

CareerOneStop Paths – User Guide

Path 4: Change your occupation or industry

Goal

Make a plan to change your occupation or industry. Take career assessments, research occupations that interest you, and target your resume and networking to the field you select.

Objectives

- Take the Skills Matcher to identify occupations based on your skills.
- Use mySkills myFuture to generate new career options related to previous experience.
- Review in-demand careers and industries.
- Conduct 2-3 informational interviews. Select 1-2 occupations for your job search.
- Create or update your resume to reflect your targeted occupations.
- Craft an elevator speech to promote your qualifications.
- Update social media profiles to reflect your job search goals.
- Use the Business Finder to identify 3-4 local employers to target for networking.
- Find 2 professional associations on Professional Association Finder to contact and join.

Steps

You have a “to do” assignment for each step. You can make an electronic or paper document to track your work. All assignments use the CareerOneStop website pages noted, except where described.

1. Take the Skills Matcher to identify occupations based on your skills.

Skills Matcher

<https://www.careeronestop.org/toolkit/Skills/skills-matcher.aspx>

The Skills Matcher asks you to rate your current level of skill or knowledge in 40 different areas. Use the “anchor text” statements noted on some of the levels to help guide your response so that your results are meaningful and represent your current skills.

To do: Take the Skills Matcher to clarify your strongest skills and identify occupations that require skills at your same level of competence. Use the link on results page in “Your Skills” box to download and save your list of skills for use on your resume or interviews.

2. Use mySkills myFuture to generate new career options related to previous experience.

mySkills myFuture

<https://www.myskillsmyfuture.org/>

mySkills myFuture uses the job title you enter to generate a list of occupations that share similar skills. For most people, their results have some good ideas, surprises, and some titles that seem “out of left field.” Explore the links from results or occupation detail pages to see all the information you can see about each entry.

To do: Enter a current or previous job title to see other career options that use similar skills, knowledge, and experience. Explore details about career options that interest you, and use the “Compare Skills” link to compare your entered occupation to any of the occupations on your list.

3. Review in-demand careers and industries.

What’s hot? Career reports

<https://www.careeronestop.org/ExploreCareers/Learn/whats-hot.aspx>

Research industries

<https://www.careeronestop.org/ExploreCareers/Learn/research-industries.aspx>

Career reports: The best-informed career decisions start by asking yourself important questions: Is the career you want growing or declining in your area? How hard will it be to find a job when you complete your training program? Will you be able to get the kind of job you want in a new location? Career reports include fastest-growing careers, careers with the most openings, careers with the largest employment, and careers with declining employment.

Industries: An “industry” describes the collection of companies and organizations connected with producing a particular product or service, such as cars, software, health care, or energy. Knowing where industry growth is high can guide you to focus your job search in a certain location, target specific companies for job applications, or strengthen your knowledge of a growing industry. Some careers show up in a variety of industries, including many IT roles, human resources, sales, and administration.

To do: Review career and industry information for the careers that interest you from your assessment results and learn more about growth and decline trends that could affect your future career.

4. Conduct 2-3 informational interviews. Select 1-2 occupations for your job search.

Informational interviews

<https://www.careeronestop.org/JobSearch/Network/informational-interviews.aspx>

An informational interview is a meeting to learn about the real-life experience of someone who works in a field or company that interests you. Here, we’re using the informational interview to learn about how your experience and goals may fit with the new occupations or industries you are considering shifting to.

The first step is to identify potential contacts through your network. Use links from this page for tips to set up informational interviews, find ideas for a script, and questions to ask at your interviews.

To do: Set up and conduct at least 2 or 3 informational interviews using the recommended questions or others from your own research, to learn about the new fields you are considering.

Based on what you learn from the above steps, narrow your job search focus down to 1 or 2 occupations.

5. Create or update your resume to reflect your targeted occupations.

Resume Guide

<https://www.careeronestop.org/JobSearch/Resumes/ResumeGuide/introduction.aspx>

Use the Resume Guide to walk through the steps to edit your existing resume or create a new resume to target your new field. Be sure to ask at least 2 people to review a draft of your resume to catch any spelling or formatting errors and make needed corrections. If you plan to apply for work in more than one field, target a different version of your resume to each field.

To do: Create or update your resume to target your new field.

6. Craft an elevator speech to promote your qualifications.

Elevator speech

<https://www.careeronestop.org/JobSearch/Network/elevator-speech.aspx>

An elevator speech is a two-minute description of your skills and career goals. It's a quick way to communicate the essentials and make a clear request of someone in a position to help you.

To do: Follow the instructions on this page to write out a script that highlights your skills and goals and specifies the kind of help you want from contacts.

7. Update social media profiles to reflect your job search goals.

Take your network online

<https://www.careeronestop.org/JobSearch/Network/online-network.aspx>

Using the social media platform of your choice, create or edit your profile to be job search ready. Remove any content that employers might find objectionable and use privacy settings to manage what they can see. Search your network to find contacts who work in a field related to your target career/s, and reach out with a concise, professional message about what you are looking for, ask for their help, and express your thanks for their time and feedback.

To do: Search your network to find contacts who work in a field related to your target career/s, and reach out with a concise, professional message about what you are looking for, ask for their help, and express your thanks for their time and feedback.

8. Use the Business Finder to identify 3-4 local employers to target for networking.

Business Finder

<https://www.careeronestop.org/Toolkit/Jobs/find-businesses.aspx>

To find local organizations that employ people in your new field, enter an industry or job title, your location, and preferred radius or distance from your location. You can narrow your results by number of employees, description, industry, or location. Select an employer name to see a

brief profile with street address, contact information, map, and links to their website, where available.

Explore their websites to learn about the organization, and check for current job openings – usually listed under links named “Employment”, “Careers”, or “Job openings.” Identify 3-4 employers that hire workers in your field, whether they have current openings or not.

To do: Write down the contact information and location of each business in case you check them out in person. Write a letter to introduce yourself, highlight your qualifications, and to ask about job prospects at each business.

9. Find 2 professional associations on Professional Association Finder to contact and join.

Professional Association Finder

<https://www.careeronestop.org/Toolkit/Training/find-professional-associations.aspx>

Professional associations are a source of current knowledge about an industry or an occupation. They often hold meetings, trainings, and conferences for members, and may publish new research or information. Many offer job listings for members.

Search the Professional Association Finder for at least two that you want to explore. Bookmark their website or make note of their names to look up later.

To do: Reach out to your selected professional associations to ask for information about joining, available training, and how you could explore any job openings available.