

# Strategies for Re-entering the Workforce



**BRANDEIS UNIVERSITY ALUMNI WEBINAR**

**MARCH 14, 2013**

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**[WWW.MYOBMOMS.COM](http://WWW.MYOBMOMS.COM)**

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# Where to Begin?

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## Career Re-entry Road Map:

- Define your career objectives
- Find opportunities
- Chart your path

objective

research

action  
plan

# Define Your Career Objectives

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- Review skills and interests
  - What do you like?
  - What are you good at?
- Take stock of priorities: values
  - What is important to you?
- Use assessment tools
  - [www.typefocus.com](http://www.typefocus.com)\*
- Assemble a personal board of directors
  - Close friend, family member, former boss, colleague, peer

## Featured Resources:

- \*Create a free account to take the TypeFocus self-assessment on [www.typefocus.com](http://www.typefocus.com) using Brandeis access code (contact the Hiatt Career Center for code at 781-736-3618)
- \*Access self-reflection worksheets in the Hiatt Career Center's B.hired database > Resources

# Personal Mission Statement

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## Why do I need a Personal Mission Statement?

- Creating a **personal mission statement** will help guide your career exploration and re-entry.
- A well done **personal mission statement** should serve as a personal “GPS” for your career and life choices.
- Your statement sets the stage for what you want to focus on and who/what you want to become in this stage of your career.

# Sample Personal Mission Statement

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“To obtain a position in development which will allow me to utilize many of the skills I’ve developed through volunteer work and through my former career as an attorney. I will do this by taking a class in non-profit management; joining a professional association to network; and by obtaining a volunteer position at a non-profit to gain experience and build my resume.”

## **Featured Resources:**

\*Access sample personal mission statements and templates at [quintcareers.com](http://quintcareers.com) and [timethoughts.com](http://timethoughts.com)

# Today's Job Market

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- Emergence of portfolio careers/“encore” careers
- Freelancers/consultants/increased movement
- Diversity mandates
- Work/life balance trend
- Flexible opportunities
- Hot industries: green, healthcare, technology, non-profit, pharma, corporate responsibility

## Featured Resources:

\*Access “encore career” resources at [www.brandeis.edu/hiatt/alumni/55/encore.html](http://www.brandeis.edu/hiatt/alumni/55/encore.html)

\*Learn about industries and occupations to match your skill set through:

Occupational Outlook Handbook (OOH) - [www.bls.gov/ooh](http://www.bls.gov/ooh)

O\*Net Online - [www.onetonline.org](http://www.onetonline.org)

Spotlight on Careers – Accessible via B.hired > Resources

# Growth Careers for Liberal Art Majors\*

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- **ARTS:** Archivist; Curator
- **COUNSELING:** Career, School
- **LANGUAGE:** Interpreter, Translator
- **FINANCE:** Personal Financial Advisor
- **COMMUNICATIONS:** Public Relations, Technical  
Writer



\*Yahoo! Education and OEDb.org

# Women in the Workforce

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fact

- 1/3 of all college-educated women leave the workforce or seek part-time status at some point

fact

- Over 1/3 of women who return to work do not resume their prior occupation.

Good  
News

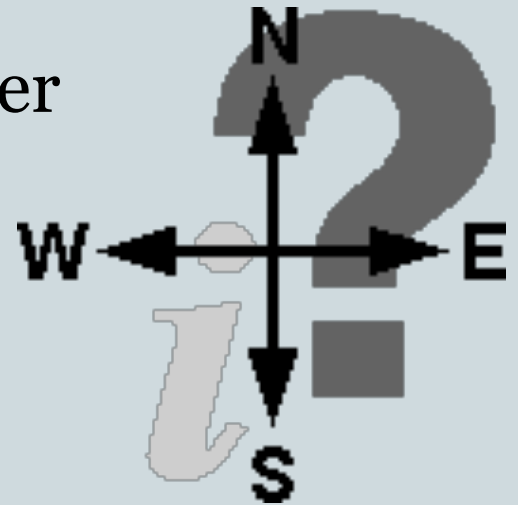
- 74% of women who want to return to work after a parenting break are successful at doing so



# Career Transition Challenges

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- Uncertainty
- Limiting Assumptions
- Skill deficits (real or perceived)
- Discomfort being lower on the ladder
- Salary
- Lack of infrastructure at home



## Featured Resource:

\*NACE Salary Calculator – Accessible via [B.hired > Resources](#)

# Preparing for your Job Search

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- Research the field
- Classes/Lectures in interest area
- Certificate programs
- Additional degrees
- Computer/technology upgrade
- Resume: chronological or skills-based
- Line up references

