Strategically Planning Your Career in Higher Education

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1. Who Are You?

Poll: current roles

- What gets you excited?
 Mine through current and past roles to identify what gets you up in the morning
- → Ideal work situation?
 Environment, supervision, type of role
- → Likely Opportunities
 What type of higher ed, what areas
 within higher ed, how can you identify
 opportunities you don't know about?

How to identify opportunities at your current institution



Tips

Think about networking outside the box

Create your own mentor and job shadowing opportunities

Identify in-demand skills

How to identify opportunities Outside your institution



Tips

Look in job families and skills match rather than titles

Utilize strategic job search engines & sites

Let people know what you are looking to do

The ability to **PIVOT** and TRANSFER skills is the most important strength in building an **UPWARD** career trajectory



YOU are your brand.

Utilize your self-knowledge to identify your brand.

What do you want to be recognized for?

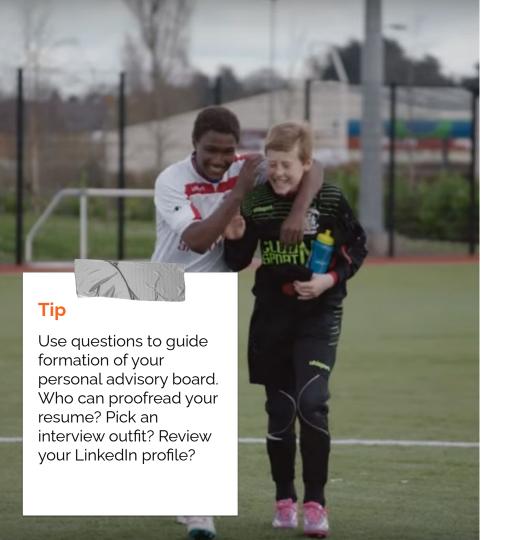
Look for opportunities to promote your brand (YOU!) in ways that align with who you are and what you want to achieve





2. More on branding:

- → Elevator Speech What is your 30-second pitch for what you do?
- Dress for the role you want, not the role you have.
- → Professional Organizations
 Strategically participate in groups
 around shared career interests



You need an advisory board

- Outside perspective
- Diversity of thought
- Leveraging strengths of those already invested in your success

What is a good mentor?



3. Testimonials

Collect and save testimonials to your work. These may come through:

- → Thank you notes & emails
- → Performance evaluations
- → LinkedIn Recommendations
- Student Evaluations
- **→** Letters of Reference

Consider including them on your personal website, social media, CV or resume, email signature line

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What people are saying

"She cultivates an environment where her employees can soar to their highest dreams only to realize that they can go even higher."

Susan

"Wendy's knowledge of national best practices is encyclopedic."

Forrest

"She sets the standard of excellence in teaching"

Floyd



Further Reading

Coach Yourself to a New Career

Reinventing You

What Got You Here Won't Get You There

So Good They Can't Ignore You

Disrupt Yourself

Entrepreneurial You