



**Leadrise Coaching**

by Merve Kagitci Hokamp

# NAVIGATING CAREER CHANGE

WORKBOOK

A comprehensive guide that helps individuals navigate the process of a career change through self-reflection, research, skill assessment, networking, and action planning,

[WWW.LEADRISECOACHING.COM](http://WWW.LEADRISECOACHING.COM)

## ABOUT THIS WORKBOOK

Embarking on a career change can be both exciting and challenging. This workbook is designed to guide you through the process of evaluating and navigating a career change effectively.

By engaging with the exercises and questions in this workbook, you will gain clarity and confidence in making informed decisions about your professional path.





# HI! I'M MERVE...

I am an executive and career coach with over 10 years of experience in leadership and business coaching, a senior Google executive, a sales and marketing leader, a business management consultant, a speaker, facilitator, and trainer, yoga and pilates teacher, a book worm, an avid international traveler, mother of two wonderful kids, and a lifelong learner.



My educational background includes a diploma in Advanced Executive and Leadership Coaching from Kingstown College, an MBA from INSEAD and a Bachelor's degree in International Relations and German Studies from Claremont McKenna College. These experiences have shaped my global perspective and ability to connect with individuals from diverse cultures.

With my deep passion for coaching, combined with my corporate background and international outlook, I am dedicated to be a trusted partner for professionals seeking guidance and transformation. Whether you're navigating career transitions, aiming for greater leadership effectiveness, or seeking business growth, I invite you to connect with me to discuss how I can support you in achieving your aspirations!

[READ MORE ABOUT ME  
ON MY WEBSITE](#)



[GIVE ME A SHOUT](#)





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# Section 1: Self-Reflection and Assessment



*This section prompts you to assess your motivations, identify your skills, strengths, and values, and explore your interests and passions. It encourages deep self-reflection to gain clarity on what you seek in a career change.*



## ASSESS YOUR MOTIVATIONS:

What are your reasons for considering a career change?

Reflect on what is dissatisfying about your current career and what you hope to achieve in a new one.



## IDENTIFY YOUR SKILLS, STRENGTHS, AND VALUES:

What transferable skills do you possess?

What are your key strengths and areas of expertise?

Consider your personal values and how they align with your desired career path.

**PERSONAL  
VALUES:**

**CAREER PATH  
ALIGNMENT:**



## EXPLORE YOUR INTERESTS AND PASSIONS:

What activities or subjects ignite your curiosity and passion?

Reflect on your hobbies, volunteer work, or personal projects that bring you joy and fulfillment.





## PERSONAL ASSESSMENT: WHAT IS IMPORTANT TO ME?

Instructions: Rate the importance of each item below on a scale of 1 to 5, with 1 being "Not Important" and 5 being "Extremely Important." Consider your own preferences and priorities when assigning ratings.

- Flexibility e.g. remote work, WFH, WFA
- Advancement Opportunities e.g. promotion
- Compensation
- Recognition and Fame
- Learning and Development
- Challenging and Meaningful Work
- Autonomy and Independence
- Job Security
- Relationship with Leadership and Colleagues
- Impact and Purpose
- Organizational Culture
- Status



## Section 2: Researching Potential Career Paths



*In this section, you are guided to conduct in-depth industry research, explore job market trends, gather information on specific roles, and evaluate market demand and salary prospects. The exercises in this section equip you with the knowledge needed to make informed decisions about your desired career paths.*



## CONDUCT IN-DEPTH INDUSTRY RESEARCH:

List out industries and sectors that align with your interests and skills.

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- 

Explore job market trends, growth opportunities, and potential challenges in those fields. Take notes.



## GATHER INFORMATION ON SPECIFIC ROLES:

Research job descriptions, required qualifications, and responsibilities for the positions you are considering. Pop down some of the keywords and/or link to positions of interest

Speak with professionals already working in those roles to gain insights into their day-to-day experiences. Think about who these individuals would be, write down their names and schedule coffee chats with them.

