

**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	
	<p>“Single Switcher – Function”</p> <p>No – Functional Skills Yes – Industry Experience</p>	<p>“No Switch - Career Enhancers”</p> <p>Yes – Functional Skills Yes – Industry Experience</p>	
	4. Extremely Challenging	2. Moderately Challenging	
	<p>“Doubled Switcher – Function & Industry”</p> <p>No – Functional Skills No – Industry Experience</p>	<p>“Single Switcher – Industry”</p> <p>Yes – Functional Skills No – Industry Experience</p>	

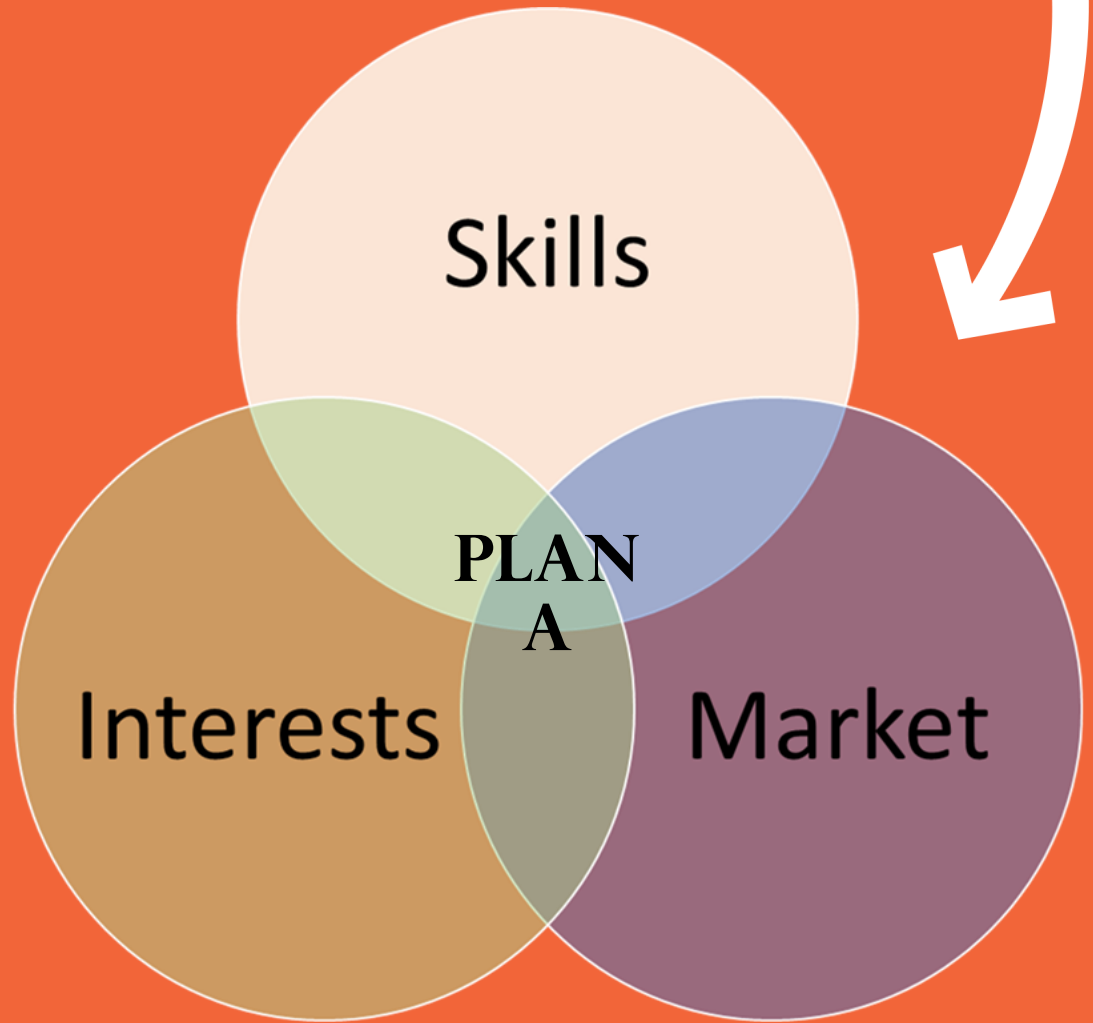
THE DOUBLE- SWITCH



THE PSYCHOLOGY OF THE JOB SEARCH



COMMIT
100%
TO YOUR
SWITCH!



