



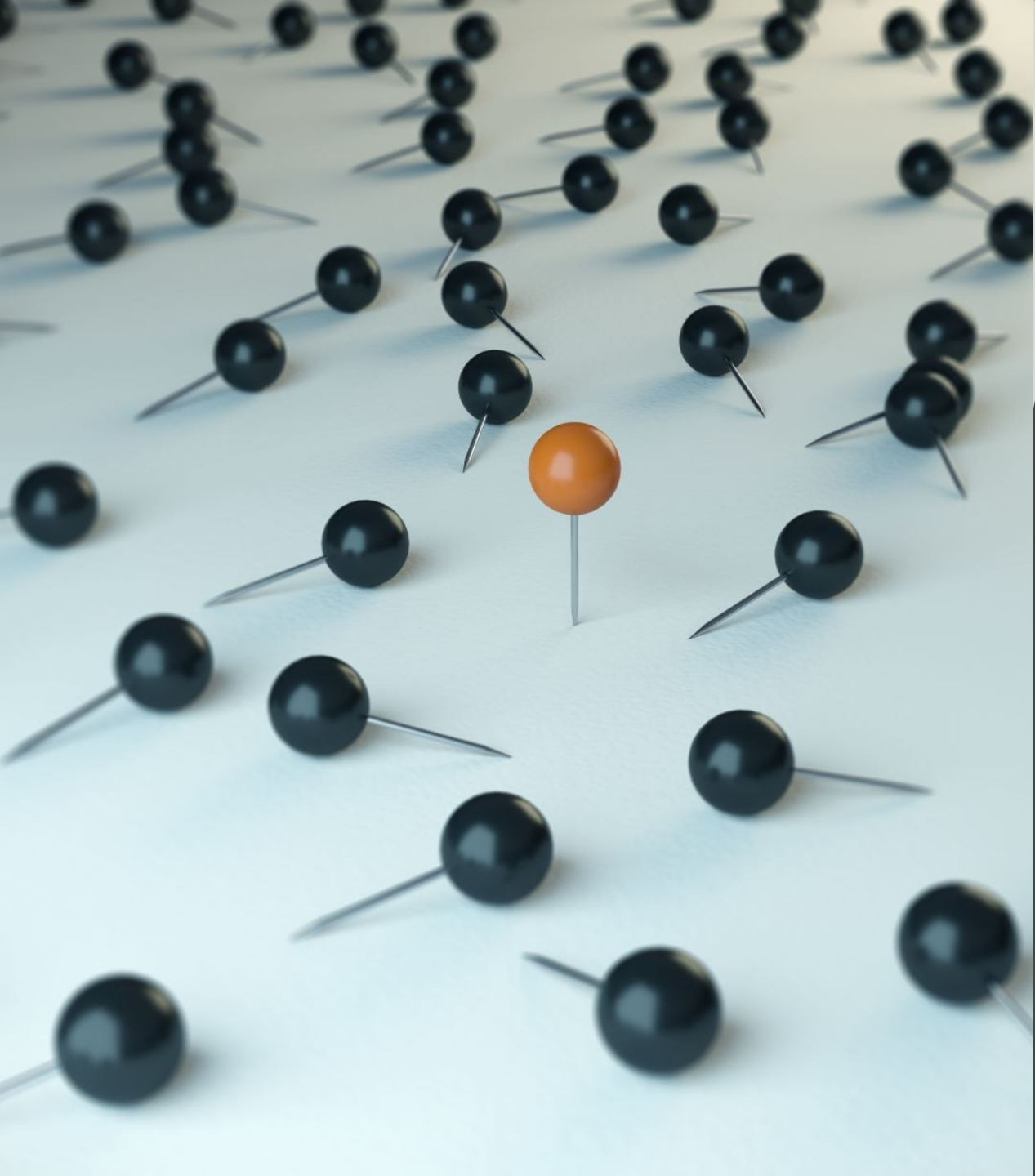
Find Your Career Passion to Create Your Career Brand!

Shira Lotzar

Career Brand Coach & Recruiter

Purposeful Hire

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Why do so many people want to change careers?

Because most employers
pigeonhole you into work
you're competent at
doing...

**but are not necessarily
passionate about.**



So how can you transform your paycheck into a career you love?

By aligning
your career
goals with an
employer's
business goals.





How do you want to make a bigger impact through your work?

What superpowers can you offer?

What transferable functional skills can you repurpose?

How can reposition your brand (resume and LinkedIn) to maximize job fulfillment while minimizing an employer's risk?





Making a Bigger Impact

What problems do you love to solve?

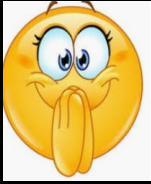
What societal challenges
keep you up at night?