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<input type="checkbox"/>	





## SAMPLE COFFEE CHAT REQUEST EMAIL

**Subject: Coffee Chat Request - Seeking Insights and Guidance in [Target Job]**

Dear [Contact's Name],

I hope this email finds you well. My name is [Your Name], and I recently came across your profile on [platform/source] while researching professionals in the field of [Target Job]. I am writing to express my admiration for your work [reference something specific about them that you are impressed by] and to kindly request a coffee chat with you.

I have been considering a career transition into [Target Job] and have been impressed by your expertise and accomplishments in the field. Your insights and experiences would be invaluable in helping me gain a deeper understanding of the industry and its nuances. [Add specifics and personalize as much as possible]

I would greatly appreciate the opportunity to meet with you for a casual coffee chat at a time convenient for you. I am eager to hear about your journey, learn about the skills and qualities that have contributed to your success, and gain any advice or guidance you may have for someone aspiring to break into the [Target Job] industry.

Thank you in advance for considering my request. I look forward to hearing back from you.

Warm regards,

[Your Name]

[Your Contact Information]



## EVALUATE MARKET DEMAND AND SALARY PROSPECTS:

Assess the demand for professionals in your target career paths by looking into job boards and industry trends reports. Jot down data and insights from your research.

Research salary ranges and growth potential to understand the financial aspects of your potential career change. Use websites like Glassdoor, Indeed, Reddit to get an idea of the range. Compare with your expectations and take notes.



## Section 3: Skill and Knowledge Gap Analysis



*This section focuses on identifying necessary skills and qualifications for the target career paths, conducting a gap analysis, and planning for acquiring new skills. It assists you in creating a roadmap for skill development to bridge the gap between your current and desired careers.*



## IDENTIFY NECESSARY SKILLS AND QUALIFICATIONS:

Write down your existing skills

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<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Determine if there are any gaps and make a list of skills you need to develop or acquire.

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<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	





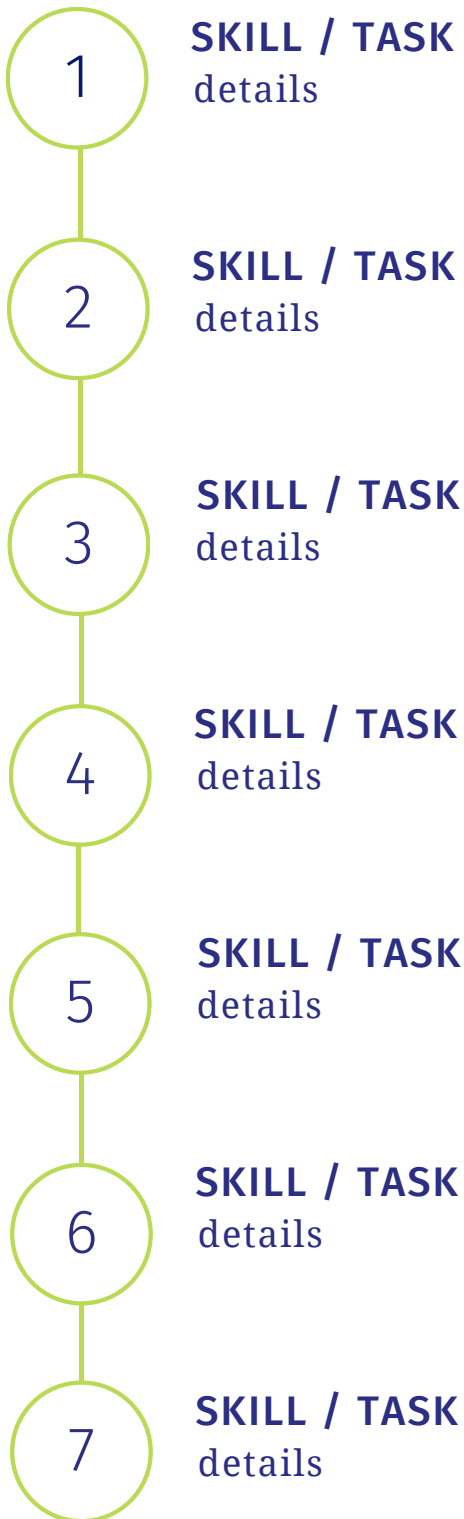
## PLAN FOR ACQUIRING NEW SKILLS:

