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**Create a USP that will help
you transition careers**

(Unique Selling Proposition/Point)



Introduction

What is a career transition?

A career transition is the process of discovering and pursuing a new career. Also known as a career shift or change, a career transition entails the act of seeking an occupation other than your present one. For instance, you may start your career in accounting and subsequently move into technology. It may not always imply a shift in the industry. You might also look for a job in the same industry if you believe that a different corporate culture or management style would help you achieve your professional objectives. (Career guide)



How do you create your own USP?

- **List 5 reasons** why you want to leave your current job:



- *What things do you need to see in your next career?*



- *List all your professional and personal skills:*

- *Identify the skills that you can transfer into your new career:*



- *List all of the jobs you've had in the past, including part-time and voluntary positions.*



Take a step back and look at the list you've created

- What skills, experiences and knowledge fields stand out?
- Which ones are unique to you (or difficult to find)?
- If you can't find one unique thing that shines through, perhaps you can find a unique and uncommon combination of things?
Add a touch of personality!
- Introduce yourself and flaunt your character traits. Enable your potential employers to get a sense of the "real you"
Keep it short and sweet.
- Think of your USP as a headline.
- Sum up, as quickly as possible, just how perfect you are for the job (don't go on and on and on).
- 2 - 3 sentences (spoken and written).
- Keep your message clear and consistent.

How would you know if your USP rocks...

- Identifies hard-to-find skills, experience and knowledge that are relevant to you and / or the role you are aiming for.
- Permeates with passion and personality (without saying the words 'I am passionate').
- Is short, snappy and easy to digest.

***Read your USP outloud
and Practice saying it to
a (trusted) friend to get
some feedback.***



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