



YOUR A-Z OF CAREER CHANGE SUCCESS

26 tips to help you find work that will make you happy!

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Hello!

I enable people like you to successfully make big changes in their career.

Maybe you're sick of the corporate BS and toxic culture that's been draining you of energy.

Maybe you're in your 40s or 50s and can afford to do something about that niggle you've had for years - that one that kept asking you: 'Am I doing worthwhile work?'

I love enabling people like you to find your work-life happy place.

My career change coaching will give you confidence to make the change, with lots of practical tips you can apply straight away to achieve the change you want.



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ARE YOU READY TO MAKE A CHANGE IN YOUR CAREER?

If you're thinking of making a change in your career, you may be experiencing a range of different thoughts and consequently, different emotions.

From excitement: Yes, I'm doing this!

To fear: I've worked in the same organisation for years. I hate interviews. How will I even find a job I really want?

I'm not going to pretend it's easy to make a change in your career - I doubt you'd believe me, anyway - but it definitely can be done.

This A-Z of Career Change Success will get you started.





IS FOR AUTHENTICITY

Are you able to be yourself at work?

People often feel they can't be their fully authentic self at work and it takes its toll on their mental and physical health.

And when we can't be ourself we can lose our sense of self, our self-confidence, our self-belief.

So finding somewhere you are valued for being yourself is essential.

Somewhere you can use your strengths and know they are valued.

Somewhere you can work without your values being compromised.

When we can be ourselves at work:

- 💡 Psychological safety is created.
- 💡 Stress is reduced.
- 💡 We're energised and engaged by our work.
- 💡 We're creative, motivated and happy.

If you need to regain your sense of who you are before starting your career change, my free e-workbook will help you clarify your strengths and values.

How to be
Authentically You



IS FOR BE YOUR BEST SELF

Are you able to be your best self at work?

When you're able to be your best self you work with energy, you're creative, you're collaborative and you make things happen.

You lead with integrity and authenticity and you inspire your people.

Your leaders and colleagues see you performing with energy and enthusiasm.

You achieve great things and so attract more of what you love to do.

You deserve to be your best self at work (and in life).

💡 Understanding your strengths enables you to know what you need – and don't want – in your career.

💡 Understanding your strengths enables you to find work that makes you happy – so you can be your best self.





IS FOR COURAGE

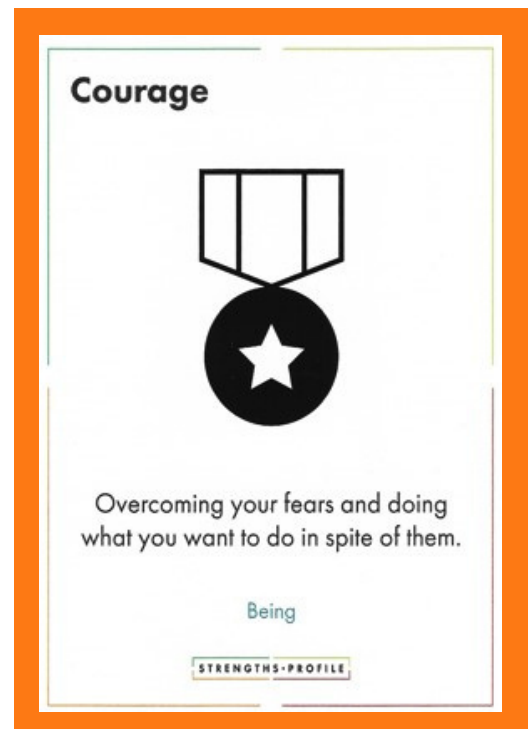
Making a career change can take courage.

- ★ Courage to leave a job, a team, an organisation you know well.
- ★ Courage to leave your comfort zone.
- ★ Courage to take a step into the unknown.
- ★ Courage to believe enough in your strengths, values and what matters to you, to know that change is the best thing for you.

Sometimes we only find the courage we need when we reach our tipping point.

And then we're starting our change from a place of exhaustion, or anger, or resentment, or fear.

When we know in our heart that change is what we need, it's easier to start from a place of hope, excitement and clarity.





IS FOR DRIVE

Do you have the drive to achieve your career change goal?

