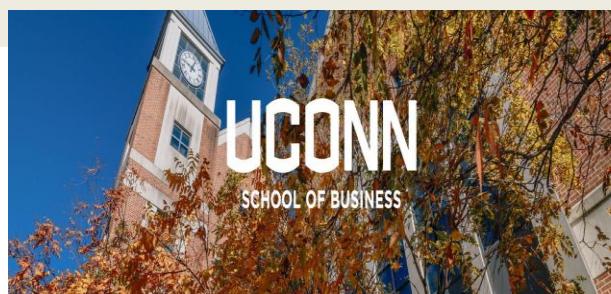


BUSINESS CAREER ARTICLE

TOPIC: CAREER PIVOT

“CAREER IS A SELF-IMPROVING PROCESS”

[\(READ ON TO LEARN MORE\)](#)



UConn School of Business, Storrs CT

UConn Business Career Center Journal

BY: MIK R. MATWIEJCZUK

Are you deciding on your next career move, or trying to find your first opportunity? It is a real struggle but part of being successful in your search is having a strong mindset and taking care of yourself first. Searching for that perfect career opportunity, or that career dream job might feel miles away and even as difficult as climbing over Mount Everest but you can't get over the mountain until you put yourself first. This is a reality check and remembering to work on self-improving always. Because part of finding the next venture has to deal with having a strong positive outlook and always taking care of you first. Let's face it, we are all in this together but how can you separate yourself from the competition during this time? Simply always remember to stick to the basics and enhance your efforts, and don't give up.



Did you know? Regional campuses have full access to Business School Career Consultants as they support students at the Stamford, Waterbury, Hartford, and Avery Point Campuses.



University of Connecticut, School of Business (Waterbury Campus)

Career Power Moves Start with You...

JULY 5TH 2020

Those that succeed in the search process during this time never give up the search, and are focused on qualitative and quantitative search processes. That means not applying to 3 to 5 jobs every couple of weeks nor 75 to 100+ jobs. You need to focus on 3 to 5 jobs each day, and never forgetting to tailor your documents to the employers needs as much as your needs. As you may have heard the famous statement by former President Kennedy, “Ask not what your Country can do for you, Ask what you can do for your Country.” So consider your future employer’s needs, what skills do they need now that are most crucial to their business today? What do you have to offer and are you marketing that message effectively?

According to the online article titled [“Career Pivots and Power Moves In The Present Pandemic”](#) written by Laura Youngkin from Forbes.com (Forbes Women) Youngkin interviewed CEO Lauren McGoodwin and she stated that career is “Self-improving but never self-evolving and we’d be smart to re-align our goals with intrinsic values versus extrinsic ones. We need to learn how to make *Power Moves* our mindset. The dream job isn’t out there; it’s on us to make the most of every opportunity at each phase of our careers.” McGoodwin went on to say, “No Need to focus on dream jobs, now it’s time to focus on how to pivot during and after the crisis, especially for folks whose industries will be slower to recover like mine. So how do you make a plan, a mental road map, or a power move during a pandemic?” (Youngkin,Forbes.com)

Always remember to start with taking care of self and search in the market where employers are seeking your current skills and know geographic market demand. If you have additional career questions simply seek the advice of your Business School Career Office on current market trends and career opportunities. Just as sailing and navigating your way through a storm isn’t easy, you always have a career helpline and seek the advice of career experts at UConn Business School. Start there, and finish with a positive search towards your career. Email the Career Office at Recruit@businss.uconn.edu

Youngkin, Laura. “Career Pivots And Power Moves In The Present Pandemic.” *Forbes*, Forbes Magazine, 19 May 2020, www.forbes.com/sites/laurayoungkin/2020/05/19/career-pivots-and-power-moves-in-the-present-pandemic/#5ab6ad8f7ab3.