



HOW
SMART PROFESSIONALS
CHANGE CAREERS
AND SEIZE SUCCESS

SWITCHERS



DAWN GRAHAM

HOST OF CAREER TALK ON SIRIUS XM RADIO

MARKET TRENDS

- 14%
- 52%
- 64%



		DEGREE OF DIFFICULTY	
		FUNCTIONAL SKILLS	
E X P E R I E N C E	3. Very Challenging		1. Least Challenging
	“Single Switcher – Function” No – Functional Skills Yes – Industry Experience		“No Switch - Career Enhancers” Yes – Functional Skills Yes – Industry Experience
	4. Extremely Challenging		2. Moderately Challenging
	“Doubled Switcher – Function & Industry” No – Functional Skills No – Industry Experience		“Single Switcher – Industry” Yes – Functional Skills No – Industry Experience

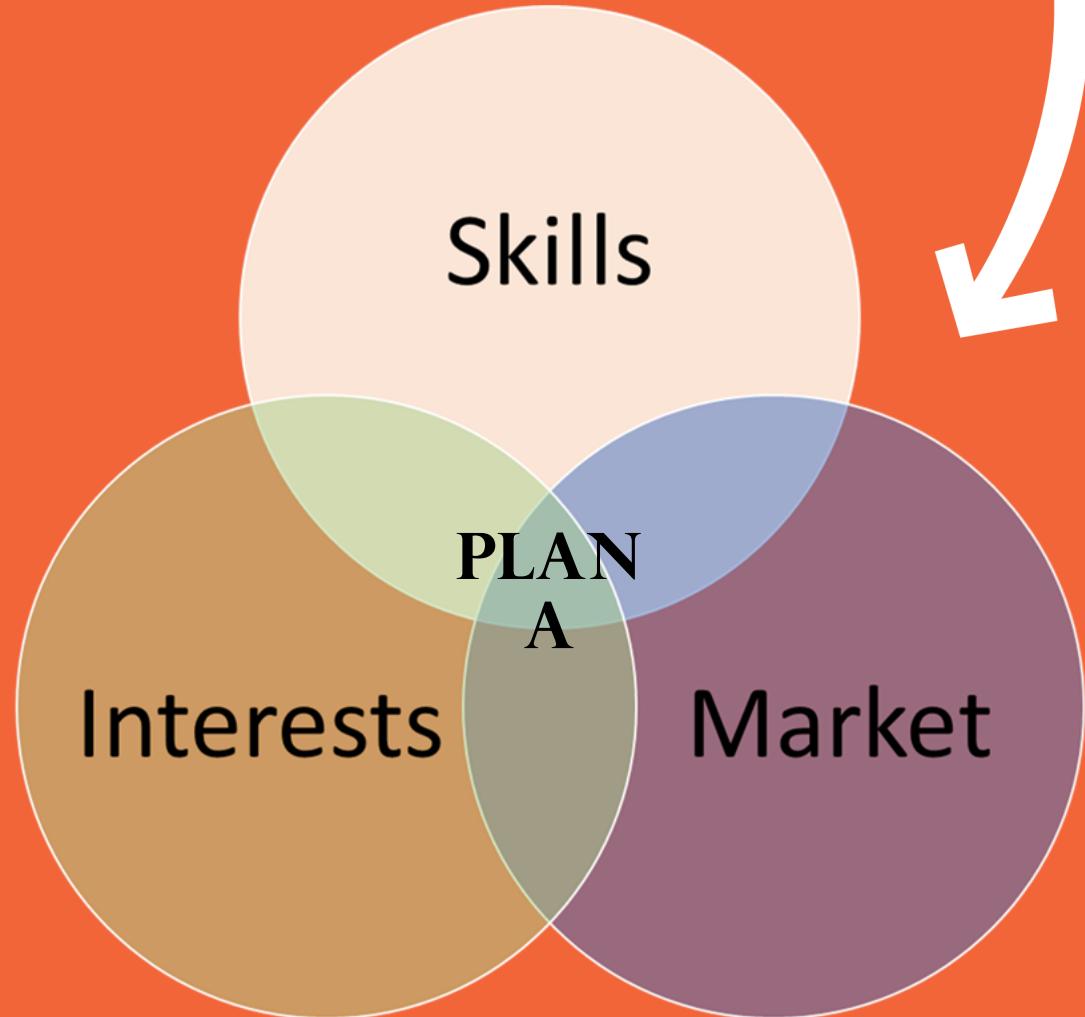
THE DOUBLE- SWITCH



THE PSYCHOLOGY OF THE JOB SEARCH



COMMIT
100%
TO YOUR
SWITCH!





