

# Awaken Your CAREERpreneur

BY ALEXIA VERNON



When my partner of five years asked, “Will you marry me?” I realized that although I could answer his somewhat rhetorical question, I didn’t yet have an answer to my own more pressing one; “Who do I want to be by the time I get married?” I loved the company I worked for, yet felt I had reached a professional dead end. My search for how to better align my calling with my career jumpstarted a process of self-discovery that culminated with me studying to be a career and leadership coach, launching my own coaching and training company, and sharing how to shift from making career, leadership, and life choices out of fear and familiarity to approaching these choices with courage, clarity, and compassion. In my book, *Awaken Your CAREERpreneur*, I fuse best practices of entrepreneurship with best practices of self-empowerment to show people how to develop the mindset, relationships, skills, and materials to make career success a way of being. I’ve spoken with numerous job seekers, career transitioners, entrepreneurs, and college students on the topic of CAREERpreneurship. Here are two questions I’m always asked.

## What do you say to people who say, ‘there aren’t enough jobs out there’?

The way people find jobs has changed forever. 90% of jobs are now found through networking. Your network is every person you have met and every person each of those people have met. I’ve seen well intentioned job seekers working hard but not necessarily smart. While you want to build relationships on LinkedIn (#1 social media site for professionals), Facebook, and Twitter, your strongest relationships will be those developed face-to-face. Make sure you don’t get stuck behind a computer screen searching for and applying for jobs. Get clear on what you want your next step to be, then get out and meet people who could help connect you to those opportunities.

## What can job seekers do to get an edge up on a job interview?

Two core things: Do your best to connect with the hiring manager or your future supervisor at companies before a job opportunity gets listed. Most companies know the 3-4 candidates they’re going to bring in before they even post a position. Get on that short list. Then, practice your answers to interview questions out loud. I sat in on a recent interviewing panel and 70% of the candidates stumbled on, “Tell me about yourself.” There is no excuse for this. Learn the major categories of interview questions and customize them for your prospective position/company, plan out your answers, and rehearse them orally.

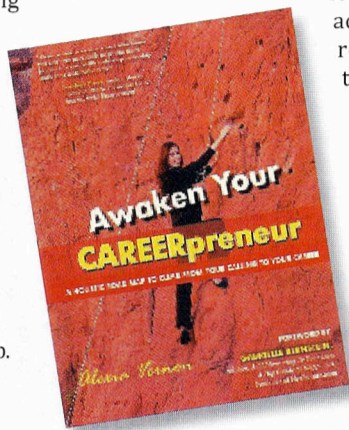
Make certain to share your unique qualifications for providing specific solutions they might be looking for. Ask for connections to others who may be hiring in your area or know of opportunities available.

## TIPS FOR A CAREER CHANGE

Our thoughts motivate our feelings, which motivate our actions, which lead us to our result. Identify your destination, then, work backwards.

- Identify the results you want, then identify specific actions needed to get there.
- Identify the feelings you will need to energize the actions you want to take.
- Identify the thoughts needed to trigger feelings that will enable you to take the actions to pro-

duce the desired result. It isn’t rocket science—it’s proven by neuroscience. Show up each day with 100% commitment to perform 100% in your career development. Then extend this commitment to every area in your life.



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*Awaken Your CAREERpreneur* is available on Amazon.com and BarnesAndNoble.com. [www.AwakenYourCareerpreneur.com](http://www.AwakenYourCareerpreneur.com)