Research training programs, certifications, or courses that can help you acquire the necessary skills. Jot down your plan.

NOTES:



Create a timeline and set achievable milestones for your skill development journey.





## Section 4: Networking and Building Connections



*In this section, we talk about expanding your professional network, attending industry events, utilizing online platforms, seeking mentorship, and engaging in informational interviews with a special emphasis on the importance of building connections to gain insights and support during the career change process.*



## EXPAND YOUR PROFESSIONAL NETWORK:

Research and sign up for industry events, conferences, and meetups to connect with professionals in your target field. Jot down which events you can / will attend and their dates

Utilize online platforms like LinkedIn to build connections and seek informational interviews. Jot down who you will interview and the corresponding topic of interest



## SEEK MENTORSHIP AND GUIDANCE:

Identify mentors or career coaches who can provide guidance and support during your career change journey. Think about people you have met through your education, career and other pursuits thus far. Who can help?

Engage in conversations with experienced professionals to gain insights and advice. Think about your existing network. Who can connect you with people who might be in or close to positions you are seeking to attain?



## FIND THE RIGHT COMPANIES:

List out some of the companies you would like to work for. Think about products that you use and love. What companies make them?

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- 
- 

List out some of the companies you would like to work for. Think about your values and what companies might be aligned to them.

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- 
- 

List out some of the companies you would like to work for. Think about your childhood dreams and sources of joy. What companies could give you that childish satisfaction? (e.g. Lego)

- 
- 
-



## Section 5: Taking Action



*This section helps you in crafting a compelling CV and cover letter, preparing for interviews and assessments, and creating a career transition plan. It provides practical strategies and actionable steps to facilitate a successful transition into a new career.*





## CRAFT A COMPELLING RESUME AND COVER LETTER:

Jot down your experience and qualifications. Include your skillsets and those that the job requires in the brainstorm below. Transfer these thoughts into a CV format.

Why should they hire YOU? (And not someone else) Write down some thoughts below. Transfer these thoughts into a cover letter format.



## SAMPLE RESUME



# Name

Current Title

Current City

## CONTACT



## PROFILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus lacus enim, semper ut imperdiet et, congue at elit. Phasellus lacinia turpis sit amet lorem hendrerit, a gravida velit bibendum. In erat nisl, venenatis tempor tortor et, finibus mattis velit. Integer egestas lacinia arcu. Nullam nec eros tincidunt neque condimentum dignissim. Nulla eget elementum quam. Aenean non efficitur nisl, vitae faucibus elit.

## EDUCATION

- **Name of School**  
Degree  
Years of Attendance
- **Name of School**  
Degree  
Years of Attendance
- **Name of School**  
Degree  
Years of Attendance

## WORK EXPERIENCE

- 2019 - Present  
**Title**  
Company name  
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- 2018 - 2019  
**Title**  
Company Name  
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- 2014 - 2016  
**Title**  
Company Name  
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- 2013 - 2014  
**Title**  
Company Name  
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## SKILL