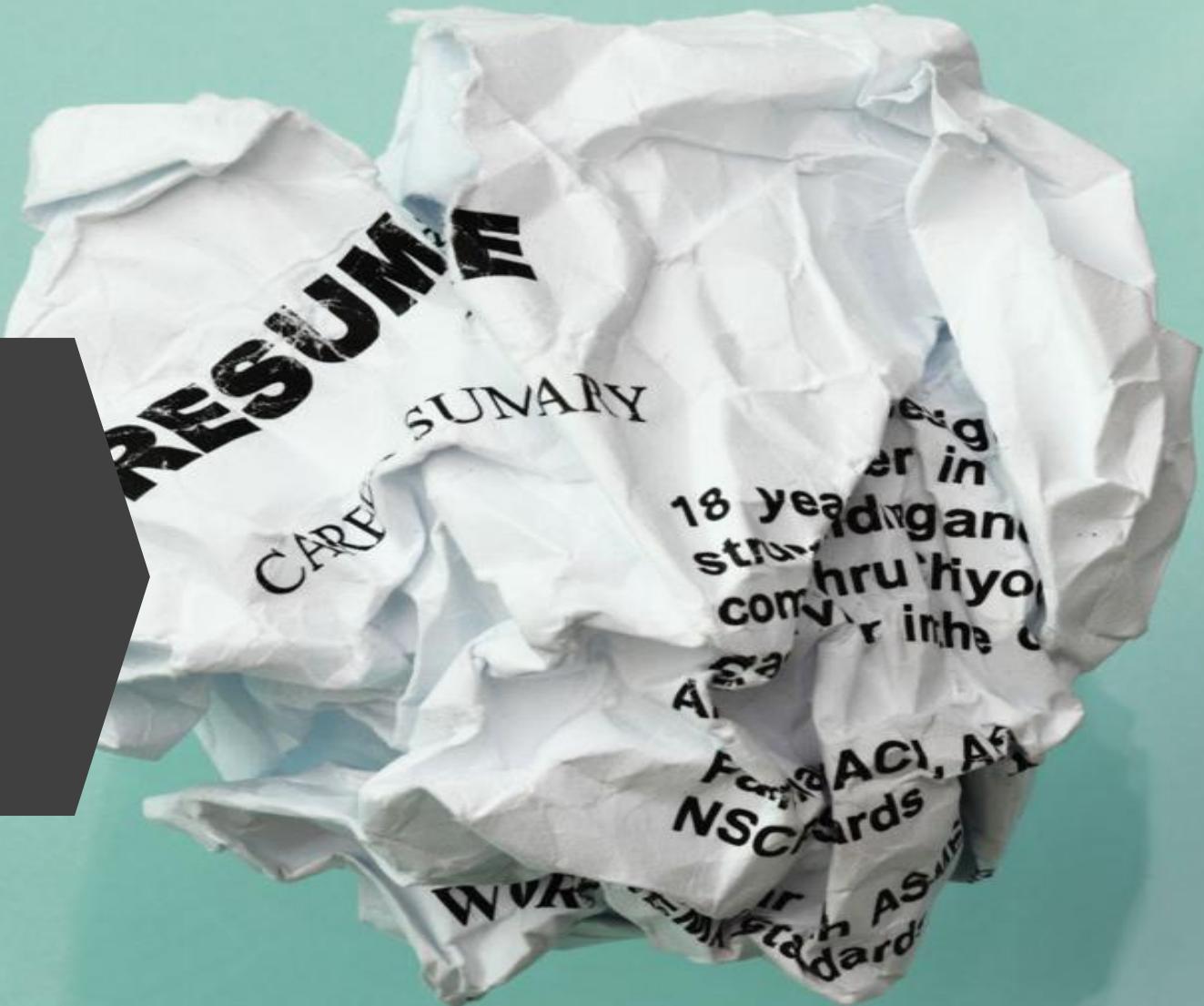
CREATE
AMBASSADORS

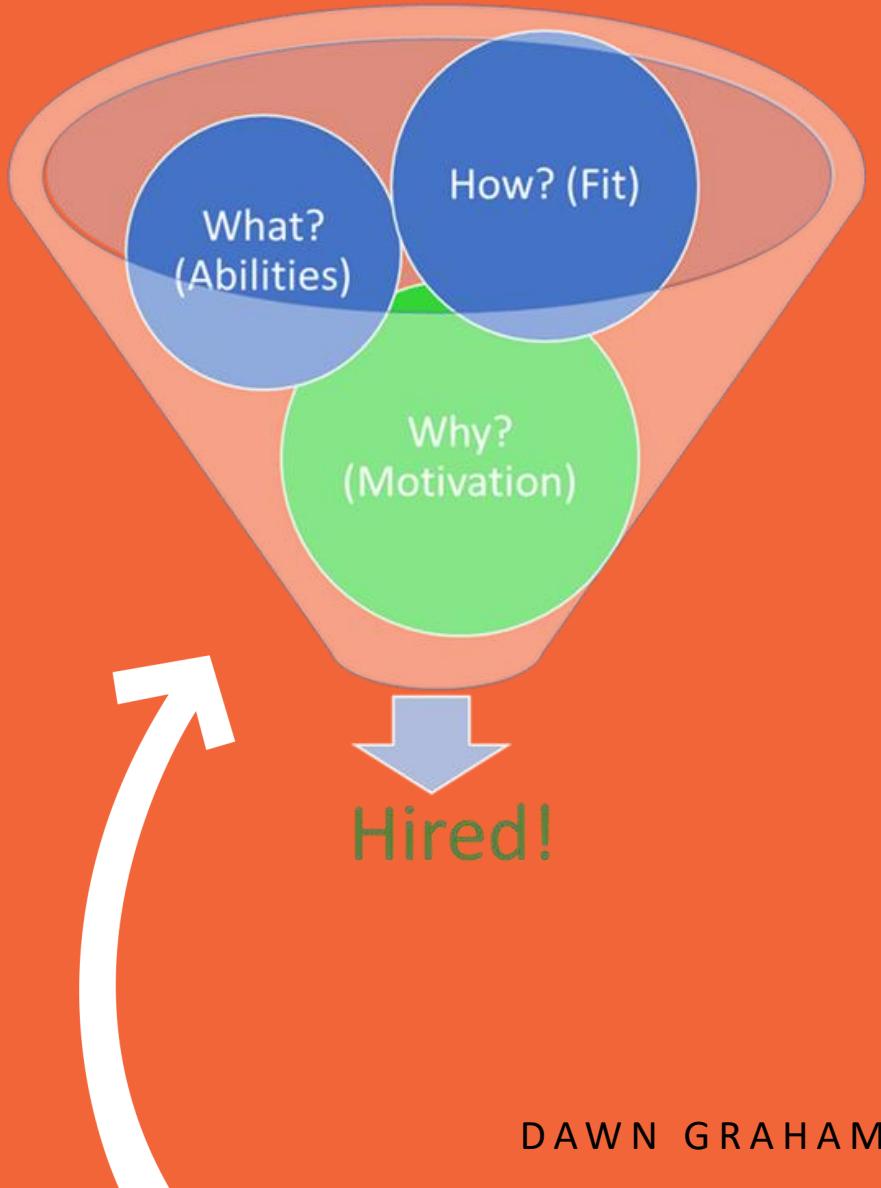
BRANDS
BUILD
TRUST



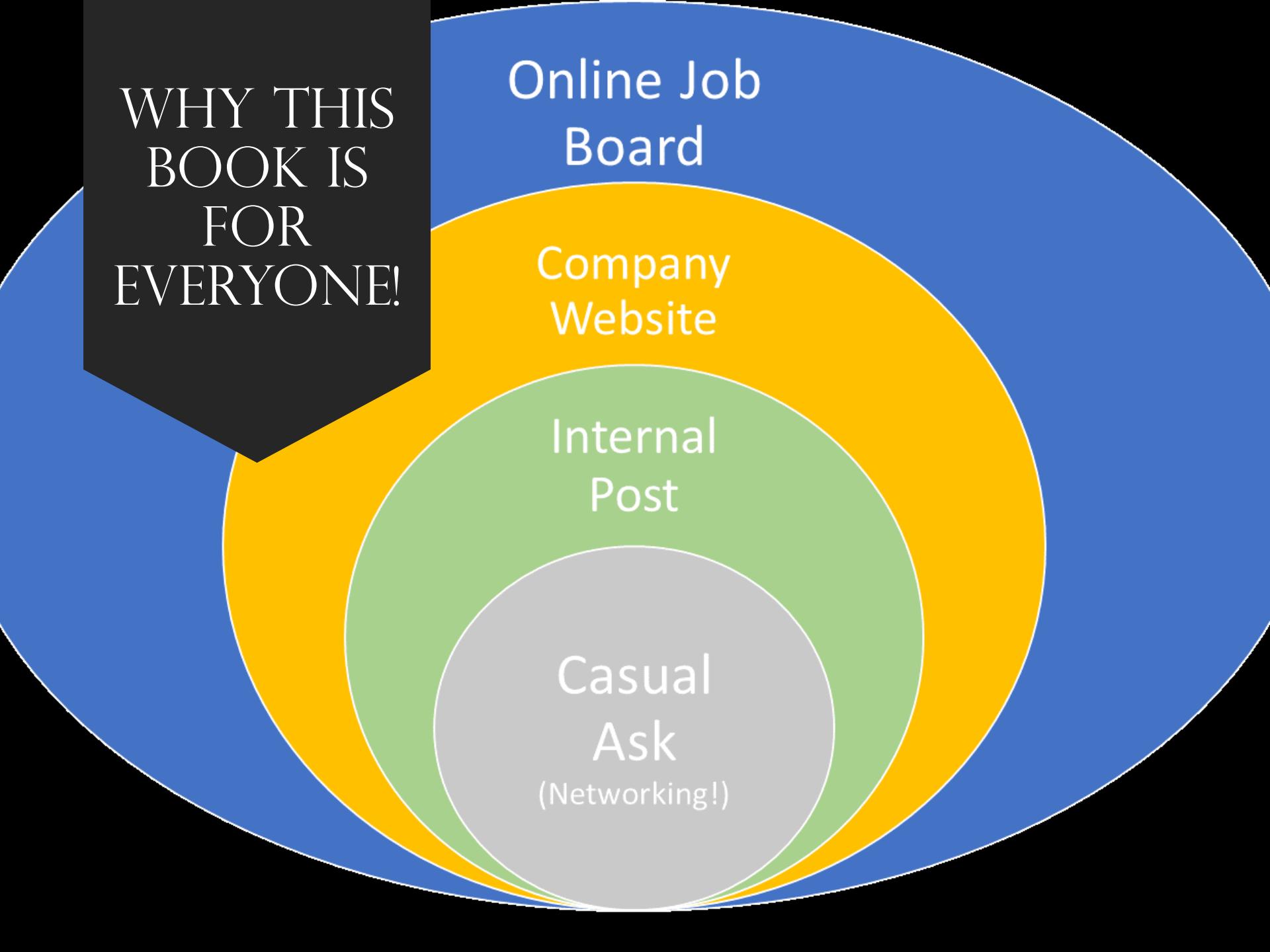
DAWN GRAHAM | SWITCHERS

JOB SWITCH KILLERS





HOW TO CRUSH THE INTERVIEW