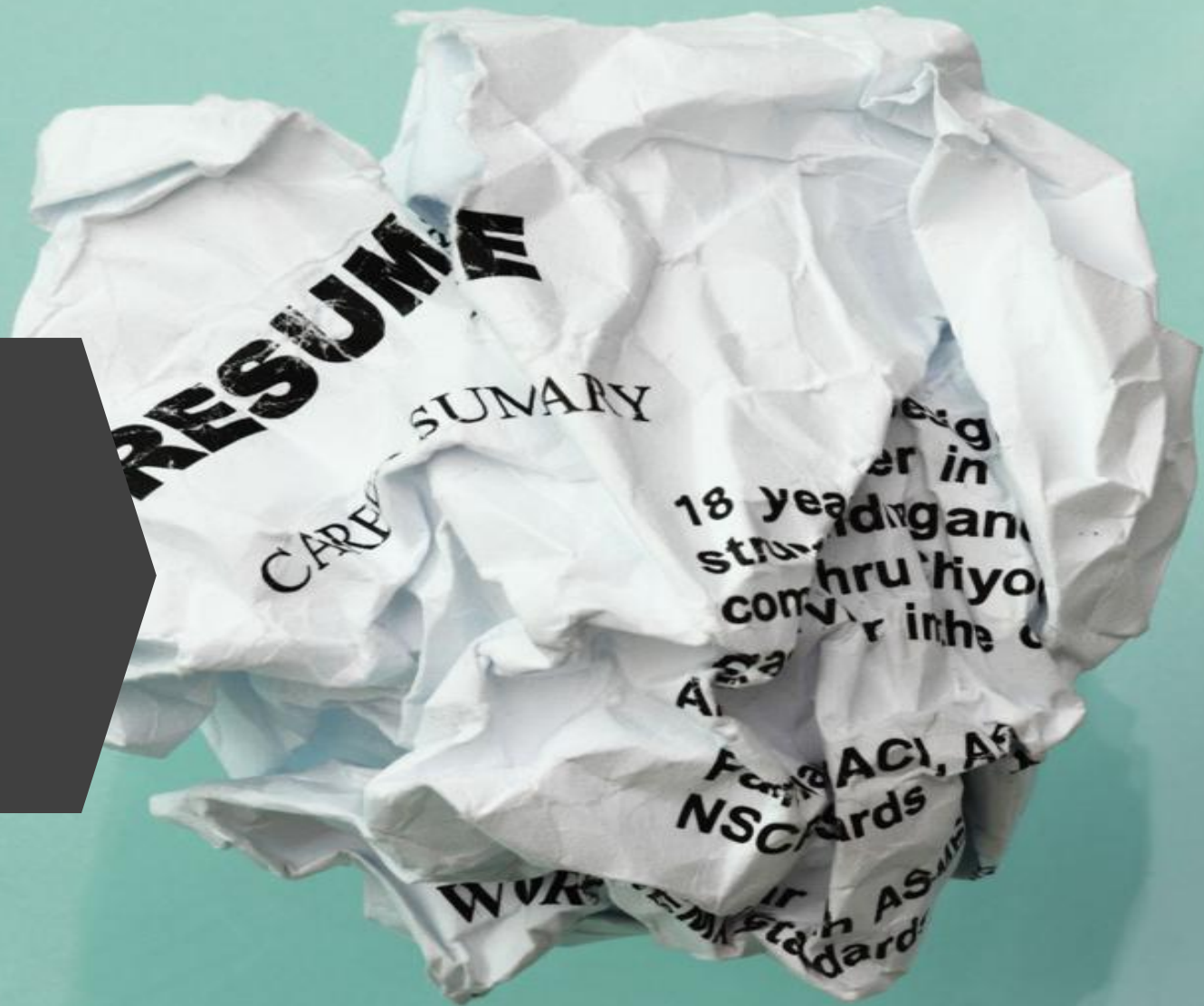


CREATE
AMBASSADORS

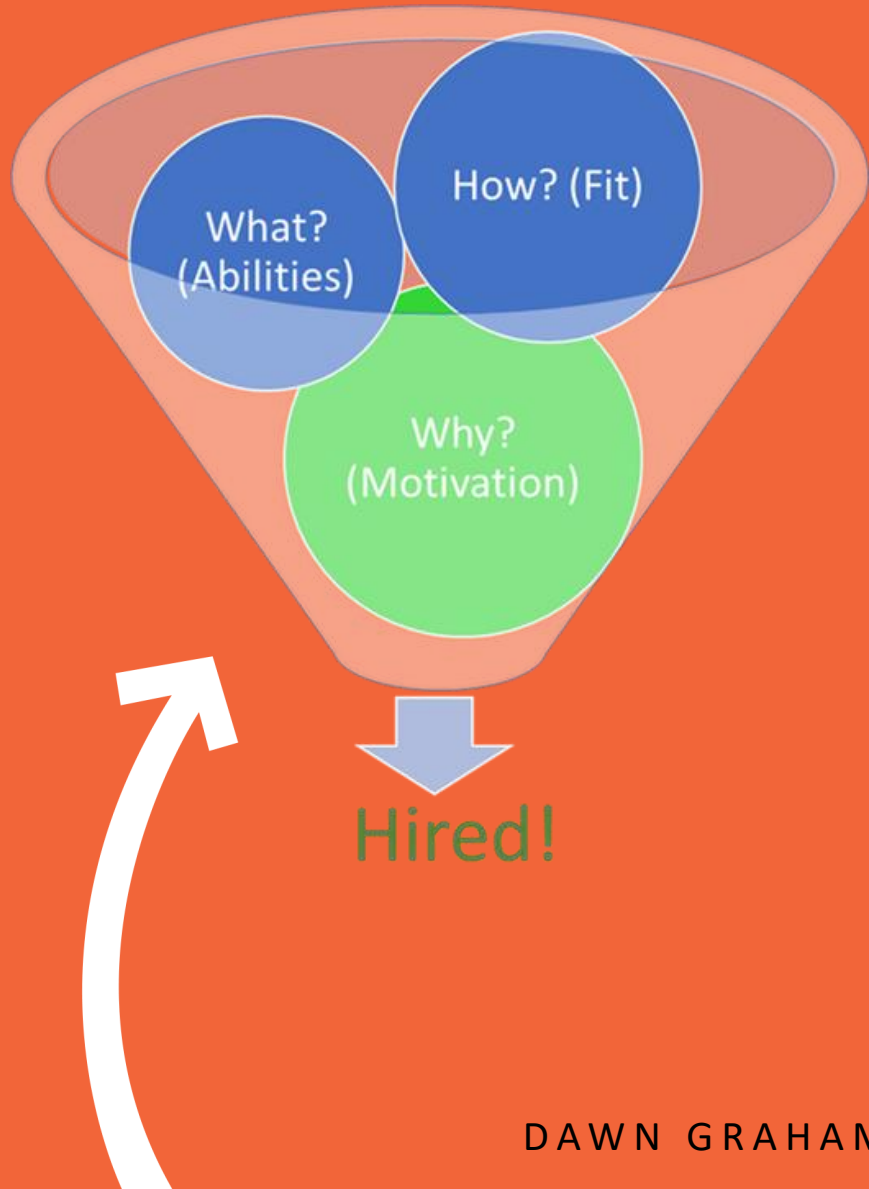
BRANDS
BUILD
TRUST



JOB SWITCH KILLERS