- skill
- skill
- skill
- skill
- skill
- skill

## AWARDS

Oct 2019 | Company Name  
**xyz**

May 2015 | Company Name  
**xyz**

## REFERENCES

**Name**  
Title / Company

**Phone:** 123-456-7890

**Email:**

**Name**  
Title / Company

**Phone:** 123-456-7890

**Email:**

# SAMPLE RESUME



# NAME

TITLE, COMPANY



About Me blurb

## EDUCATION

**Degree**  
Name of School  
Years of Attendance

**Degree**  
Name of School  
Years of Attendance

## SKILLS

## EXPERIENCE

### TITLE

Company Name | Years

- xyz
- xyz
- xyz

### TITLE

Company Name | Years

- xyz
- xyz
- xyz

### TITLE

Company Name | Years

- xyz
- xyz
- xyz

TO THE ATTN OF:

## SAMPLE COVER LETTER

DATE



Name

Company

Address

Dear [Their Name]

I am writing to apply for the [Job Title] position at [Company Name], as advertised on [Job Board/Company Website]. With my strong background in [relevant skills/experience], I am confident in my ability to contribute to the success of your team.

I am particularly drawn to [Company Name] due to its reputation for [mention a specific aspect of the company that interests you, such as innovative products, commitment to sustainability, or industry leadership]. The company's values align closely with my own, and I am eager to join a team that is passionate about [specific industry/cause].

Throughout my career, I have honed my skills in [relevant skills/experience], allowing me to [mention specific achievements or projects that highlight your capabilities]. I am skilled in [list relevant tools, software, or certifications], and I have a proven track record of [mention specific accomplishments that demonstrate your expertise].

What sets me apart is my ability to [mention a unique skill or trait that distinguishes you]. I am a strong problem-solver, able to think critically and adapt quickly to changing situations. I thrive in collaborative environments and have a natural ability to build positive relationships with colleagues and stakeholders.

I am excited about the opportunity to contribute my skills and experience to [Company Name]. I am confident that my passion for [industry/field] and my dedication to excellence make me a strong fit for the [Job Title] position. I am eager to learn from and contribute to your talented team.

Please find attached my resume for your review. I would welcome the chance to discuss my qualifications further and demonstrate how I can add value to [Company Name]. Thank you for considering my application.

I look forward to the possibility of discussing this opportunity with you in an interview. I am available at your convenience and can be reached by email at [Email Address] or by phone at [Phone Number].

Thank you for your time and consideration.

Sincerely,

[Your Name]



CREATE AN ACTION PLAN

# CAREER TRANSITION PLAN OF ACTION

AREA	GOAL	WHY

ACTION STEPS	DATE	MILESTONES
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	
-----	----- <input type="checkbox"/>	



**BOOK INTERVIEWS:**

Write down the name of the company, time and day of the interview. You might also include details like the interviewer, whether it is the 1st interview or a subsequent interview, what the interview will focus on (e.g. case interview, leadership skills, coding challenge etc.) if applicable.

**COMPANY & ROLE**

**DATE & TIME**




# BOOK RECOMMENDATIONS

*These books offer a range of perspectives, strategies, and practical advice for navigating a career change and finding fulfillment in your professional life. Remember to choose the books that resonate with your specific needs and interests as you embark on your career transition journey.*

- **"Designing Your Life: How to Build a Well-Lived, Joyful Life"** by Bill Burnett and Dave Evans
- **"What Color Is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers"** by Richard N. Bolles
- **"Switch: How to Change Things When Change Is Hard"** by Chip Heath and Dan Heath
- **"The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success"** by Nicholas Lore
- **"Your Dream Job Toolkit"** by Joanna Lott and Richard Fox
- **"The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career"** by Reid Hoffman and Ben Casnocha
- **"Pivot: The Only Move That Matters Is Your Next One"** by Jenny Blake
- **"Do What You Are: Discover the Perfect Career for You Through the Secrets of Personality Type"** by Paul D. Tieger and Barbara Barron-Tieger
- **"The Art of Work: A Proven Path to Discovering What You Were Meant to Do"** by Jeff Goins
- **"Work: How to Find Joy and Meaning in Each Hour of the Day"** by Thich Nhat Hanh





# ONLINE TOOLS 1/3

*Here are some tools and apps that can help with career transition and self-reflection*