Without it, you're in danger of taking an easy option.

You'll stay in your comfort zone (even if it's uncomfortable) or you'll take a new role that's not really what you want, but is easy to get.

When Drive is a strength for you:

- ★ You're extremely self-motivated, with an inner drive that pushes you on to achieve more.
- ★ You love to set stretching goals and targets for yourself.

So what can you do if Drive is not a strength for you?

- 💡 You can get really clear on what matters to you – the WHY of your career change goal – to strengthen your drive.
- 💡 You can use the strengths you do have, to enable you to achieve your career change goal.



E IS FOR ENERGY

Think of a time when you've felt full of energy at work.

What were you doing? How were you doing it?

You were no doubt using your strengths 💪

When we're using our strengths we're focused, motivated and engaged. We enjoy our work, and our energy and enthusiasm shines through.

↑ Put this feeling at the top of your list of what you want in your next role!

💡 Especially if the reason for leaving your current role is that it's draining the life from you.

REALISED STRENGTHS Strengths you use and enjoy Perform well Energising Higher use Use wisely 1 Action 5 Listener 2 Spotlight 6 Feedback 3 Personal Responsibility 7 Incubator 4 Empathic	UNREALISED STRENGTHS Strengths you don't use as often Perform well Energising Lower use Use more 1 Legacy 5 Competitive 2 Strategic Awareness 6 Self-belief 3 Authenticity 7 Moral Compass 4 Relationship Deepener
LEARNED BEHAVIOURS Things you've learned to do but may not enjoy Perform well De-energising Variable use Use when needed 1 Work Ethic 3 Centred 2 Courage 4 Unconditionality	WEAKNESSES Things you find hard and don't enjoy Perform poorly De-energising Variable use Use less 1 Adaptable 3 Growth 2 Service

Understand your strengths

Regain your energy

Be happy in your work 💛

F IS FOR FEAR

'Fear of the unknown' is a common reason to put off your career change.

It sounds scary, doesn't it? What's out there?

Then when we start to explore this it becomes clear that it's not fear of 'the unknown' but fear of known, tangible things that can be addressed.

Common reasons that may be keeping you stuck in an unhappy place include:

- ◆ The time's not right.
- ◆ I don't want to risk the financial security I have now.
- ◆ I don't have the skills and knowledge needed to make the change.
- ◆ I'm sure I have transferable skills to enable me to make the move but I don't know how to tell employers about them.
- ◆ I'm not confident I can make the career change I want.
- ◆ I don't know what I want to do.

My blog will help you understand how to diminish your fear and replace it with confidence





IS FOR GOAL

'Have you clearly articulated your career change goal?

Does it inspire and energise you?

Does it enable you to focus your job change strategy?

Setting your career goal helps you clarify where you want to be, by when – and why.

💡 Your Why is really important. Align it with your strengths, values and what matters to you.



'It will keep you on track when progress feels hard.

It will help you know if a job and organisation is right for you.

It will help you set and maintain boundaries in your new role.



IS FOR HUMILITY

One of the most common pieces of interview feedback I hear is: 'It wasn't clear what you did.'

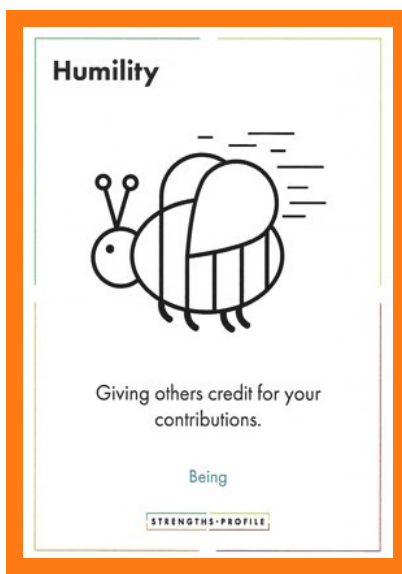
This is because people say 'We' rather than 'I'.

Sound familiar?

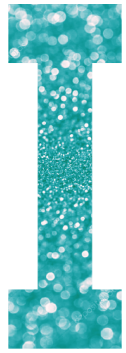
Humility is a strength.

It can also be overplayed and then it can hold you back.