## **Featured Resources:**

\*Research industries and potential career paths via Vault and Spotlight on Careers (accessible via B.hired > Resources) and via [www.Linkedin.com](http://www.Linkedin.com)

# Before your First Interview

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- Elevator speech (two-minute pitch)
- Practice and role play
- Know your “personal brand”
- Look the part
- Invest in business cards

## Featured Resources

- \*Practice your elevator pitch and interview responses with InterviewStream.  
Create a free account at: <http://hiatt.brandeis.interviewstream.com>
- \*Access additional elevator pitch resources here:  
<http://www.brandeis.edu/hiatt/network/communicate.html>
- \*Print free business cards at [www.vistaprint.com](http://www.vistaprint.com)

# Networking

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- Do it!
- Know what you are looking for (memorize your two-minute pitch)
- Carry business cards with you
- Follow-up/keep in touch
- Ask for informational interviews
- Join professional organizations

## Featured Resource

\*Networking 101 section of Hiatt Career Center website:  
[www.brandeis.edu/hiatt/network](http://www.brandeis.edu/hiatt/network)

# Smart Volunteering

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- Develop new skills
- Sharpen existing skills
- Make connections
- Build your resume
- Create and capitalize on potential for paid work



## Featured Resource:

\*Search current internships and volunteer opportunities at [www.idealists.org](http://www.idealists.org)

# Social Media for Job Search

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- Google yourself
- View your digital footprint as an extension of your personal brand
- Choose one social media platform and become an expert



## Featured Resources:

\*Identify and connect with fellow alumni in the Brandeis Alumni Directory via B connect: [http://alumni.brandeis.edu/web/Bconnect\\_login.html](http://alumni.brandeis.edu/web/Bconnect_login.html)

\*Watch Hiatt's archived webinar, Managing Your Brand in the Digital Age, here: <http://bollywood.unet.brandeis.edu/acad/Hiatt/BrandManagementC.mov>

# LinkedIn

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- Craft a stand out public profile
  - Appropriate photo
  - Professional summary
  - Keywords in “skills” section
  - Recommendations
- Connect with former bosses; colleagues; peers
- Follow companies
- Utilize “Search” feature for jobs and connections
- Join groups

## **Featured Brandeis LinkedIn Groups:**

*\*Brandeis University Career Connections (open to full Brandeis community):*

<http://www.linkedin.com/groups?mostPopular=&gid=1117347>

*\*Brandeis University Alumni Association (open to Brandeis alumni):*

[http://www.linkedin.com/groups?home=&gid=98446&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=98446&trk=anet_ug_hm)

# Facebook

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- Let Facebook “friends” know you are in the job market
- Post status updates and links to personal blogs, articles, websites
- Join groups and fan pages
- Register for events/seminars
- Manage privacy settings

## **Featured Resources:**

\*Utilize [www.inthedoor.com](http://www.inthedoor.com) and [www.branchout.com](http://www.branchout.com) to maximize Facebook for business



# Twitter

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- Follow companies/people with whom you would like to do business ([www.listorious.com](http://www.listorious.com))
- Follow leaders in your field and re-tweet their posts
- Share Twitter updates on Facebook, LinkedIn and blogs
- Send direct messages to develop relationships and network
- Search for jobs

## **Featured Resources:**

\* Search job postings on Twitter with [www.tweetajob.com](http://www.tweetajob.com) and [www.twitjobsearch.com](http://www.twitjobsearch.com)

# Final Tips for Re-Entry

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Set  
Goals



Manage  
Time

Get the Job you  
Want

# Next Steps / Resources Summary

- Undergrad alumni: Call [\(781\) 736-3618](tel:7817363618) to schedule a free, 1-on-1 career counseling appointment with our alumni career counselor (in-person, phone, Skype)
- RSVP for our next webinar: Building Your Alumni Network Online (Thursday, April 11, 7:00 EST)
- Fill out our satisfaction survey and let us know how we can serve you better!
- Check your follow-up email for links to additional resources, and a list of those covered today

# Contact the Hiatt Career Center

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- Contact: Alexandra Anweiler Stephens, Associate Director, Alumni Career Programs & Engagement
- Email: [astephens@brandeis.edu](mailto:astephens@brandeis.edu)
- Phone: 781-736-3623
- Website: [www.brandeis.edu/hiatt](http://www.brandeis.edu/hiatt)
- Connect with Hiatt via Social Media
  - Twitter: @HiattatBrandeis
  - Facebook: [www.facebook.com/HiattCareerCenter](http://www.facebook.com/HiattCareerCenter)
  - LinkedIn group: <http://linkd.in/hiattcenter>

# Contact Pamela:

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