



AKAnomics Principle #1



Do not let corporate restructuring and layoffs hinder your economic growth...reclaim a career and your future.

- 1. Prepare yourself.** Career reinvention is an ongoing process and often requires having a job on the side as well as a willingness to move out of your comfort zone. “Make friends with your fear because it will be your constant companion throughout your reinvention,” according to Pamela Mitchell, founder and CEO of the Reinvention Institute (www.reinvention-institute.com)
- 2. Use what you’ve got.** The first step toward reinvention is self-assessment. Know your strengths and weaknesses and then identify a career field that matches your interests, values and skills.
- 3. Seek support.** Find a career coach. Coaches see our blind side and can assist us in mapping out a plan of action that will help improve ourselves. Also, reach out to your alma mater’s career center or professional organizations.
- 4. Be a chameleon.** Every industry has its own language, but 95% of those who reinvent themselves make the mistake of not translating their background into the language of the new industry they’re targeting. Learn the language by checking out industry trade publications and blogs, or attending industry-related events.
- 5. Keep reinventing.** Reinvention doesn’t necessarily involve a drastic transformation. Taking small steps work best. Take a class, go to an event you wouldn’t normally attend or resurrect a rarely used skill.

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