

10 TIPS

for

AUTHENTICALLY REBUILDING YOUR CAREER

With Tazmin Suleman

1 Have perspective

Remember! You are redesigning, not recreating.

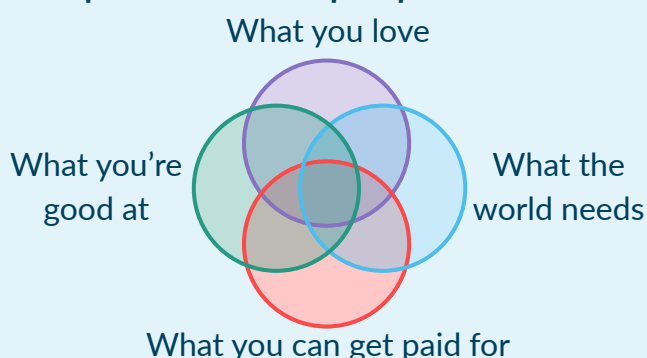
Take an inventory* of your past experience and current skillset.

*Template on page 3



2 Build self-awareness

Use the ikigai* concept to identify your passion and purpose.



*More on page 4

3 Set career goals

Write down your career goals and how you will accomplish them.

When doing this exercise, consider the following format:

🎯 My goal is ...

- It's important because ...
- How will it impact my life ...
- My top skills to leverage ...
- The actions I will take are ...
- Who can help me?
- Who can guide me?
- What do I need to learn?
- Milestones Q1, Q2, Q3, Q4
- Anything else?

4 Take action

Break your career goals down into manageable initiatives and take action by setting clear, structured next steps.

Goal – Strategy – Action

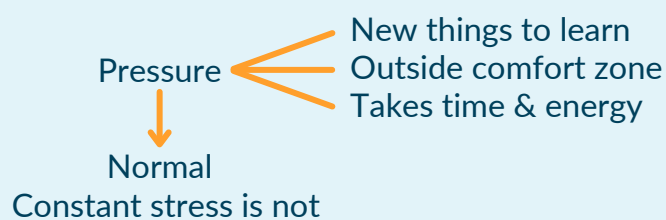
Increase visibility on subject — Write & speak on subject —

- Post on LI
- Write guest blogs
- Public speaking

5 Do something new

Reframe the idea of going “outside your comfort zone” to “I’m learning something new.”

Remember that pressure is normal.



Ready to learn more? Head to the [Moz Blog](#) to read the latest from SEO & marketing experts around the globe.

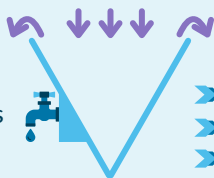
MOZ

6 Manage your stress

Consider ways to help relieve stress* and lower the level of your “stress container*.”

Helpful

- Walks outside
- Time with loved ones
- Focus on what you can control
- Routine
- Rest & recharge



Unhelpful

- Alcohol
- Smoking
- Anger
- Catastrophizing
- Negative self-talk

*More on page 5

7 Practice reframing

Use techniques to reduce stress and reframe your perspective.

For example, use the BRAVE technique to help:

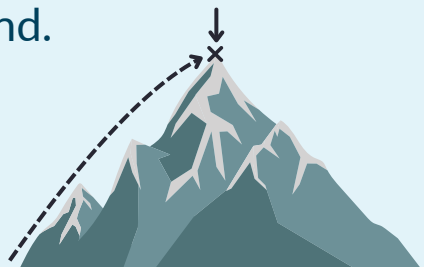
Breathing
Reframe
Affirm
Visualize
Energize



8 Build resilience

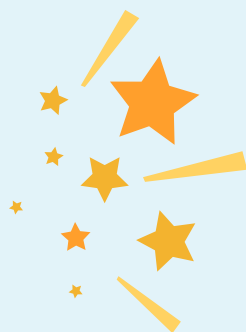
Remember that the journey is about building resiliency.

You need to acclimatise yourself to what you will be when you reach the end.



10 Have fun!

Be curious!
Be adventurous!
Be YOU!



9 Acknowledge progress

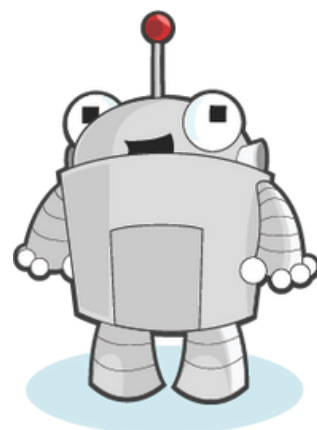
Don't forget to acknowledge your wins and your progress!

Examples:

- Win jar
- Achievement log
- Update internal CV
- Update your personal brand



Keep reading to explore templates and lists to help you get started with these tips and tricks!



