

Highlights of BSAS Career Related Events

Mid-Career Traps and How to Avoid Them

There are plenty of books and articles aimed at job hunting novices, but fewer target mid-career professionals. As part of her September 14 presentation on "Your Career: Dealing with Now, Planning the Future," Priscilla Claman identified "Mid-Career Traps and How to Avoid Them." Priscilla is the president of CareerStrategies, Inc.

Trap 1: Feeling Resentful of "Them"

When you hear yourself saying, "They don't understand," it's a signal that you may be mired in resentment. "They" could be HR, senior management, your boss or any force that you perceive as blocking you.

Solution

Take up something new and challenging, so you feel the rush from mastering something – be it French, learning to play a musical instrument or any unfamiliar pursuit that requires focus to be successful.

Trap 2: Succumbing to the Temptation to Go Generic

Professionals who describe their capabilities in generic terms aren't likely to thrive in today's increasingly competitive environment.

Solution

Figure out your "Value Proposition." In other words, describe how you differentiate yourself from colleagues and competitors to meet the needs of the current job market.

Trap 3: Early-Career Job Search Approaches Won't Work for Mid-Career Professionals and Will Make You Look Junior.

Solution

A) Don't make your resume available indiscriminately through sites such as Monster.com. Don't just wait and look for ads to apply for. Direct your job hunt toward a list of target companies you'd like to work at. Find out what those companies need. Then, use networking contacts to pass your resume to those companies.
B) Become "famous." Make yourself known outside your company through networking, participation in professional societies, and other activities.

Trap 4: Job Hunting Paralysis

Sometimes it's tough to act on your desire to find a new job. Or, you may struggle to muster your energy and enthusiasm in an interview.

Solution

A) Change something visual about yourself. You could buy a new outfit or get a new haircut. Add new skills through a course or conference.
B) Put samples of your work in a portfolio. Don't fret if your work isn't usually a paper product. You could, for example, create a PowerPoint presentation about your outstanding work accomplishments.

For more career advice, go to www.career-strategies.com or send an email to pclaman@career-strategies.com.

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