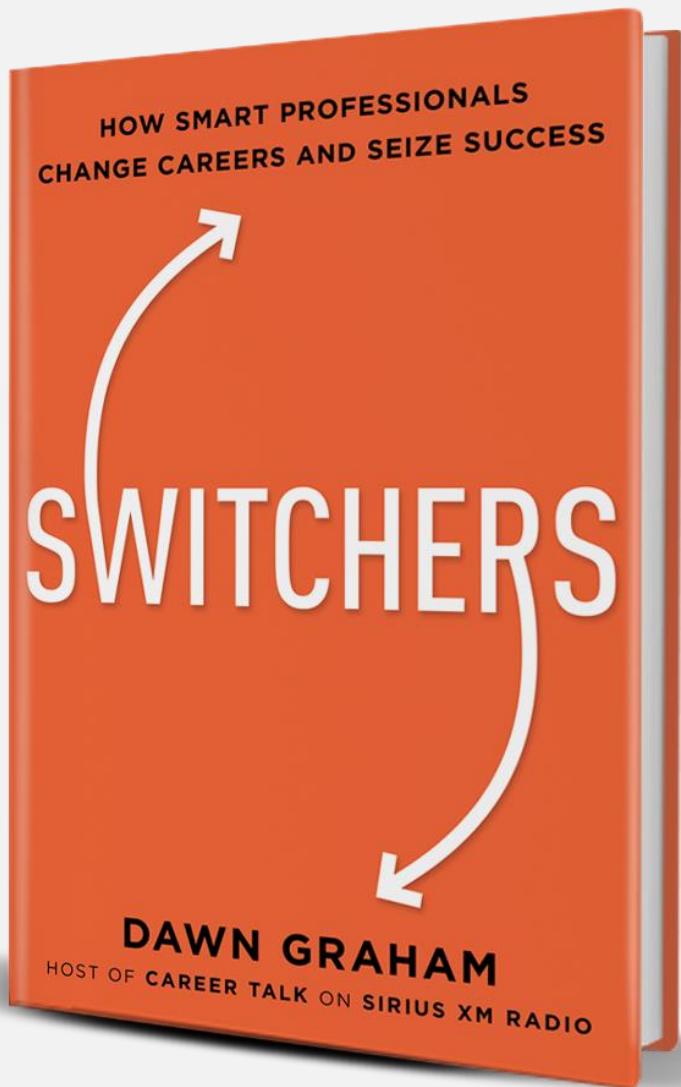
WHY THIS
BOOK IS
FOR
EVERYONE!

Online Job
Board

Company
Website

Internal
Post

Casual
Ask
(Networking!)



THANK YOU!

For more great job search tips:

- Purchase *Switchers* on [Amazon](#) or from other great booksellers.
- Sign up for my free blog: www.DrDawnOnCareers.com
- Check out “**Career Talk**” on SiriusXM radio (111) or catch the podcast replays on [GooglePlay](#) or [iTunes](#).
- Follow me on Twitter [@DrDawnGraham](#)