Here's how to overcome that:



- Understand how your Humility strength shows up for you. What behaviour does it drive?
- Explore how this behaviour is holding you back.
- Identify how your other strengths can help you mitigate the 'overplayed' effect.
- Bring those strengths into play in your next interview.



IS FOR IMAGINE

'Imagine feeling energised, fulfilled and motivated by your work.

Imagine having clarity about your strengths, values and skills and better still, knowing how to find work that makes you happy.

Many people I work with want to make a change in their career but don't really know what that change looks like.

They know they want a different way of working and being.

They know what they don't want and that's taking up their mental energy.

Going through some activities to imagine your future self can open up your thinking.

IMAGINE

What will you do, if you're guaranteed success?



J *IS FOR JOB SEARCH OVERWHELM*

It's real.

You start your job search with energy, optimism and hope.

All day, every day. Applying for roles, talking with recruiters, researching companies, tailoring your CV, networking – etc, etc, etc.

And then one day you realise you're exhausted.

You can't face another application, another ghosting, another 'Thanks, but no thanks', another question from family and friends about your job search.

You've reached job search overwhelm.

- ✓ Take some time out. Whether a day or a week, step away from the job search and do something that makes you feel good. Recharge your battery.
- ✓ Commit to spend time every day / week on doing something for you. Something to keep your battery topped up. And don't feel guilty about it 🧡
- ✓ Apply your strengths. Which will help you most in this situation?
- ✓ Focus on quality over quantity. Spend your time and energy going for jobs you actually want, rather than applying for anything you can do.



K

IS FOR KNOW YOURSELF

'Know your strengths: how you've used them in your work, how they enabled your achievements.

Know your values: how they drive your behaviour, what happens for you if you're in a workplace where your values match, or where they don't match.

Know what really matters to you: what motivates you, what boundaries you need in place, what your non-negotiables are.



'Know how you are in different circumstances: when things are going well, when you're under pressure, when you don't know what to do.

💡 These are the things that underpin you.

Knowing these things about yourself will enable you to find work that makes you happy ❤️



IS FOR LIMITING BELIEFS

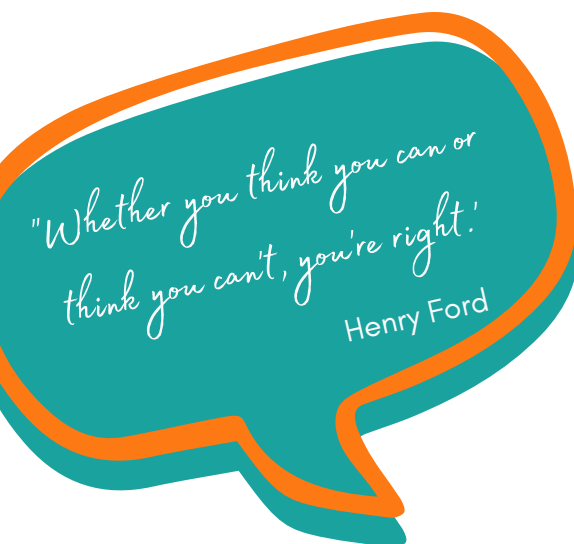
Are you talking yourself out of the career change you want?

- I don't have the skills and knowledge needed to make the change.
- I'm too old, I've left it too late.
- I've worked in one organisation for years, I'll have to take a drop in salary.
- I haven't had an interview for 15 years, I won't be able to sell myself.
- Other applicants will be more experienced so there's no point applying.

But these beliefs are conjecture, not fact.

And if you believe you can't successfully make a career change, will you even try? Really try?

So, how can you look at this another way?



*"Whether you think you can or
think you can't, you're right!"*
Henry Ford

- ☀ I have a lot of strengths and transferable skills.
- ☀ My age means I've got a lot of experience, more than other applicants.
- ☀ I can practice for interviews and how to talk confidently about my strengths, skills and achievements.
- ☀ I will have to learn new things but I've done that before.
- ☀ With my strengths, skills and experience I could get a higher salary.



IS FOR MOTIVATION

How motivated are you to achieve your career change goal?

You know you want to make a change but your motivation isn't quite strong enough to force you into action.