- **LinkedIn**: A professional networking platform that allows you to connect with professionals in your desired field, join relevant groups, and gain insights into various industries and job opportunities.
- **Skillshare**: An online learning platform that offers a wide range of courses and tutorials on various skills and subjects. It can help you acquire new skills or enhance existing ones to make a successful career transition.
- **Myers-Briggs Type Indicator (MBTI)**: A personality assessment tool that can provide valuable insights into your personality type, preferences, and strengths. Understanding your personality can guide you in identifying suitable career paths.
- **16Personalities**: Similar to MBTI, this tool provides a personality profile based on psychological types. It can help you gain self-awareness and discover career paths that resonate with your personality traits.
- **Trello**: A project management tool that helps you organize tasks and set goals. It can be useful for planning and tracking the steps involved in your career transition, keeping you focused and accountable.
- **Glassdoor**: An online platform that provides company reviews, salary information, and interview insights. It can give you valuable information about potential employers and help you make informed decisions during your career transition.



# ONLINE TOOLS 2/3

*Here are some tools and apps that can help with career transition and self-reflection*

- **Meetup**: A platform that allows you to find and join local professional groups and communities. Attending relevant Meetup events can help you expand your network, gain industry knowledge, and find mentorship opportunities.
- **TED Talks**: An online collection of inspiring and educational talks by experts in various fields. Watching TED Talks related to career development and personal growth can provide valuable insights and motivation during your transition.
- **CareerExplorer**: An online assessment tool that helps you discover potential career paths based on your interests, values, and personality traits. It provides detailed information about different occupations and industries.
- **Indeed**: A popular job search platform that allows you to explore job listings, research companies, and read employee reviews. It can help you find opportunities aligned with your career goals during your transition.
- **MindMeister**: A mind-mapping tool that enables you to visually organize your thoughts, ideas, and goals. It can be helpful for brainstorming career options, setting objectives, and creating action plans.



# ONLINE TOOLS 3/3

*Here are some tools and apps that can help with career transition and self-reflection*

- **Gallup CliftonStrengths**: An assessment tool that identifies your top strengths and offers resources to develop and leverage them effectively. Understanding and applying your strengths can enhance your performance and satisfaction in a new career.
- **Workable**: A recruitment software that allows you to create a professional resume and manage your job applications. It simplifies the process of applying for new roles and helps you stay organized during your career transition.
- **Mind Tools**: An online resource that offers a variety of articles, videos, and tools to support personal and professional development. It covers topics such as career planning, leadership skills, and self-assessment exercises.
- **JibberJobber**: A job search and career management tool that allows you to track job applications, network connections, and follow-up tasks. It can help you stay organized and focused on your career change objectives.
- **Reflectly**: A journaling app that uses artificial intelligence to help you reflect on your thoughts, feelings, and goals. It encourages self-reflection and prompts you to explore your motivations and aspirations during your career transition.

# C O N G R A T U L A T I O N S !

Congratulations on completing the "Navigating Career Change" workbook! You have taken important steps towards gaining clarity and confidence in your career transition journey.

Now that you have explored various aspects of your career change, it's time to take the next step. If you feel the need for further guidance, support, or personalized coaching, I invite you to connect with me. I am here to help you navigate through this exciting chapter of your professional life.

Whether you have questions, need additional resources, or simply want to share your progress, I am eager to hear from you. Let's have a conversation about your career goals, aspirations, and the strategies you can employ to achieve them. Together, we can create a roadmap tailored to your unique circumstances and aspirations.

Remember, change is a journey, and you don't have to navigate it alone. Take the leap, embrace the possibilities, and let's explore the fulfilling career path that awaits you. Connect with me to discuss further and embark on this transformative journey together.

Wishing you success, fulfillment, and joy in your career change adventure!

Warm regards,  
*MERVE KAGITCI HOKAMP*

C O U N T M E I N