HOW TO CRUSH THE INTERVIEW



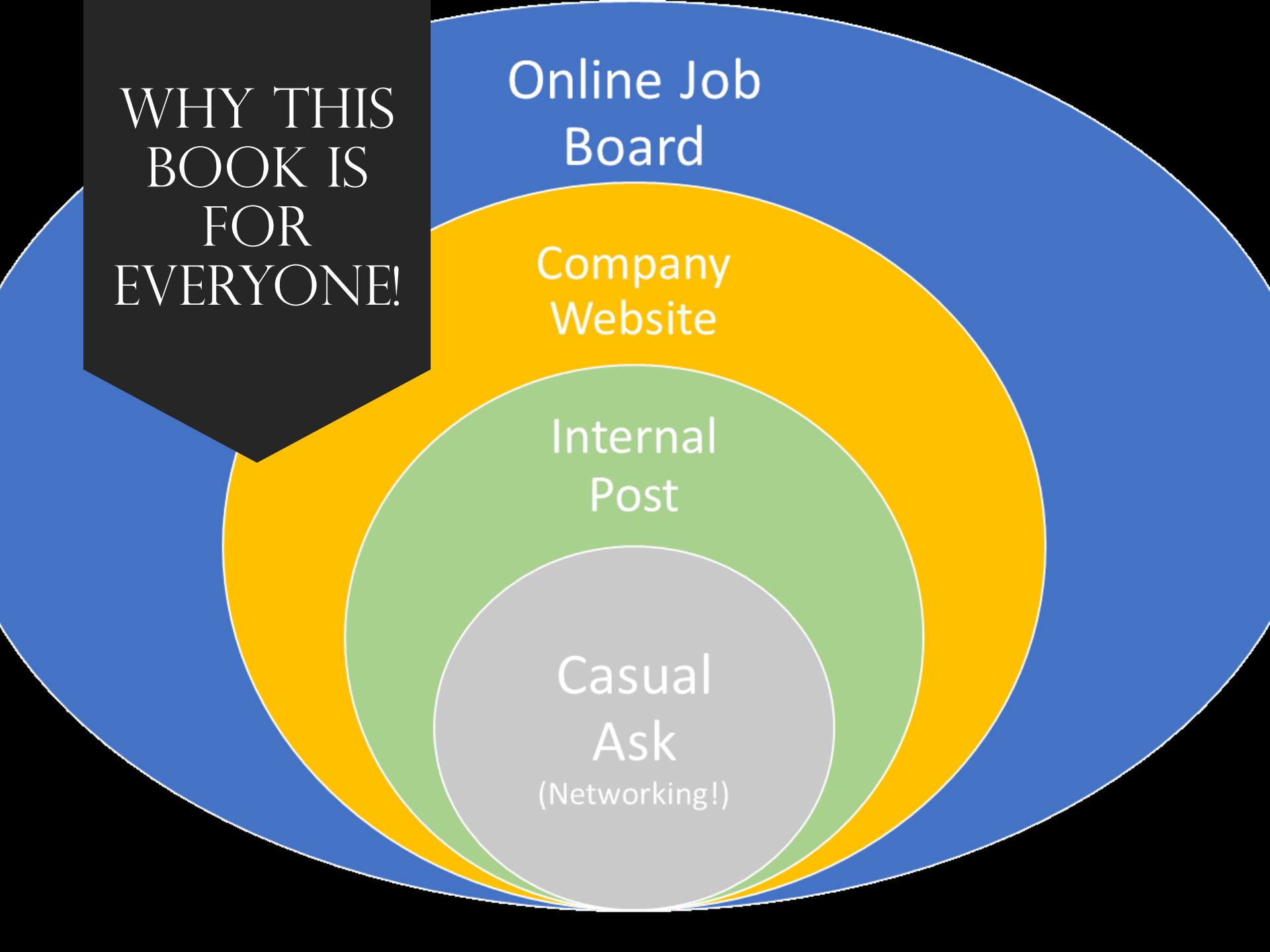
WHY THIS
BOOK IS
FOR
EVERYONE!

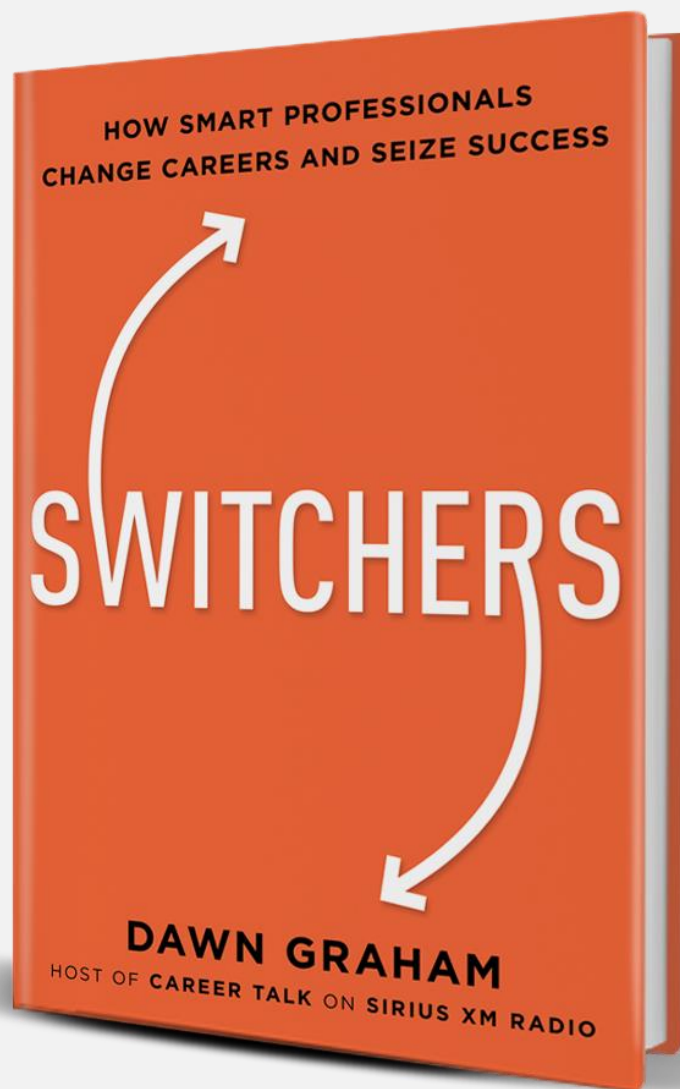
Online Job
Board

Company
Website

Internal
Post

Casual
Ask
(Networking!)





THANK YOU!

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