If you didn't have to earn a living,
what would you do?



Passiontivity

Discover Your Superpowers!



Professional Development

High Engagement

High Motivation

Want to

Need to

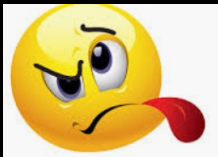
Low Skill

High Skill

Disengagement

Stop-Gap Work

Low Motivation



Repurposing Your Transferable Skills



“ING” skill

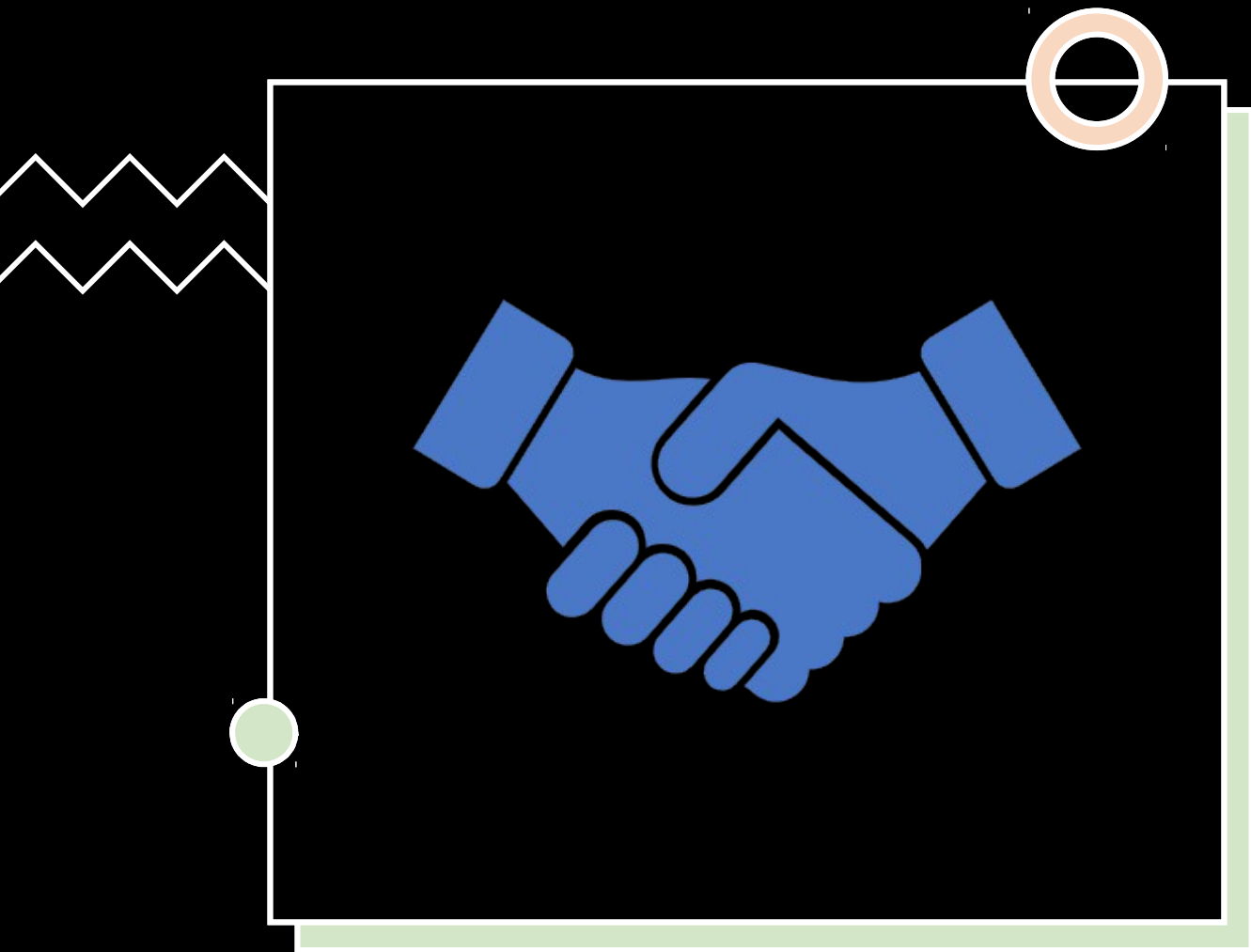
A skill you enjoy (eg. writing)

“ER” profession

A profession (eg. writer)

COMMUNITY

An industry, mission or sector whose problems you know well



Repositionin g Your Brand to Minimize Employer Risk





Highlight Your Transferable Functional Skills in Your Resume

Career Changer #1

“I no longer enjoy
government
relations but don't
know what I want
to do next.”