You're in your comfort zone, however uncomfortable it is.

You procrastinate because it feels like too big a thing to do. Overwhelming almost. Where do you start?

So how do you find the motivation to act now, rather than 'wait a bit longer'?

Usually it involves:

Digging deeper into your 'Why'.

Making your 'pull' reasons stronger than your 'push' reasons. -

Knowing which strengths will enable you to make the change.

Creating your vision of your future career and what this will mean for you.

Creating an action plan.

Putting your plan into action, consistently and courageously.

MOTIVATION



LOADING...



IS FOR NETWORKING

One thing's for sure – you can't make a change in your career on your own.

Creating a network of people to support and help you is essential.

☀️ For an internal move:

You need the support and input of your own leader, and of the team you want to join, at the very least. So think about who can help you, and how.

Then start to build and improve your relationships with these key people.

☀️ For a move to another organisation:

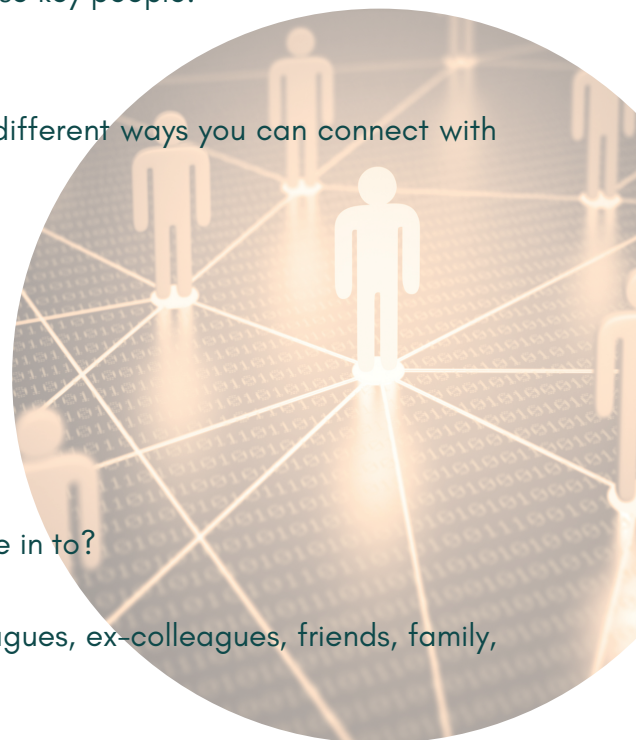
With your new career and ideal role in mind think about different ways you can connect with people.

Linkedin makes this easy. Think about:

- 💡 Who can you learn from?
- 💡 Which organisations would you love to work for?
- 💡 Who works in those organisations?
- 💡 Who does your ideal role?
- 💡 Who's likely to be a hiring manager for your ideal role?
- 💡 Which recruiters specialise in the area you want to move in to?

☀️ And don't forget people you already know! Your colleagues, ex-colleagues, friends, family, etc.

💡 Telling people about the change you want to make is the first step. You'll be surprised how many people will want to help you ❤️





IS FOR OPPORTUNITIES

'You know you want to make a change in your career, but you don't know what. Or how.

Looking for and taking opportunities will help you find what's right for you.

- Who do you know who does something that sounds interesting? Talk to them about how they got into that.
- What can you try out? Maybe on a voluntary basis, or part-time.
- Learn more about something that interests you. Enrol on a course where you'll meet people who may open up opportunities.
- Look for projects you can work on in your current role / organisation.
- Tell people you want to make a change, talk with them about what interests you. You'll be amazed by how many people love to help others and what doors this can open.

OPPORTUNITY COST

This is the premise that while you're spending your time / energy / money doing one thing, you're not doing another.

So, if you're staying in a role that's no longer right for you, you're missing out on a role that is!

You're missing the opportunity to move forward in your career. To do something fulfilling. Something that uses your strengths. Something aligned with your values and what matters to you.

What opportunity can you unlock today?



IS FOR PROACTIVE

How Proactive are you about your career planning?

On a scale of 1 – 10?

Most people I know and have worked with, never had any sort of plan for their career or their life.

Most of them 'fell into' their career. Got promoted along the way.

