*It is essential to know  
yourself before you decide  
what work you want to do.*

— Stephen Covey, *The 7 Habits of Highly Successful People*

## What makes you tick?

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In this chapter you will get to know and identify:

- What activities you enjoy
- What subjects you love most
- What environments you thrive in
- What you are naturally good at
- What's really important to you

These will be the building blocks you later use to figure out what careers suit you best.

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## 1 Get to know yourself

To know what careers will suit you best, you first have to know what you're all about: What activities bring you alive, the subjects you love, your natural strengths, the environments you thrive in and what is most important to you.

In some ways it might seem absurd that we are suggesting people go and explore what makes them happy. Surely we know what makes us happy? The problem is many people have all but forgotten what they naturally enjoy doing. Many of us, when asked, struggle to say what motivates us, what we're good at, what our passions are, particularly if you've been in a job that's been making you miserable for a long time.

### What makes you come alive?

Your task at this stage is to rediscover what makes you come alive. Don't worry at this stage whether it's related to anything that could earn you money. At the moment your goal is to rekindle passions and discover new ones – learn what really makes you tick and remember what makes you happy.

Make time in your life to spend on the activities and interests you enjoy, explore your natural strengths, the environments you thrive in and the values most important to you.

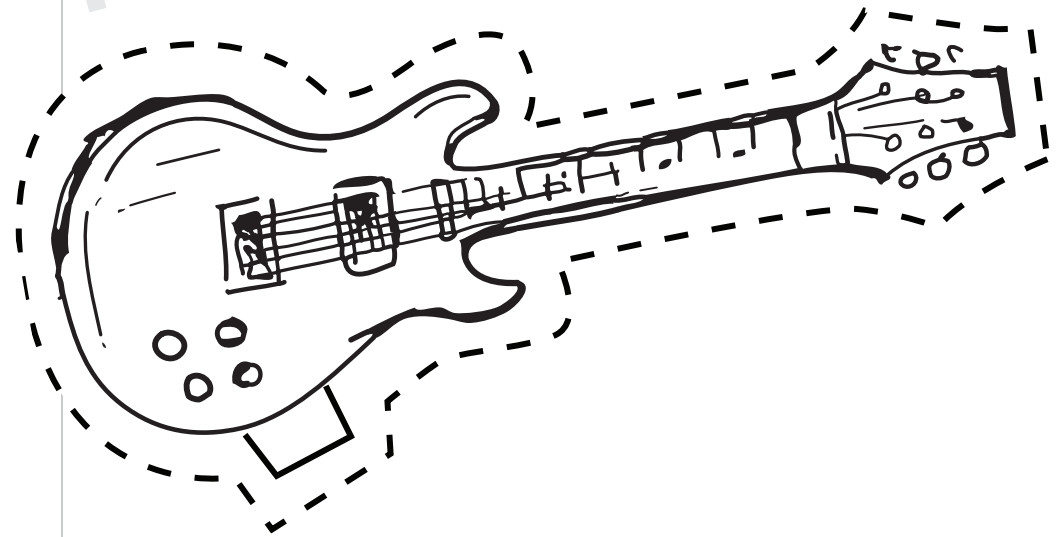
There are 5 key questions for you to explore at this stage:

1. What activities make me come alive?
2. What subjects do I love most?

3. What am I naturally good at?
4. What environments do I thrive in?
5. What's really important to me?

We have worked with the UK's top career coaches to come up with a set of exercises and actions that will help you to explore and answer these questions so that you are ready to explore careers that combine your natural strengths, favourite activities, subjects that you love and environments you thrive in.

Put time aside each week to spend on exploring and answering these questions, using the exercises below as a guide.



# Exercises

Getting to know yourself is a process of looking back at the best moments in your life, bringing your passions and interests back into your life and trying new things..

## 1. What activities bring me alive?



### What activities have you always enjoyed the most?

Think back to the special moments in your life when you've felt ridiculously happy and fulfilled because of what you've been doing. Moments where you have felt happy, calm, excited, stimulated, relaxed, energised, at peace, warm, friendly, in control, confident, authoritative...

They don't have to be activities or moments related to work and remember, you can include activities you enjoyed when you were younger.

Circle the words in the list opposite that are right for you.

Circle the words that are right for you:

- |                  |                     |                     |                     |
|------------------|---------------------|---------------------|---------------------|
| talking          | investigating       | understanding       | delegating          |
| writing          | helping             | observing           | making music        |
| painting         | caring              | creating order      | composing           |
| playing          | acting              | facilitating        | strategising        |
| problem-solving  | singing             | socialising         | negotiating         |
| analysing        | entertaining        | dancing             | liaising            |
| motivating       | producing           | exercising          | recording           |
| advising         | editing             | meditating          | gardening           |
| networking       | filming             | tasting             | sailing             |
| selling          | photographing       | reviewing           | skiing              |
| trading          | raising awareness   | travelling          | diving              |
| organising       | inspiring           | interviewing        | sports              |
| managing         | protecting          | mentoring           | consulting          |
| performing       | supporting          | mediating           | chatting            |
| teaching         | empowering          | giving              | designing products  |
| leading          | decision-making     | organising          | competing           |
| promoting        | healing             | welcoming           | debating            |
| researching      | making a difference | trouble-shooting    | campaigning         |
| exploring        | creating            | fishing             | experimenting       |
| designing        | cooking             | improving           | laughing            |
| sewing           | guiding             | clarifying          | joking              |
| building         | empathising         | coaching            | making people laugh |
| using your hands | encouraging         | making              |                     |
| translating      | imagining           | fundraising         |                     |
| discovering      | brain-storming      | planning            |                     |
| learning         | mastering           | initiating projects |                     |

**Add more of your own**