JANE SMITH, CAE

703.555-1212 (m) ♦ janesmith@gmail.com

OPERATIONS-MINDED ASSOCIATION LEADER

STRATEGIC EXECUTION | PROCESS IMPROVEMENT | REVENUE GENERATION

**Cross-Functional Communication | Event Marketing | Vendor Management
Technology Modernization | Team Leadership | Next Generation Engagement | Legislative Advocacy**

PROFESSIONAL HIGHLIGHTS

ABC ASSOCIATION

2006 – Present

Associate Director, Public Policy (2012 - present)

Manager, Public Policy (2006 - 2012)

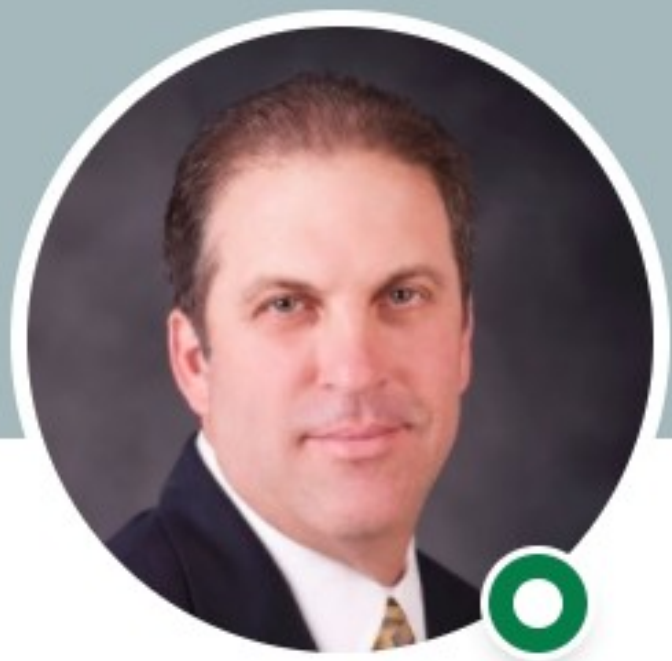
- ❖ **Technology Modernization.** Initiated upgrading of outdated software by exploring transition to two new PAC and advocacy technology vendors. Directed RFP process and creatively negotiated barter arrangement with one company which resulted in enhanced advocacy campaign efforts, saving staff time, and engaging this vendor as a membership brand champion.
- ❖ **Staff Development.** Empowered two early career department members by providing career advancement mentoring. Encouraged skill development, external networking, and strategic input into program initiatives. Instrumental in the rapid promotion of one staff member from Manager to Senior Director in six-year period.
- ❖ **Budget Management | Fundraising.** Solely responsible for forecasting and administration for \$1M budget including resource allocation and program projections. Identify opportunities for cost cutting while maintaining high quality services. Leverage internal resources for cost-sharing and cross-partnership.
- ❖ **Process Improvement.** Consistent generator of new initiatives to streamline operations and maximize staff resources using creative technology solutions. Notable example: repurposed underutilized technology to create searchable database of staff functions, which would effectively triage customer service call center requests and upgrade member experience.



Craft a Compelling LinkedIn
Brand (Headline and “About”
Section) Showcasing Your
Career Passion and
Transferable Skills

Career Changer #2

“I’ve been a mortgage banker for 25 years and I’m ready to get out!”



Steve Pohoryles · 1st

Regenerative Medicine Brand Ambassador: Promoting alternative therapies that help orthopedic injuries heal faster.

About

I know what it's like to live with debilitating pain, and have great empathy for those who do.

During my recovery from a severe back injury, I realized that traditional treatments can take years to provide relief. Though I eventually recuperated, I wish I knew then of an easier path to help me heal faster.

Thankfully, I discovered that regenerative procedures such as PRP, Platelet Lysate, stem cell treatments, and prolotherapy offer people the opportunity to shorten their rehabilitation period by using their own body tissue to help heal injuries naturally. The benefit of regenerative therapies are cumulative, so they have a better chance to avoid surgery.

Now my passion is to let the world know that it's possible to live a pain-free life.

WHY AM I MAKING THIS CAREER SHIFT?

When I was in the mortgage business, I helped my clients realize their dream of home ownership. While I enjoyed this vocation for 25 years, now my desire is to help people realize a new dream – the possibility of faster healing.

Most doctors who provide these treatments could benefit from having a “boots on the ground” brand ambassador to educate people about their life-changing therapies. I believe that as doctors continue to see positive patient outcomes, insurance companies will begin to recognize the benefit of making these procedures more affordable. I look forward to the day when everyone can have access to these alternative forms of pain relief.