Some 'got lucky' and fell into something they enjoyed.

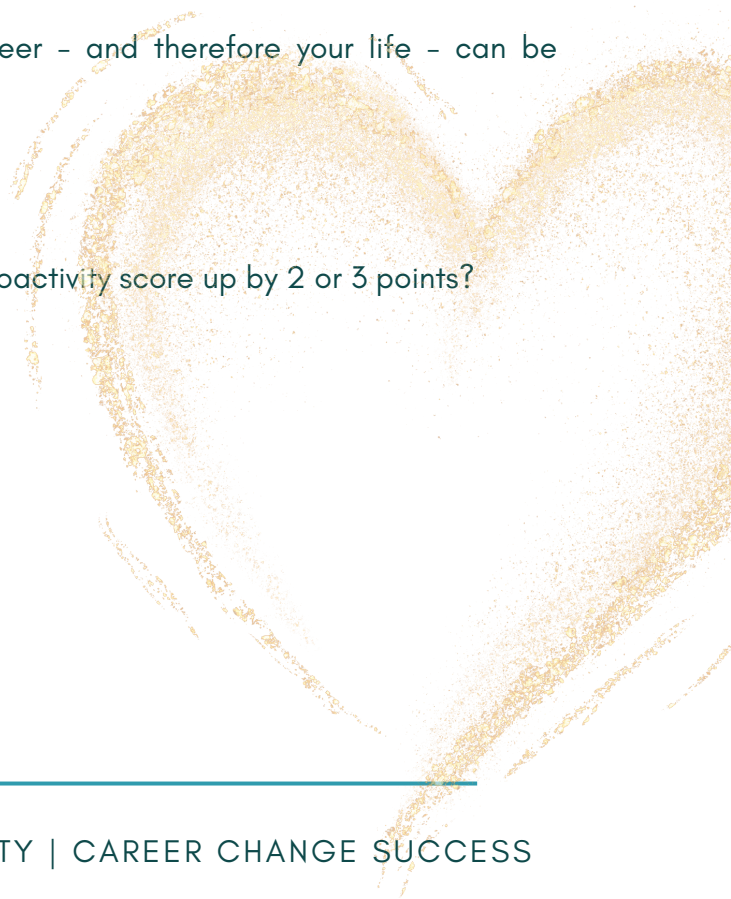
Others have drifted along, bored, maybe even miserable but not knowing how to change it.

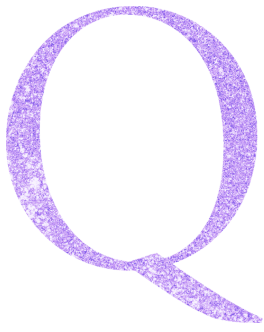
Sometimes bored and miserable tips over into stress and overwhelm because you really don't want to be where you are, but making a change feels like there are too many risks attached (financial security comes up a lot in these conversations).

Know that becoming more proactive in your career – and therefore your life – can be achieved.

Whenever you decide to make the change.

What could happen if you decided to move your Proactivity score up by 2 or 3 points?





IS FOR QUESTIONS

How often do you ask yourself questions?

If you know you want to make a change in your career but don't know what, asking yourself questions is a good way to get some insight.

Here are a few for starters:

- Why do you want a change in your career? What's missing for you currently?
- What matters to you? What are your values and strengths? When you have this insight it gives you direction.
- What do you really enjoy? Being creative? Leading people? Working with numbers? Selling? Producing? Consulting? Leading projects?
- Who can help you? Talk to people who do work you find interesting. What do they enjoy about it? How did they get into it?
- How much learning / retraining are you prepared to do?
- What are your transferable skills, knowledge and experience?
- What 'essential criteria' do you have for your future career?

Once you start to get some clarity you'll be able to focus on what you can do.

This in turn helps to prevent feeling overwhelmed – that feeling where you don't know where to start or you feel like giving up because it's too hard, or you just apply for anything because you don't know what else to do.

My free downloads and blogs contain questions and insight to help you gain clarity.

[Free downloads](#)
[and blogs](#)



IS FOR REFLECTION

How often do you reflect on your career?

Many people I speak with say they 'fell into' their career and were good at it so stayed.

