

## Is a career change on the cards?

Recent research shows that the average person spends approximately **80%** of their waking energy at work or doing work related tasks, such as travelling to work and worrying about work. The average family is spending around 25 more hours a week at work now than a generation ago.

If we are so consumed with our jobs, it is no surprise that the prospect of moving jobs, companies or even changing careers is such a daunting task for most people.

*"Work matters: over our life time we'll spend approximately 100,000 hours face time at work"*  
John Lees (Leading Career Coach).

So how can you turn "I don't know what I want to do", "I'm stuck in my job" or "I haven't got the skills/resources" into "I know exactly what I want to do and how I am going to get there" or "I am in the job of my dreams"?

### Follow these 4 simple steps.....

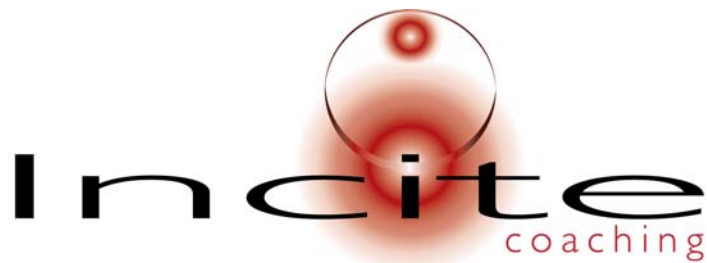
#### 1) Find out who you are and what is important to you

To move into a career that you really love, you first need to find out what your passions are. What do you enjoy doing? What are your interests? And what are your strengths? Look at some of the richest people in the world, Richard Branson, Oprah Winfrey and Bill Gates – what is a common factor with them all?

They found something they were passionate about and turned it into a career. The common mistake that most people make is to try and find a career that will make them money and then try to enjoy it.

#### 2) Take money out of the equation

Most people base their career decisions on salary and pay. However research shows that salary is actually one of the smallest motivators in work (a pay rise on average will result in increased motivation for a period of approximately 2-4 weeks) and the largest de-motivator. What would you want to do if all jobs paid the same?



### **3) Find Somebody who is currently in your ideal role**

Find 5 people who you feel comfortable speaking to who are currently performing your ideal role and ask them “How do you spend most of your time during the day?”

### **4) Take Action!**

Once you have all this information, take action. It isn't enough to merely plan for a new career/job, you need to actually get yourself out there. It may be just researching industries, companies, speaking to friends or it may be applying for roles. As long as you are taking some action towards your goal!!!

Working out what will drive you in your work and following this path will increase your confidence and ensure you feel in control of your career. This is a far more positive place to be than waiting to see what will happen with the economy.

For more information on career coaching contact Jennifer at Incite Coaching. Jennifer has 5 years recruitment experience at an international recruitment firm. Coupled with her coaching experience and continued commitment to developing skills, Jennifer is able to tailor career coaching packages.