

Pivot With Purpose



Exploring your options and navigating different professional pathways

- Assessing your options
- Important things to consider
- Tips for taking the next step
- DU scholarships for federal workers

Before You Begin

Start with a self-assessment of your values, interests, skills and strengths. This exercise will help you determine which next steps may be right for you. Below are examples of free tools and resources that can help you in this step.

Values

[Life Values Inventory](#)

[Career OneStop Work Values Matcher](#)

Interests

[Career OneStop Interest Assessment](#)

[My Colorado Journey](#)

Skills

[Career OneStop Skills Matcher](#)

Strengths

[9 Free Strengths Assessments](#)

AI Do's and Don'ts

AI tools such as ChatGPT can be great resources during a professional pivot.

Ask AI to:

- Analyze job postings and vacancy announcements and identify key knowledge areas, skills, abilities, and experience an employer is looking for
- Crawl your resume or LinkedIn profile and provide tips on how to present yourself as an ideal candidate for a new position or educational opportunity
- Ask for suggestions on what fields or industries may match skills on your resume

Don't ask AI to:

- Write your cover letter for you

While an AI draft can be a great place to start, your cover letter is an opportunity to showcase your personal style. Anything generated by AI should be thoroughly proofread and edited for accuracy, relevance and personalization.

Traditional Job Search: Pursuing a New Job in Your Current Field

Once you've assessed your values, interests, skills and strengths, you may decide you want to pursue a new job in your current field.

Leveraging LinkedIn

Make sure your LinkedIn profile is up to date and contains a headshot, headline and custom about section. Once your LinkedIn is updated, it's time to expand your network, start applying for jobs and get active on the platform. The LinkedIn algorithm prioritizes active users and commenters in its search results.

When applying for jobs, tailor every application to the posting. Apply for jobs you feel confident you can do and that you have genuine interest in. Use your cover letter to communicate your interest and relevant experience, and be patient—the right opportunity will come along.

Career Pivot: Applying Your Existing Skills in a New Industry

Your self-assessment may lead to you to a new field or industry where you can apply your previous skills and experience.

Branding Yourself for a New Career

Expand your network to discover what new industries may be a good fit for you. A “scavenger hunt” on LinkedIn is a great place to start: What have people in these fields done before? What have they focused on since? Where is the industry headed?

After deciding on one or more fields to focus on, take note of skills commonly sought in job postings to demonstrate how your experience in a different industry adds value. Discuss your career change explicitly in your cover letter and be prepared to address interview questions about your interests and experience.

Skilling Up: Pursuing Additional Education and Certifications

If a career pivot would require new skills, or you'd like to try a new field before committing to a job, there are a number of options ranging in cost and commitment.

Volunteering is a great low-commitment option for trying out a new field. It can help you get training and mentoring, build your network, and prove your interest to hiring managers.

Non-credential courses are offered through many online platforms, or in a more formal college setting. Depending on the industry, coursework or certification may be enough to get your foot in the door.

New credentials like an advanced degree or graduate certificate are a great way to get additional knowledge and hands-on experience. Scholarships and grants are often available, and many employers have partnerships with educational institutions.

Scholarships and Resources for Federal Workers

DU is proud to offer a **\$1,000 scholarship and \$0 application fee** to those currently in or transitioning out of U.S. federal service. Select colleges are offering additional scholarships, as well as resume reviews and advising support, regardless of enrollment. Visit du.edu/pivot to learn more.