But then something happens – often REDUNDANCY – and they start to think about what else they could have done. The opportunities they've missed.

The good news is: You can take control of your career of any time.

And reflecting on these points will give you a start point:

- What do you really enjoy doing at work?
- What are you really great at? Those things you excel at without really trying, that make you feel energised.
- Think about your biggest achievements, how you did them and how you felt about them.
- What really matters to you at work? When has your career been aligned with that?
- What patterns can you see throughout your career to date?
- What do you want to do more of, and less of?
- What do you wish you'd done? Identify your transferable skills and achievements.



This is useful as a one-off activity when you're ready to make a change. It's also useful as an annual activity to keep your career on track, to stop you 'drifting through'.



IS FOR STRENGTHS

When your career is aligned with your strengths you're energised and motivated, happy and confident, creative and collaborative, more resilient, less stressed.

Here's how to align your strengths with your career change:

Job Search Strategy:

When you understand your strengths you're able to align them with your career change goals. Look for roles that enable you to use your strengths. Look for organisations where your strengths will be valued.

Interviews:

When you understand how working with your strengths enabled you to achieve success you can talk confidently and with pride about what you did, why you did it that way and the impact it had.

Performance:

When you use your strengths you're able to do your best work. You'll achieve your goals with ease and be recognised for your energy and success.

Happiness:

When you work with your strengths you can be happy in your work 🧡



Learn more about
understanding your
strengths

T *IS FOR TOXIC CULTURE*

So many of the people I work with have had a successful career but are exhausted by toxic culture and poor leadership.

They often say they should have left earlier.

There can be various reasons to stay longer than is good for you:

- You like the people you work with.
- You enjoy your work.
- You're on a good salary and don't think you'd match it elsewhere.
- It's 'only' poor leadership and culture that causes you problems.
- No job or organisation is perfect, is it?

And these are some of the effects it can have on you:

- Always tired as you wake at 4am worrying about the amount of work you have, or something that's happened.
- Little motivation for things you've always enjoyed.
- Less time for family and friends as you work long hours to 'catch up' or 'get ahead'.
- Dreading Monday mornings and counting down the days to Friday afternoon.

Many put up with this until they reach their tipping point.

And then their confidence is low and they don't quite know where or how to start.

If this sounds like you, know that your confidence will return as you reconnect with yourself and start to understand what's possible and how you can achieve it.

Know that it's never too late to make the career change you need! I did this in my 40s and again in my 50s and work with many people who do the same.



IS FOR BE UNASHAMEDLY PROUD

of your strengths, skills and achievements!

Looking for an internal promotion?

Want a new role with another company?

Wish your manager would take more notice of the great things you do, and so give you more of what energises you?

Many people I've worked with feel uncomfortable about 'boasting'. And it's true, it can be an unattractive trait in some situations.

But – if you don't tell people about the great things you've done, how will they know? (Yes, your own manager should know, but not all managers are great leaders, sadly.)

Here's a simple way to talk about your great work:

- ✓ Describe the business problem you solved or opportunity you realised.
- ✓ Clearly state the action you took, including HOW you did it (your skills like collaboration, influencing, analysing, leading, etc).
- ✓ Confirm the result of your actions. The benefits to the business, its customers, its people.

When we talk about our achievements in this factual way it feels easier, and we can focus on feeling proud of our great work.





IS FOR VALUES

Is your career aligned with your values?

Some things I hear regularly:

'I have a successful career but it feels like I'm just making money for bosses and shareholders. I want to do something more meaningful.'

'I'm good at my job but it's not good for me.'

'There must be more to work, than this.'

Do you feel like this?

It's a sign that your career is not aligned with your values.

So what can you do about it?

In my blog I explore:

- 💡 How knowing your values helps you find a career that gives you a sense of purpose.
- 💡 How to understand what your values are.
- 💡 How to align your values with your behaviours.



Learn how to align your
career with your values



IS FOR WHAT MATTERS

Is your career aligned with what matters to you?

When it is, we can feel motivated, energised and happy in our work. When it isn't, we can feel drained, dissatisfied and even overwhelmed.

Here are some examples:

Collaboration really matters to you.

You're energised when you're working as part of a great team to achieve a common goal. BUT your company has a really competitive culture and you're finding it draining.

