

## **Women Connect4Good, Inc. Newsletter – June, 2022**

### **Covid and its Effect on Career Transition for Women**

By Virginia Russell

If you are a woman who left the job market during the pandemic or who is presently thinking of leaving, the following outline will take you step by step through the career transition process you will need to complete -- whether you decide to go back to the traditional workplace in a new or different position or start a business.

According to an analysis by the [National Women's Law Center](https://nwlc.org/) (<https://nwlc.org/>) of the latest U.S. Bureau of Labor Statistics report, 1.1 million women left the labor force from February 2020 to January 2022, representing approximately 63 percent of all jobs lost. Millions of women left the traditional job market to care for their children as schools and day care centers closed to prevent the spread of disease. Burnout from juggling all aspects of family life, including caring for sick family members, plus dissatisfaction with current practices of their employers, difficult bosses, and toxic work culture all influenced women to leave their jobs. These factors have caused women to think about transitioning to better paying positions and better work environments when they are ready to go back to working in a traditional setting.

Other factors are contributing to women's willingness to now take risks to start something on their own, such as freelancing, gig work or starting a business. The YOLO (you only live once) movement, the realization that traditional jobs are not necessarily more secure, the Affordable Care Act making it easier to get health insurance, and the easy mobility to connect via the internet are just a few examples.

The following steps will help you get started on your career transition.

## **Phase I - Start with Self-Assessment which takes Self Awareness**

### **1. Uncover your values both personal and generational (Boomer, X, Y, Z).**

Think about those which may have been passed down from parents, culture, school, religion, peers, and media.

Look at how you spend your time and what you spend money on for clues.

Make a list of 5 top values and prioritize them for your present situation.

### **2. Recognize your strengths and skills**

Become familiar with the skills that will be needed for the future of work. McKinsey & Co. published a comprehensive breakdown of these skills in a June 2021 article “Defining the skills citizens will need in the future world of work.”(<https://www.mckinsey.com/industries/public-and-social-sector/our-insights/defining-the-skills-citizens-will-need-in-the-future-world-of-work>). These were broken down into four categories: Cognitive, Interpersonal, Self Leadership, and Digital. You may already have or use some of these skills in your current workplace.

Identify skills you have from past experiences and positions.

Conduct a Personal 360-degree assessment of your strengths– with someone who knows you well.

Utilize some of the following formal assessments that I use in my coaching practice:

#### **Strengthsfinder**

(<https://www.gallup.com/cliftonstrengths/en/strengthsfinder.aspx>

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-- Comprehensively identifies your top five strengths.

#### **EI: Your Emotional Intelligence Quotient**

(<https://www.talentsmarteq.com/test/>)

– Accessible via a short assessment through Talentsmart.com.

## Enneagram

(<https://enneagramtest.net/>)

– Identifies your archetype personality and wing – Very popular with Millennials today.

## MBTI Global Assessment

(<https://www.themyersbriggs.com/en-US/Products-and-Services/MBTI-Global-Version>)

– Indicates your work style and areas for development

3. **Set goals** – Figure out SMART goals (specific, measurable, achievable, relevant, and timely). Create a vision statement.
4. **Research potential new fields and businesses** - Interview entrepreneurs or people working in those areas. For traditional workplaces check out advertised positions on websites like Indeed.com to understand the requirements of your target position.
5. **Uncover what's holding you back** - What is your blind spot, your barriers (both individual and those attributed traditionally to women, i.e., fear of risk taking, getting promoted, being a perfectionist, expressing negative self talk, feeling fraud syndrome).
6. **Figure out how to make change** – Get help through support groups like Women Connect4Good or through a professional women's organization for your targeted industry. Take courses in your desired area of interest.
7. **Find someone to hold you accountable** – Find a coach, mentor, or professional in your targeted industry.

## Phase 2 - Marketing Yourself

- Put together a branding statement using what you identified in Self-Assessment for your resume, LinkedIn profile, and networking activities.
- Network at alumni organizations, women's professional associations, and social organizations.

- Identify positions – from LinkedIn, Indeed.com, Ladders, etc.
- Write a targeted cover letter for each specific position to which you are applying.
- Practice interviewing skills.
- Practice negotiating for salary and benefits.

If you would like to go into more depth on these steps, you can purchase ***“Stand Out A Woman’s Guide to Creating Your Personal Brand for Today’s Job Market”*** on Amazon at <https://www.amazon.com/dp/0578308363>. You can also contact me at: [vrussell@russellconsultingintl.com](mailto:vrussell@russellconsultingintl.com) or at [www.linkedin.com/in/virginiarussell](http://www.linkedin.com/in/virginiarussell).