ABOUT MY SALES APPROACH:

- ◆ I relate to people with professionalism, honesty, and integrity.
- ◆ I place my client's needs above my personal gain.
- ◆ I listen more than I speak.
- ◆ I build relationships that inspire people to refer others my way.
- ◆ I treat every person like they matter. Because they do.

CONNECT WITH ME IF:

- ✓ Your medical practice could benefit from someone to promote the good work you're doing.
- ✓ You're living with orthopedic pain and want to be referred to someone who can help.

You can reach me at stevepoho@gmail.com

Homework to Recraft Your Career Brand



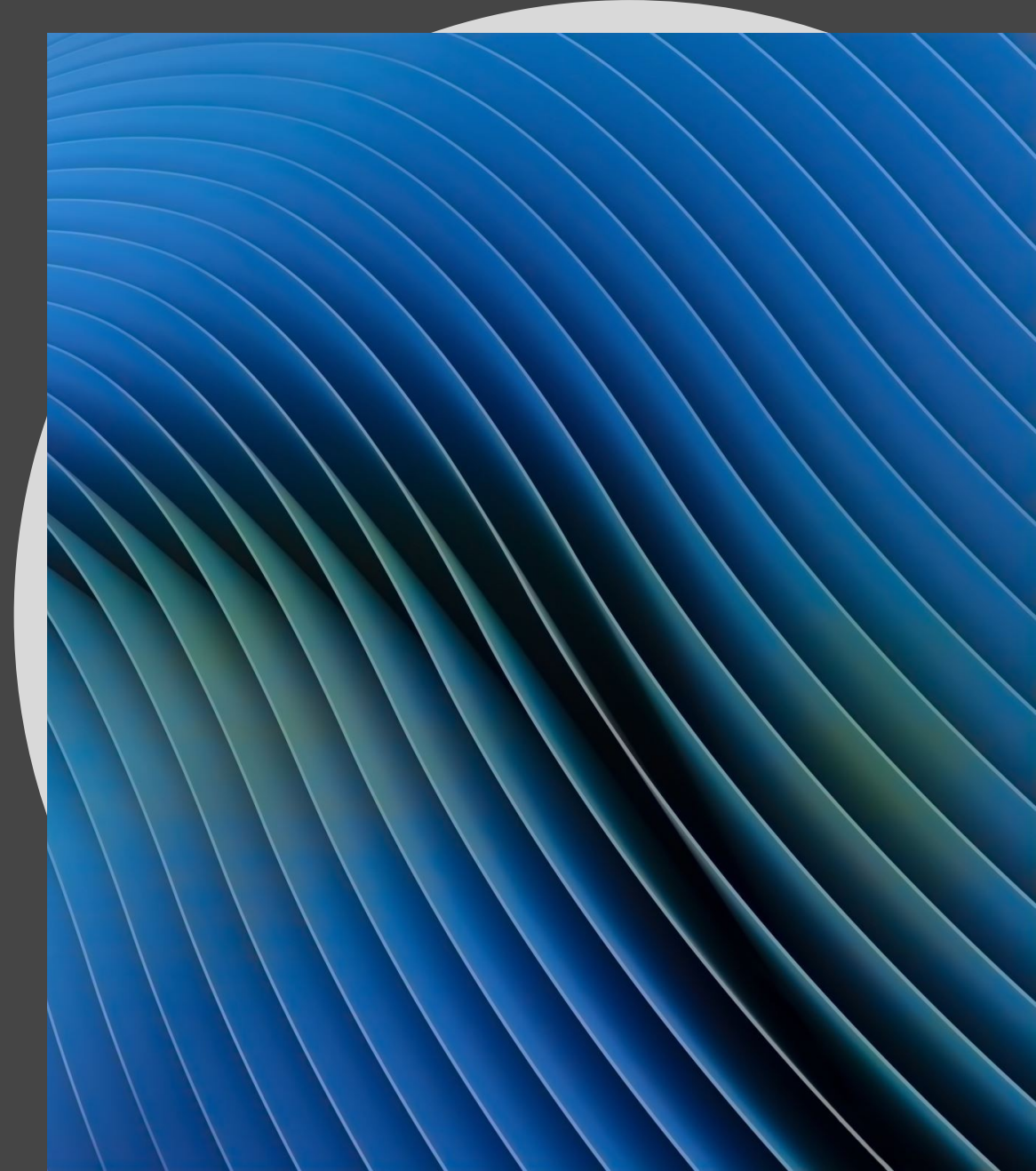
What is your career passion?



What transferable *functional* skills can you repurpose in your resume?



What compelling narrative can you create in your LinkedIn "About" section?





Questions?



Let's Connect!



Shira Lotzar

Career Rebranding
(Resume and LinkedIn
Profile Writing)



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