Experience & Skillset Inventory



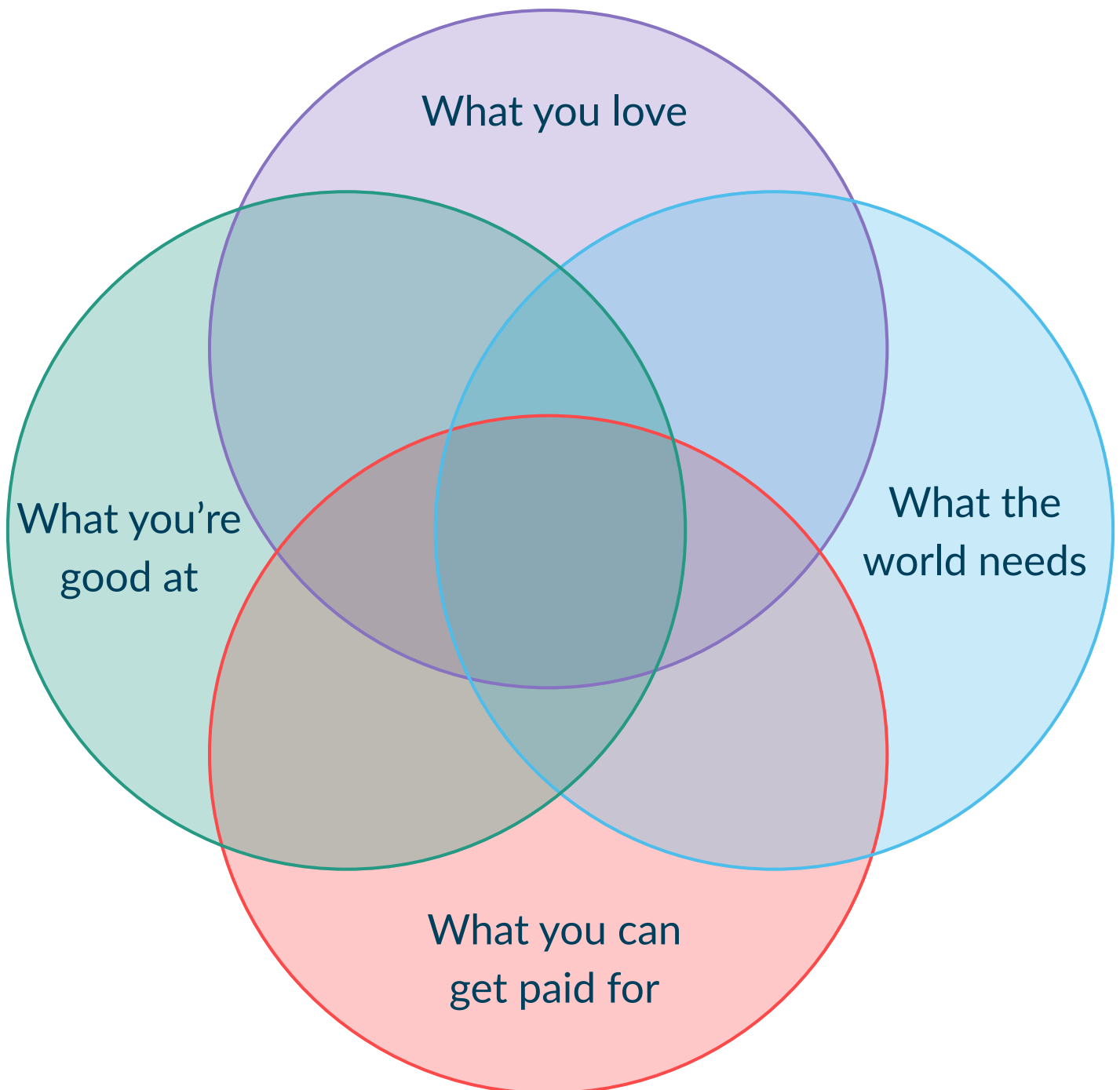
Use the table below to reflect on your past roles, the experience you gained in each, and the skills you used or gained.

Role	Experience	Skills
<i>ex. Blog manager</i>	<i>ex. Author outreach</i>	<i>ex. Editing, calendar management</i>

Ikigai



Use the ikigia framework below to explore and expand your self-awareness. Print out the Venn diagram and fill it in. Take your time with this task and consider asking peers, friends, and family for input.



Once you've filled in all the circles, look for the overlap of these skills and tasks. This is your ikigai, or your passion and purpose.

Stress Management



Managing stress is crucial to preventing burnout and taking care of yourself. *Remember that your capacity for stress is not always the same! It will vary based on what else is happening in your life, and that's okay!*

Make a list of helpful actions and activities that help you reduce your overall stress level. Print this page out and post it somewhere you can see to remind yourself when you're stress level is elevated.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“

Self-care isn't what you do when you're broken,
self-care is what you do every single day to prevent
you from breaking.

”