Family really matters to you.

You love spending time with your children, visiting your parents, feeling that sense of belonging and connection. BUT your job is demanding more from you, you're hardly ever at home and you're missing out.

Learning and growth really matter to you.

You love learning – whether it's technical knowledge or personal insight, you gain energy from developing yourself and it's helped your career growth too. BUT you've plateaued in your career. Opportunities to learn and grow are becoming fewer. You're feeling restless.

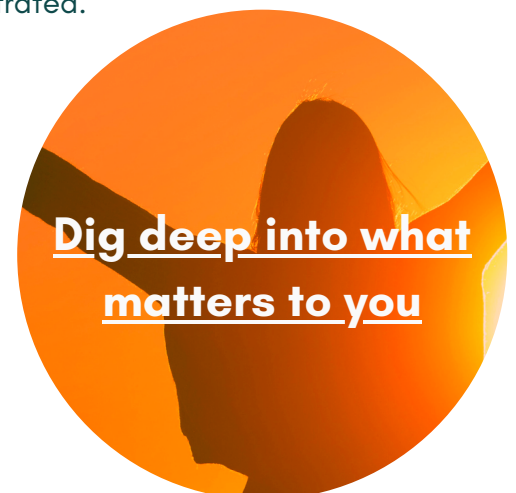
Freedom really matters to you.

Freedom to innovate, to make your own decisions, to seek out work that energises you. BUT a new leadership team is stifling this. You're expected to conform, follow their rules, stick to a fixed plan. You're becoming increasingly bored and frustrated.

Does any of this sound familiar?

Is it time for a change?

My blog will help you explore what really matters to you.





IS FOR X-FACTOR

Finding a new role can be like an audition.

First, your application (CV) needs to show the hiring manager you have the talent they need, so they want to see you perform (in an interview).

Then you have to show them you have the potential to be a star – the best person for their job.

How do you do this?

💡 Your CV / application must showcase your talent. Convince them you have what they're looking for so they invite you to perform.

💡 Your performance must give them the feeling of excitement that you're the star they've been looking for. They want to be certain that offering you the part will elevate their team / organisation to achieve great things.

How do you do this?

Showcase your strengths, skills and achievements in your CVs and your interviews:

✅ Tell them about the business problems you've solved and the opportunities you've realised.

✅ Tell them what you did and HOW you did it. Let them know about your strengths and skills like collaboration, influencing, analysing, leading, etc

✅ Tell them the result of your actions. The benefits to the business, its customers, its people.

When you can show how your strengths, skills and achievements will benefit the hiring manager, you're sure to get through to the final and win the part 🌟👏



IS FOR YOU

What do YOU want?

What matters to YOU?

Many people I work with have had 'a successful career'. They've enjoyed their work. They've achieved promotions. They've made friends from colleagues.

And then 'one day'...

They realise this career doesn't give them a sense of fulfilment.

They realise they had no career plan but just 'drifted along' responding to what was in front of them.

They realise the things they used to be passionate about have become buried.

They start to wonder 'Is this it until I retire?'

Is this YOU?

Or maybe you're earlier in your career and reading this is prompting you to think 'I don't want that to be me'? 🧡

Is it time to start thinking about what you want from your career?

My blog can help you discover what you want to do.

[How to change your career when you don't know what you want to do](#)





IS FOR ZERO

Are you dreaming of making a change in your career?

What career change are you dreaming of?

Promotion?

Same job, different organisation?

Same organisation, different job?

Finding something more fulfilling?

Working fewer hours?

Escaping corporate BS?

Sadly, there's a big, fat ZERO chance of anything changing if you do nothing but dream about it 🤔

Harsh but true.

💡 Every change takes some work.

From gaining clarity about what you want through to making it happen, you need to be proactively in control of your career change.

'Where do I start?' is the question I most often hear.

I have lots of free resources to get you started.



WHAT'S NEXT?

If you've found this free download helpful, it'll be fabulous if you let others know so it can help them too! Here's how:



Leave a **Google Review**



Leave a **LinkedIn Recommendation**

Or **send me a message!**

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This is career change success coaching that enables you to make the change you dream of in your career.

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